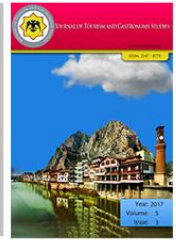




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## Assessment of Sütçüler District of Isparta Province in Terms of Rural Tourism

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### Abstract

In today's world, bored of daily life standards, people prefer silence and activities within the nature in search of change. Therefore it has become a necessity to create places that will bring together people and nature. Recently, rural community has regarded tourism as an opportunity to sustain or revive their economy. This study aims to assess the tourism potential of Sütçüler District. For this purpose, a questionnaire was applied to local people of Sütçüler District of Isparta Province using instant research method. SPSS statistics program was used to analyze data collected during research. Besides descriptive statistics (average, frequency, percentage distribution and standard deviation), t test and ANOVA methods were used in analysis.

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## **INTRODUCTION**

Globalization trend throughout the world has caused markets to be more competitive and therefore caused distribution of income to worsen gradually. As a result, regional inequality problems is getting more clear everyday. Considering the facts that rural community have to live within the nature, that their basic economic activities are those that have very low added value such as agriculture, livestock, fishing, handicrafts and forestry and that infrastructure works are not enough in general; difficulties of living in these areas gets more clear. When rural development can't be enabled because of difficulties in rural areas, because of technology becoming widespread, because of surplus labor in agriculture as result of mechanization and because of fast increase in population, rural-urban migration appears. When this migration happens in large numbers and in short time periods, various cultural, economical, social and structural problems occurs in urban areas as a result (Ekim, 2006: 4).

As rural tourism has a position that revives communities where agriculture and industry sectors are on decrease, it is proposed, In Europe, as an alternative approach to rural development. Like Europe, some rural communities in America search for replacement for agriculture and considers tourism as a solution. They also think that welfare will return to rural communities that are poorer than metropolitan places (Kiper, 2006: 50).

In terms of country economics, rural tourism has a great importance as it is a source of income and provides currency inflow, as it removes the regional imbalance, as it decreases unemployment creating new job and vocation fields in developing countries, as it revives commercial activities related to agriculture, transportation, services and tourism (Ahipaşaoğlu & Çeltek, 2006: 67-68).

Rural tourism activities are classified as nature study tours such as hiking, climbing, adventure travels/vacations in wild, canoe, rafting, cross, country skiing, tours done with snow shoes, skiing downslope, birdwatching, photography; and as sports such as hunting, cycling/bike tours, horse-back riding, watching landscape, doing rural heritage studies, small town/village tours, leisure holidays in rural areas, small-scale convention and conferences, rural fests and line fishing (Akdu & Uygur, 2009: 145).

Many researchers has studied to rural tourism concept with different aspects because as time has passed; More villagers, people has participated to rural tourism activities. Also rural tourism is made by most entrepreneur; Many countries has known little information about rural tourism. Rural tourism can be defined that some efforts to use small lands by tourists and touristic activities in rural areas by tourists such as; agro-tourism, sight-seeing tours, events, feeding animals, growing vegetable etc. In tourism literature; rural tourism can be used with different names as eco-tourism, green tourism, agro-tourism (Dimitrovski vd., 2012: 288).

People living in rural areas contributes to tourism mostly because they know that tourism has positive effects commercially, socially, physiologically and economically in their villages. If community works with public authority, Their role to rural tourism can be realised partly. As it knows; all tourism types; villagers is crucially important because their positive and negative effects (Ghaderi, 2012: 8; Lane, 1994: 8). Rural tourism ensures not only public authority or states but also it increases to community income, creates business opportunity, raises

standards of life. The success of tourism activities mostly links with local people efforts, Hence; Resident, tourist and destinations are main components of rural tourism (Muresan, 2016: 6).

Rural tourism term has gained importance recently; Most people in different country understood positive effects of rural tourism. The necessities to local community for being a symbols of culture, history, traditions raised rapidly in rural tourism. For this reason; our research is about to local community perceptions to rural tourism and its impacts.

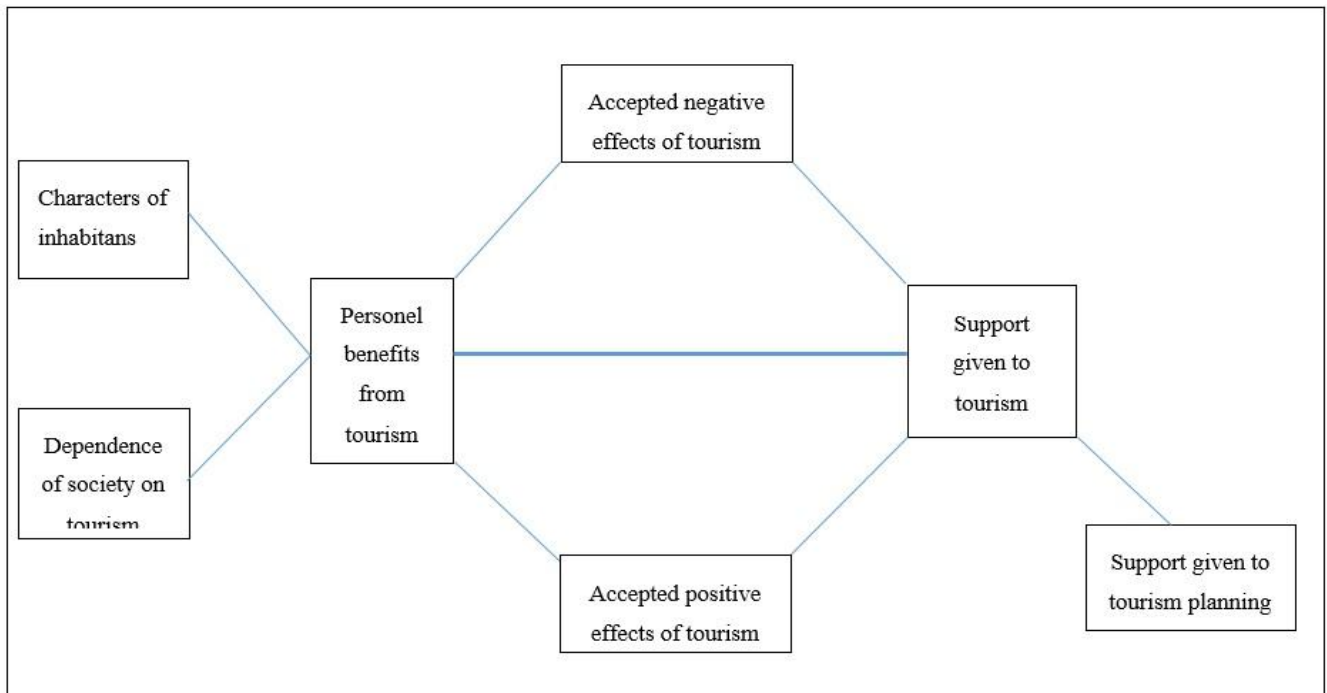
### **Rural tourism**

There is a correlation between rural development and rural tourism. Rural tourism is the symbol of success for diversification other than agriculture. In addition, one of pioneer and most important sectors in rural development is rural tourism. Abundance and variety of natural and cultural assets in rural areas carries an important potential to develop tourism and recreational activities.

When looking to literature; it can be possible to come across to many definitions. Some researches describes to rural tourism that it is a kind of tourism in rural areas by villagers (Dimitrovski vd., 2012; Ghaderi and Henderson, 2012; Bernard, 1994). Some researches describes also rural tourism that it is a symbol of local culture, food, production etc. (Lo vd., 2012:61). If a village or area is a destination being famous with rural tourism; it has some original characteristic. Rural tourism destinations has natural attraction, cultural authenticity, historical background, It isn't possible that its target market is mass tourist and it hasn't any activities belongs to mass tourism (Edgell and Harbaugh, 1993: 17).

Rural tourism has many effects and from these; cultural exchange can be most important feature of rural tourism (Gannon, 1994; Greffe, 1994; Luloff vd., 1994). In rural tourism context; community has big responsibilities. They causes to social-cultural development, economic welfare, sustainable economic outputs. (Hanafiah, 2013. 794).

When we consider Turkey, it is a fact that %35 of the population live in rural areas and that agriculture activities are the most important source of income. Differences in development between urban and rural areas has become apparent as a results of modernization efforts, industrialization and social-economic transformation in the process of recent social-cultural and economic development. Rural areas couldn't catch up to the development pace of urban areas because of their social economic structures. Although there is progress in terms of rural development and increasing quality of life of people living in rural areas as a results of policies to minimize development differences in Turkey, this progress isn't on desired level yet. One of the ways of removing this development difference is rural tourism that is one of the pioneer sectors of rural development (Çeken, Karadağ & Dalgın, 2007: 9).



**Figure 1.** Model of support given to rural tourism development

**Source:** Mcgehee & Andereck, 2004: 133.

For rural tourism destinations to develop, it is necessary to bring forth new approaches. These involve:

- Developing the natural and cultural attraction that affects the foundation of destination,
  - Removing the problems of dependence on seasons,
  - Developing an understanding of location that reflects distinguished point of destination environment,
  - A destination planning that involves efficient energy structure systems, structure materials and traditional architectural styles and that are sensitive to the environment.
- To achieve this goal, local society has to go through all phases of development. (Hassan, 2000: 242).

Rural tourism has superiorities over other tourism sorts. Rural tourism is less costly than other economic activities and easier to establish. By this way, rural areas can develop with the participation of local managements and small businesses and this development isn't dependent on outside the area. Although large investments are required for tourism to develop, rural tourism may develop by small funds. Besides, rural tourism doesn't depend on other firms or on their choice to come to the areas or not (Öztürk, 2010: 29).

Population living in rural areas in Turkey decrease gradually as a result of rural-urban migration. Tourism is an important factor to keep the most appropriate amount of population in villages for the dynamism of places that has touristic attractions and to prevent migration. Prevention of rural-urban migration is only possible by enhancing living conditions on rural areas and by enabling just income distribution. It can be easily said that rural tourism brings a new employment opportunity for people living in rural areas. By this way, it can contribute to the development of rural areas and play an important role to keep the population in their places (Özkan, 2007: 115).

## **Literature review**

Çeken, Dalgın and Karadağ (2007) has carried a theoretical study aimed at rural tourism as a new approach in rural development and aimed at Turkey. It is among their findings that Turkey has many superior features over other countries in terms of natural, cultural, touristic, seasonal and social cultural aspects but it needs to meet certain conditions that tourism requires to make use of these features.

Soykan (2003) has determined in the study, *Rural Tourism and Its Importance for Turkey*, that rural tourism is among the new fashion tourism types and that rural areas in Turkey can be brought to tourism by experts involving various establishment and groups as in many applications worldwide before they lose their sustainability characters.

Akdu and Uygur (2009) has tried to present the differences between concepts in their study, *Examining Agro-Tourism, Rural, Agriculture and Ecotourism From a Conceptual Angle*. Expressing the position and importance of Agro-tourism in Turkey, they have brought forth suggestions comparing these with the applications in international societies.

Gündoğdu and Karadal (2012) have tried to present the clustering of rural tourism values in Aksaray from cultural tourism angle in their study, *Rural Tourism Clustering Potential of Aksaray*.

Duran (2012) revealed the tourism potential in mountainside and determined alternative tourism opportunities that can be applied in these areas in the research *Importance of Mountainside in Turkey In Terms of Rural Tourism*. He concluded that existing potential can be put to use taking sustainability principle as basis.

Aydemir, Ertuna, Güney and Güven (2012) determined that attitude of villagers towards rural tourism and factors that affects their participation of this tourism type in their article *Factors Affecting the Local Community's Desire to Participate in Tourism Development: Example of Kastamonu*.

Esponda (2005) revealed natural and cultural values in Mexico and included rural tourism applications in states in the study, *Rural Tourism as a Tool for Development in Mexico*. Besides expressing the importance of sustaining main economic activities, it has been emphasized that rural tourism can also be developed. Within this scope, it was suggested that national values program can be prepared.

Çolak (2009) revealed the tourism values of the village and made SWOT analysis of the village in the thesis study, *Rural Tourism and Rural Tourism Industry Within the Scope of Touristic Product Diversification and Example of Şirince*. He gave suggestions expressing that rural tourism potential is very high and it is not used sufficiently.

Morgül (2006) expressed local community's thoughts and points of view related to rural tourism in the thesis study, *Analysis of Assessing Rural Tourism Potential in Thracian Region: Example of Kırklareli*. He concluded that local community should be informed and educated on the matter.

In the study named *Tourism Students' Points of Views and Perception on Rural Tourism* by Ayaz, Türkmen and Yeşiltaş (2012), it is understood that students considers rural tourism as a way to learn different living styles and as excitement and fun.

When literature has been researched; It is found out that local people participation has been so important for rural tourism succesment (Bjork, 2000; Fleischer & Pizam, 1997; Frochot, 2005; Getz & Carlsen, 2000; Dimitrovski, 2012; Ghaderi & Henderson, 2012; Lo vd., 2012; Edgell & Harbaugh, 1993; Mafunzwaini, 2005; Sharpley&Roberts, 2004; Muresan vd., 2016; Luloff vd., 1994; Butler, 1992; Jenkins & Kearsley, 1997; Hall&Jenkins, 1998; Hanafiah vd., 2013; Abas & Hanafiah, 2014; Kunasekaran & Gill, 2012; Andreck & McGehee, 2004; Sanchez vd., 2015; Chandralal, 2010).

### **General Characteristics of field of study**

Foundation of Sütçüler district dates to BC 200s. Known as Adada today, the town is located between Pisidya and Pamphilia regions. This old settlement had lived its prime during Hellenistic period. Strecthing from Adada to Alanya, Royal Road passes through this place. It is known that Saint Paul set out from Perga approximately in BC 45 and arrived in Pisida Antiokheia through Adada. Some claim that name of the city which is Adada in archeology may be Pavlu. It was changed during Republic Period to Sütçüler (dairymen) because local people had mostly lived off dairy (IKTE, 2011: 59).

In Sütçüler whose population is the second lowest in Isparta, population decreases even more every census period. Accroding to 2009 census, the population of the district was 12.549. From this number, 2.371 live in the centre and the rest lives in towns and villages. According to most recent data, population of the district centre is 2640. Economic situation is very weak according to its geographical structure. Rarety of cultivable areas has limited agricultural development and lead people towards livestock or migration (IKTE, 2011: 59). Besides agriculture and livestock, some villages earn their living by beekeeping and fishing. Trout is breed in facilities established on streams and an important part of income has been gained this way. There are 30 Trout Breeding Farm in Sütçüler. (Isparta Environment Information Report (IÇDR, 2011).

#### **Touristic Attractions in Sütçüler;**

- Adada Antique City (Sağrak Village, Zengi area)
- Kocaköy (Pendelissos) Kesme town
- Cave (near Aşağı Yaylabel Village)
- Kurşunlu Ruins (Kasımlar-Karadutlar area)
- Seferağa Mosque (Sütçüler centre)
- Asar Castle Remains (Hacialiler Village, Çağılıpınar area)
- Sığırlık Castle Remains (Yeşilyurt Village)
- City Wall Remains (Sütçüler Centre, Taşkapı area)
- Epigraph (Belen neighbourhood)
- Cave and Underground Reservoirs (Beydilli Village)
- Waterway Remains (Between Gürlevik-Tota-Zengi)
- Melikler Castle (Melikler Village, Bahçe area)

- Cave (Selimler Sarıtaş Village)
- Groundwater (Bekirağalar Village)
- Cave (Selimler Sarıtaş Village)
- Sheik Müslihittin Tomb (Sheiks Tomb)
- Yazılıkaya Canyon (Between Sütçüler and Çandır)
- Karacaören Dam (Çandır Village)
- Küçüksu Trout Facilities (Yeşilyurt Village)
- İçmeler (Kasımlar Village, Tota area)
- Köprüçay Canyon (Between Kasımlar and Manavgat)
- Honey and thyme acquired from Sütçüler is known countrywide. Sütçüler Thyme (Tota Thyme) is an endemic spice that is very rare in the world (İÇDR,2011).

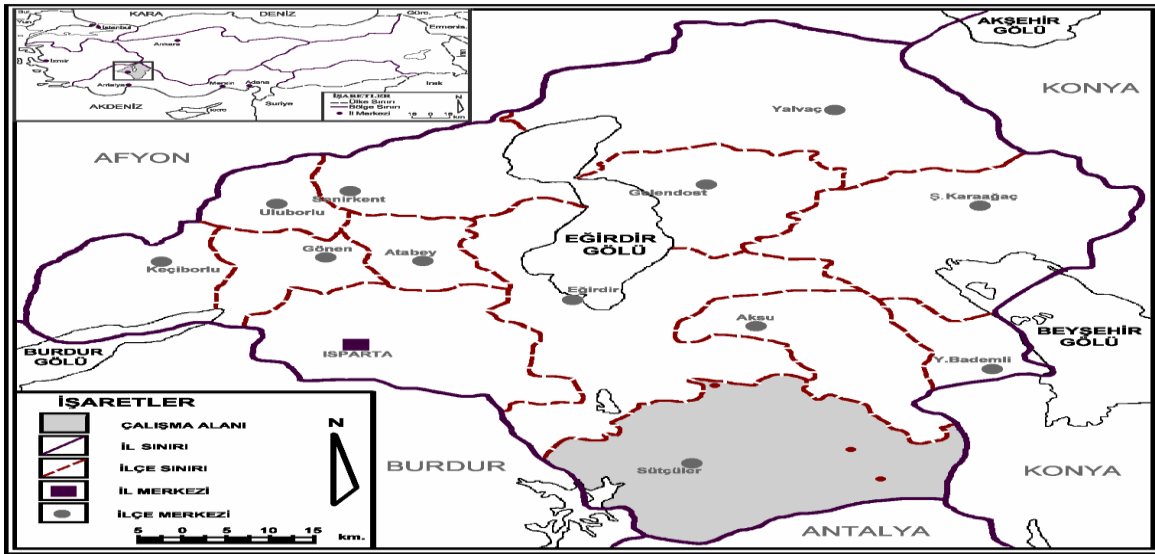


Figure 2: Isparta province map

Source: Sargın, 2006: 64.

## Method

Research population consists of local people living in Sütçüler district centre. Population is 2640. However, those under the age of 18 isn't included in the research. People chosen with simple random sampling from the sample group. 337 of the questionnaires applied were taken into evaluation. The study aimed at assessing rural tourism in terms of rural development was applied to the people using instant research method. In the questionnaires, participant were asked to answer 40 questions according to Likert scale. Questionnaire Form used in the study was prepared adapting the likert scale used in post graduate thesis, "Analysis of Assessing Rural Tourism Potential in Thracian Region: Example of Kırklareli" by Morgül (2006). To analyse the data collected through research, SPSS statistical program was used. In analysis, besides descriptive statistics (average, frequency, percentage and standard deviation), t-test and ANOVA methods were used.

## Findings

Firstly in the study, demographic information of the sample local people was determined by frequency and percentage distributions. In addition, local people's views for each article in the questionnaire defined to evaluate rural tourism potential in terms of rural development were described by calculating average and standard deviation values besides frequency distributions. Whether there is a difference between demographic information of the participants and their views on tourism was determined by t test and "Anova" test which belong to parametric tests.

**Table 1.** Information About the Participants of the Research

<b>Gender distribution of participants</b>			<b>Regional distribution of participants</b>		
	F	%		F	%
Men Men	214	63,5	District center District center	207	61,4
Women Women	123	36,5	Village Village	130	38,6
Total Total	337	100	Total Total	337	100
<b>Age distribution of participants</b>			<b>Average income distribution of participants</b>		
	F	%		F	%
20 years and under 20 years and	28	8,3	0 TL-1000 TL 0 TL-1000 TL	179	53,1
21-30 years 21-30 years	80	23,7	1001 TL-2000 TL 1001 TL-2000 TL	100	29,7
31-40 years 31-40 years	81	24,0	2001 TL-3000 TL 2001 TL-3000 TL	46	13,6
41-50 years 41-50 years	67	19,9	3001 TL-4000 TL 3001 TL-4000 TL	8	2,4
51-60 years 51-60 years	42	12,5	4001 TL and above 4001 TL and	4	1,2
61years and above 61years and	39	11,6	Total Total	337	100
Total Total	337	100			
<b>Economic activity distribution of participants</b>			<b>Educational distribution of participants</b>		
	F	%		F	%
Farming Farming	23	6,8	Primary School Primary School	118	35,0
Stockbreeding Stockbreeding	24	7,1	Secondary School Secondary School	77	22,8
Farming& Stockbreeding	41	12,2	High School High School	82	24,3
Weaving Weaving	13	3,9	UniversityUniversity	60	17,8
Rose breeding Rose breeding	33	9,8	Total Total	337	100
Other Other	203	60,2			
Total Total	337	100			
<b>Occupational distribution of participants</b>					
	F	%		F	%
Farmer Farmer	60	17,8			
Civil Cervant Civil Cervant	59	17,5			
Worker Worker	53	15,7			
Housewife Housewife	42	12,5			
Retired Retired	43	12,8			
Tradesman Tradesman	39	11,6			
Student Student	26	7,7			
Unemployed Unemployed	15	4,5			
Total Total	337	100			



63.5 % of participants ( 214 people) were male and 36.5 % (123 people) were female; while 61.4 % of them live in district centre, those living in villages constitutes the remaining 38.6%. Out of the participant 21-30 age group, 23.7 %, and 31-40 age group, 24%, creates the majority. 41-50 age group consitutes 19.9%, 51-60 age group consitutes 12.5%, 61-year-olds and above consitutes 11.6%, 20-year-olds and below consitutes 8.3% of the participants.

When we look at the income level of the local people, those in 0-1000 TL scale creates the majority by 53.1%. 1001-2000TL income scale constitutes 29.7%, 2001-3000TL scale consitutes 13.6%, 3001-4000TL constitutes 2.4% of the participants and the lowest group is 4001 and above. Of the participants, 35% were graduated from primary school, 24.3% from high school, 22.8% secondary school and 17.8% from university. Majority of the participants were farmers, 17.8%, and civil servants, 17.5%. When we look at the economic activities of the participants, 60.2% is engaged in other activities (civil cervant and tradesman etc.), 12.2% in farming and livestock together and 9.8% in rose breeding.

**Table 2.** Answers of Participants for Articles to Define Their Views on Rural Tourism

	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>avg.</b>	<b>Std deviation</b>
	<b>(%)</b>	<b>(%)</b>	<b>(%)</b>	<b>(%)</b>	<b>(%)</b>		
I think communication with tourists is fun	4,2	6,5	5,6	36,8	46,9	4,16	1,06
I believe our town is a touristic, cultural and historical town	1,8	1,2	1,5	40,4	55,2	4,46	0,75
Tourists visits to see natural beauties of our area makes me happy	1,8	2,7	2,4	36,5	56,7	4,44	0,81
I think environmental and natural beauties in our area will be protected and pass on future generations without spoiled	3,3	10,1	10,1	33,8	42,7	4,03	1,10
Spreading of tourism activites not just one season but all seasons of the year pleases the public, villagers and the tradesman.	1,2	3,0	2,7	46,6	46,3	4,34	0,78
I think our area is convenient for rural tourism activities	1,5	2,1	7,7	42,4	46,3	4,30	0,81
I find appropriate to build new facilities for touristic development	1,2	5,6	5,9	42,1	45,1	4,24	0,88
I believe station of women and young will become strong with the development of rural tourism	1,5	6,2	9,5	47,5	35,3	4,09	0,90
I support foreign investors invest in our area	2,4	8,3	8,0	45,7	35,6	4,04	0,99
I want facilities giving hostel keeping services	1,5	6,2	5,3	47,2	39,8	4,18	0,90
I want my house used as a hostel for all year or some period	16,3	20,2	18,1	21,4	24,0	3,17	1,41
I believe my income will rise due to hostel keeping	7,1	11,6	14,5	41,2	25,5	3,66	1,18
I think promotion of traditions, cuisine and life-styles in our area will become easier with hostel keeping	2,7	6,5	10,7	48,4	31,8	4,00	0,96
I want my products to be used for tourists accomodating in my hostel	3,3	10,4	12,8	47,2	26,4	3,83	1,03
Garden caring, growing some plants, milking with people accomodating in my hostel and using the products as jam, yogurt, tarhana and molasse etc. make me happy	3,6	10,4	9,8	37,4	38,9	3,98	1,10
Hospitality of people in the area facilitates touristic dynamism	1,5	3,6	3,6	32,6	58,8	4,44	0,84

I think tourists visiting our area are interested in our culture and traditions	2,7	7,4	7,4	37,4	45,1	4,15	1,02
Fests, fairs and all other activities in specific times of year causes dynamism in the area	2,4	6,5	3,0	44,8	43,3	4,20	0,94
I think it is convenient to sell traditional products during Mul Molasse Fest	0,9	2,1	2,7	32,3	62,0	4,53	0,73
Tourism enhance public services in our town	4,2	14,2	8,3	40,4	32,9	3,84	1,15
Promoting Sütçüler Thyme belonged to our area around the country makes the economy of our area	1,2	2,1	1,5	28,5	66,8	4,58	0,73
I have knowledge about Eco Tourism and Rural Tourism	18,4	19,3	13,9	27,6	20,8	3,13	1,42
Tourism in our area encourages different cultural activities in local people	10,1	16,6	12,5	35,9	24,9	3,49	1,30
Shopping opportunities are increased in spring and summer months	3,0	3,6	2,1	55,2	36,2	4,18	0,87
Tourism increase the income of the local people	1,8	2,7	3,3	52,2	40,1	4,26	0,79
Tourists visiting our area are respectful to the natural and historical beauty, and they don't spoil the environment and make disturbance	4,5	8,3	11,6	40,7	34,7	3,94	1,09
Transportation convenience in Sütçüler town causes touristic dynamism	5,9	6,8	4,5	39,8	43,0	4,07	1,13
Beauty and unspoiled features of natural environment makes touristic activities easier.	0,9	3,6	2,4	40,7	52,5	4,40	0,78
Arranging hiking and nature tours at weekends from neighbour cities and towns contributes to the promotion of our area considerably	1,8	2,4	7,1	43,6	45,1	4,28	0,83
Local people and tradesman should be understading and affectionate to tourists.	0,9	3,0	3,0	46,0	47,2	4,36	0,75
Tourism creates new employment opportunities in the district.	3,9	8,3	4,5	52,8	30,6	3,98	1,01
Spendings of tourists are more important than their social and cultural benefits.	2,4	11,9	11,0	36,8	38,0	3,96	1,08
It is of great importance to promote historical and cultural values on both visual (TV) and printed media (newspaper, magazines etc.) throughout Turkey.	0,6	0,9	5,6	47,2	45,7	4,36	0,68
Visits from foreign tourists besides domestic ones make people and tradesman happy.	1,2	2,1	2,4	49,0	45,4	4,35	0,73
With rural tourism, crime rate increases and moral values are harmed.	28,8	21,1	8,9	17,2	24,0	2,87	1,57
I am of the opinion that distributing booklets that presents touristic attractions to foreign tourists will increase foreign tourism that is yet to develop.	1,8	1,5	6,8	47,8	42,1	4,27	0,79
I believe that tourism and tourists are valued sufficiently in our district.	5,3	16,6	7,1	42,1	28,8	3,72	1,19
I believe that local people must certainly participate in the development and planning of tourism	1,5	6,5	11,6	43,0	37,4	4,08	0,93
Tourism does more harm than good for the district in general.	54,0	20,8	6,2	8,6	10,4	2,01	1,37
I support my children and other family members to work in tourism sector.	7,1	6,8	15,7	42,7	27,6	3,77	1,13

N=337 Scale:1=strongly disagree 2=disagree 3=neutral 4=agree 5=strongly disagree

As it is understood from the table, local people believe that the area is a complete tourism, history and culture place. The majority of the people think that communication with tourists will be fun, that local people will be hospitable to tourists, that tourism and tourists are valued in the area and that natural beauties can be passed down through generations. Although they don't have enough knowledge about ecotourism and rural tourism, it is clearly seen that they support spreading tourism through the year and establishing new facilities. They believe, by this way, they will acquire new employment opportunities and young people and women's place in society will be strengthened. In addition, they see no harm in children's and other family members working in the tourism sector.

It is understood that they support the existing of hostels in the area and selling local products in these hostels; however, they are not eager to use their houses as hostels. Importance of keeping the privacy of houses to themselves was revealed. Even so, they know that, through hostels, it will be easy to introduce area's tradition, cuisine and living styles and it will make them happy to do garden care, to grow various products, to milk and to make jam, tarhana, yoghurt, grape molasses together with those staying in hostels.

They think that tourists are attracted by the curiosity of local culture and that activities organized in the area will create an important mobility. They think that it will be appropriate to sell local products in Mulberry Molasses Fest and that introducing Sütçüler thyme will strengthen the economy of the area.

They think that making transportation easier will affect tourism positively and that organizing short nature tours to neighbour province and districts will contribute to the promotion of the place. Visits from foreign tourists also make local people happy as much as domestic tourists.

They are of the opinion that giving booklets that presents the touristic attractions in the area to foreign tourists will increase foreign tourism that is yet to develop. However, they are more concerned with foreign tourists' spendings than the social and cultural benefits they will get. They don't think that tourism will have a negative effect on the district, that society will be morally harmed or that crime rate will increase because of tourism. They believe tourism will do more good than harm in the area and local people should be included in the plans related to tourism.

**Table 3.** Findings Related to Differences Between Demographic Information of Participants and Local People's Views on Rural Tourism

		N	Avg.	s.d.	t	P
Gender	Men	213	4,02	5,81	0,971	0,332
	Women	123	3,97	5,67		
Living place	District	207	4,09	0,54	3,533	0,000
	Village	129	3,87	0,60		
Age	20 years and under	27	3,97	0,40	1,720	0,129
	21-30 years	80	3,87	0,71		
	31-40 years	81	3,99	0,64		
	41-50 years	67	4,07	0,49		
	51-60 years	42	4,05	0,42		
	61 years and above	39	4,17	0,50		
Education	Primary School	117	3,93	0,56	1,986	0,116
	Secondary School	77	4,07	0,57		
	High School	82	3,97	0,65		
	University	60	4,13	0,48		
Income	0 TL-1000 TL	179	4,06	0,51	2,392	0,051
	1001 TL-2000 TL	100	3,97	0,61		
	2001 TL-3000 TL	46	3,91	0,53		
	3001 TL-4000 TL	8	4,06	0,30		
	4001 TL and more	4	3,31	0,68		
Economical activities	Farming	23	4,11		3,113	0,009
	Stockbreeding	23	3,76			
	Farming& stockbreeding	41	3,85			
	Weaving	13	4,00			
	Rose breeding	33	4,28			
	Other	203	4,01			
Occupation	Farmer	60	3,89	0,61	2,772	0,008
	Civil Cervant	59	3,83	0,75		
	Worker	52	4,00	0,65		
	Housewife	42	3,96	0,34		
	Retaired	43	4,16	0,48		
	Tradesman	39	4,24	0,38		
	Student	26	4,06	0,40		
	Unemployed	15	4,13	0,61		

As the relation between gender, living place, age, educational background, income and their views on rural tourism is  $p>0.05$ , a meaningful difference couldn't be found. In this context, views on rural tourism don't differentiate according to these variables.

A meaningful difference was found between economic activities and occupations of participants and their views on rural tourism as the relation is  $p<0.05$ . In this context, views on rural tourism differentiate according to economic activities and occupation.

### **Result and suggestions**

Tourism has gained importance for rural development as a method. Most of the researches show that people can earn income through inconsumable usage of ecosystems. It is a disadvantage that protection costs of protected areas are high.

Researches show that rural tourism should be a long-term investment. Only concern of many experts is the destructive effect of tourism flow on local culture and local traditions' being sacrificed for this sake. Rapid development of tourism may threaten traditional building styles, landscapes and other cultural heritages. Moreover, emergence of new employment opportunities may result in the decrease of traditional rural occupations or in losing their importance.

Local people in Sütçüler were applied a questionnaire by instant research method. As a result of analysis of these data, it is seen that although they don't have enough knowledge about rural tourism, they value tourism and tourists sufficiently and they support the investments that can be done in the district. However, unlike some researches, they are not of the opinion that tourism will undermine the moral of the society or it will increase the crime rate in the area.

Sütçüler is located on a hilly and rough formation. Most important reasons for economic difficulties that local people face are rarity of cultivable lands, not being able to grow enough products, livestock's being undeveloped because of forest protection, and tourism, industry, transportation services' being undeveloped. These problems lead people to migrate neighbour provinces. First of all, solutions for poverty must be found and migration must be prevented by finding working fields for local people.

Problems faced in the district are that it lacks industrial facilities, Sütçüler isn't well-known, transportation is difficult, local people are not very knowledgeable, historical artifacts are not restored, shopping opportunities are not sufficient, health services are provided by only one establishment, marble quarries destroy the green field in mountain and cause visual pollution, eco tourism is delicate from forest fires, water used in trout facilities is used in Hydroelectric Plants.

The district is very rich in geography, geology, flora and fauna. Nature must be watched over while doing rural tourism studies. What can be done with rural tourism in the district? Royal Road that is considered pilgrimage for Christians passes through this place. However, there is no signs that direct or inform people. It is a great advantage for future works that rural tourism can be combined with cultural and religious tourism, that tourism can be

executed in every season, that Isparta region of lakes was defined as eco tourism development region in Turkey Tourism Strategy 2023.

It is possible in the district to do activities such hiking, rock climbing, adventure vacations, canoe, rafting, grass skiing, birdwatching, photography, hunting, beekeeping, farming training, horse-back riding, watching landscape, small town tours, small-scale conferences, rural fests, stream and lake fishing, nature sports etc.

Highlands in Sütçüler (Zengi Highland, Çimenova, Söğüt Highland) Tota Mount resting places, Yazılı Kanyon Natural Park are appropriate for ten and caravan camping. Reiki peace valley facilities are established on the outskirts of the mountain and are with the view of Karacaören Dam. Karacaören Dam Lake is appropriate for amateur fishing and water sports; therefore tourism entrepreneurs may invest on this place.

Trout farms in Yazılı Canyon in Çandır Village are places where agro-tourism can be developed. Alive trouts are taken, cooked and presented to tourists in restaurants in these facilities. By giving information about trout breeding and biology and creating accommodation opportunities, these farms can earn income through rural tourism. With the destination organizations, historical artifacts, natural beauties and traditional culture of neighbour villages can be introduced to tourists in its place and this enables their participation in rural life. Authentic houses made completely from wood and stone in Beydilli village is an important rural tourism source to accommodate tourists. These kind of local houses can be restored and used as hostels in villages.

It is necessary for Sütçüler municipality to create an ethnographic museum by collecting agricultural tools, handmade clothes like sandals, socks, cardigans, loinclothes; tent, churn, leather bottle, churn mallet, spinner, spindle, bell, hüppük, drum, tambourine, tabourin, old pictures and wooden materials from villages.

Planning an activity every month in Sütçüler and neighbour villages and enabling participation from both neighbour provinces and citizens from big cities can be an important source that can revive Sütçüler economy. Mulberry Molasses Fest is still organized. Milk fests, organic product fests or a cooking competetion using local dairy products can be organized for the promotion of the area. Original values in the area, rural products (Sütçüler Thyme, Beydilli honey) must be identified and turned into trademark.

Local people, non-governmental organizations and local management must be provided with training related to tourism by academic circles, practitioners and other experienced people.

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