



A Study For the Evaluation of Alternative Tourism Opportunities in Fethiye Destination

Özgür ÖZER^a, Mehmet AVCI^b, *Nihat KARAKUŞ^c

^aNecmettin Erbakan University, Faculty of Tourism, Konya / Turkey

^bMuğla Sıtkı Koçman University, Faculty of Economics and Administrative Sciences, Muğla / Turkey

^cMuğla Sıtkı Koçman University, Vocational School of Fethiye A.S.M.K., Muğla / Turkey

Article History

Received: 18.12.2015

Accepted: 16.02.2016

Keywords

Alternative tourism

Interview method

Fethiye

Abstract

This study has importance in terms of drawing attention to the alternative tourism opportunities of Fethiye destination for tourism; giving idea to public institutions and organizations and tourism operators and entrepreneurs for using Fethiye destination's alternative, existing and potential tourism opportunities more effectively; emphasizing the importance of this potential's contribution to the development of tourism activities in the region; and providing suggestions for the development of alternative tourism opportunities. In this context, existing and potential tourism facilities of Fethiye district were determined by using research methods such as interview, observation and document analysis. Within this scope, information on the current and alternative tourism of the region was gained by mutual interview techniques to be done with the public and private sector institutions, organizations and associations which are effective in decision-making and guiding the organization and implementation of tourism activities, and this data was analyzed by being evaluated scientifically. Alternative tourism potential of Fethiye destination was determined by making use of the data gained as a result of these analyses, and suggestions were offered to ensure a more effective use and involvement of the current alternative tourism potential of the region in tourism activities.

* Corresponding author

nkarakus@mu.edu.tr (N. Karakuş)