



Evaluation of Tourists 'Opinions About Ecotourism After Covid-19 Pandemic

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Extensive Summary

SARS-CoV-2, which was detected in December 2019 in the city of Wuhan in Hubei province of the People's Republic of China, is a new type of coronavirus with a positive orientation and single-stranded RNA virus. The coronavirus, which has spread to a wide region in a short time and has no vaccine or treatment, has been effective globally and was described as a pandemic by the world health organization. The Covid-19 pandemic has caused changes in many sectors such as health, education and transportation. Undoubtedly, one of the sectors most changed by the pandemic is tourism sector. Measures taken during the pandemic process such as stopping international and national transportation routes, curfews and quarantine caused serious economic deterioration in tourism destinations.

It is also thought that people are psychologically affected during the pandemic process. It can be said that the fear of being alone in quarantine and the fear of virus transmission in social activities increase the stress level of the individuals.

In this ongoing change and quarantine process, it is expected that people will abandon mass tourism and turn to individual and environmental tourism types. It is thought that ecotourism which prioritizes individual tourism and is known as an environmental tourism type, will be significantly affected after the pandemic process. The concept of ecotourism, which is not very old, is known as a sustainable and friend for environment tourism type that prioritizes local economy. Considering that people become increasingly individualized during the pandemic process and take a stand in favor of the protection of natural balance, it can be said that important developments will take place in terms of ecotourism in the future.

In this study, after the Covid-19 pandemic, the potential of tourists to turn towards ecotourism, a sustainable and environmentally friendly tourism type, was tried to be learned. In addition, it was examined whether Çanakkale is a suitable destination for ecotourism. The concept of ecotourism, tourism activities after epidemics in the past and today, and the Covid-19 pandemic were examined within the study and a detailed literature review was made. Interviews were made with 19 people who met the predetermined criteria in the study and the findings obtained were tried to be examined in detail. As a result, when the appropriate conditions are provided after the pandemic, it has been observed that the participants are prone to move away from mass tourism and turn to ecotourism and Çanakkale is a suitable destination for ecotourism.