DETERMINATION OF WINTER TREKKING ROUTES WITHIN THE SCOPE OF WINTER TOURISM POTENTIAL IN SIVAS PROVINCE¹

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ABSTRACT

The investments made for the development and diversification of tourism in Turkey in terms of winter tourism in order to increase the income derived accordingly has gained momentum in recent years. In this respect, the recent activation of Sivas Yildiz Mountain Winter Sports Center has made Sivas a center of attraction in terms of winter tourism. However, the tourism attraction of Sivas will increase further with the introduction of different recreational and sporting activities for winter tourism within the scope of tourism diversification. Spreading on high plateaus, Sivas province is known for its freezing temperatures in winter and its nature which is snow-covered for a long time. The basis of this study is the evaluation of these features within the scope of winter tourism and the determination of winter trekking routes that could be a different activity for tourists in terms of recreation. As the primary data for the research, a field study was carried out by make interviews with the administrators of Sivas Alpin Nature and Youth Sports Club. Secondary data were obtained by searching literature on winter tourism, recreation and sports. Winter hiking routes with different difficulty levels that can be enjoyed throughout the winter season in Sivas have been determined in view of the findings obtained from the study. Various evaluations and suggestions have been made for the promotion and development of these routes. The aim is that all stakeholders, especially regional decision-makers (governorships, district governorships, municipalities, universities and NGOs) benefit from this study.

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