FARMLAND TOURISM IN THE CONTEXT OF RURAL TOURISM AND APPLICABILITY IN RİZE

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EXTENSIVE SUMMARY

The reasons like reduction of daily, weekly and annually working time, shortening of career period (retirement applications), increasing average life and income level, technological developments, urbanization, educational and cultural level, increasing environmental and health consciousness etc. are the factors contributing to development of the travel level industry in the world (Türkay, 2009: 252). Developing alternative tourism types and strategies become the main subject of the industry to gain more from tourism development in the world and to manage increasing tourism demand to Turkey to provide spreading out tourism activities to four seasons.

In recent years, while tourism trends in the world and in our country are examined, it can be seen that the expectations of travelers from tourism are changing. The facts such as the life style caused by industrialization, increasing environmental pollution, rapidly growing technology etc. are cause humans to move away from crowded and usual tourism centers and re-discover the nature. At the same time, the rural tourism, one type of alternative tourism, is becoming increasingly important. Farm tourism is also relaxes and provides an opportunity to be alone with the nature to the humans who are living in industrialized cities-countries (Yılmaz, 2008: 111). Farm tourism can be described as a type of tourism that ‘provides for domestic and foreign touristssimultaneous usageof agriculture and livestock together with other tourism products in a farm, at the same time it provides additional income for residents and contributes to cultural advertisement of the region.

Farm tourism has a lot of socio-cultural, ecological, economic and political impacts to the region. The facilities that are presented in the scope of farm tourism can be like; accommodation services, educational activities, special days and entertainments, direct sales, outside activities, certificated farmers markets, consumer supported agricultural activities etc. (Zurnacı, 2012: 66). Rize is also an important tourism destination with its eco-system. In this context, the main subject of the study is applicability of farm tourism, which is one of the practices of rural tourism, in the city of Rize. Displaying the available farm tourism potential of the city is going to lead in the aspect of determining farm tourism’s applicability. In this concept, general structure of agriculture and livestock activities in Rize was researched.

Not only the agricultural activities but also the cultural elements like architectural properties, regional cuisine, craftworks and traditions are important for farm tourism to differentiate it from similar ones. Therefore, in this study, it was touched on those elements briefly. Eventually, following suggestions were developed in general;

Due to the dominant product in Rize is tea, it has to be focused primarily on this product as an agricultural activity in the concept of farm tourism. There are implementations that tea was used as the agricultural product in farm tourism in the world.

The fruit ‘kiwi’ is another agricultural product that commonly produces in Rize. This product can be used in farm tourism to provide diversity. In recent years, the importance given to organic production is another advantage of Rize.
There is high reputation of honey that produced in Rize. Farm tourism can be applicable in 303 villages in the city that dealing with the apiculture. Due to the improvements in producing organic beech mushrooms, mushroom production farms can be presented as an alternative product for the scope of farm tourism in the following years. Farm tourism can be performed for the aim that families with children participating and introducing their children with the natural life. Social and cultural structure of the people of Rize is suitable to show hospitality to families with children. The city of Rize has a great potential to present a rich variety of activities that can be organized inside a farm. In the study, the activities can be organized were discussed in detail. Besides, in the study, the steps to be taken in the future are determined and presented to improve the farm tourism in the city of Rize.