



## **Journal of Recreation and Tourism Research**

Journal home page: [www.jrtr.org](http://www.jrtr.org)

ISSN:2148-5321

### **THE SHINING STAR OF ALTERNATIVE TOURISM; OYMAPINAR (MANAVGAT, ANTALYA, TURKEY)**

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#### **EXTENSIVE SUMMARY**

Today, the rise of living standards, the increase of stress due to work intensity, people's demands for resting and a cleaner environment because of noise, air and environmental pollution have caused the expectations and demands of tourism activities in the tourism sector to change. Monotony in social life and business has created the need for people to try alternative tourism types along with sea-sand-sun tourism. Alternative tourism has been spreading with an increasing momentum and attracting interest both in the world and in our country.

Turkey, besides being a rich Mediterranean country in terms of natural and historical beauties, has a quite wide range concerning mass tourism, also known as sea-sand-sun trilogy. It can be said that, the investment related to tourism has reached its maximum level in Manavgat, which is one of the biggest tourism destinations of Turkey. Therefore, in order to shape the tourism structure in Manavgat, solutions should be produced to enable the existing bed capacity to be actively used also in the winter season. Manavgat provides great investment opportunities with its unspoiled nature, rich vegetation, great hospitality of the local people for rural and ecological tourism. Oymapınar Culture and Tourism Conservation and Development Region, Titreyengöl&Sorgun Forest, and Manavgat River are some of the most suitable areas for alternative tourism.

Oymapınar is a district connected to the town of Manavgat in the province of Antalya and was declared as 'Oymapınar Culture and Tourism Conservation and Development Region' in 2004 by the Ministry of Culture and Tourism. The region has an important potential in terms of both for mass tourism and alternative tourism. The district which contains some of the Manavgat River, Oymapınar Dam Lake and Manavgat Dam Lake also hosts Seleukeia-Lyrbe ancient city, which was a port city from the Hellenistic period. Oymapınar is one of the rare tourism centers in which mountain and nature walking, photo safari, agricultural tourism, ornithotourism, plant and wildlife observation, underwater diving, rafting, sailing, golf tourism and gastronomy tourism can be implemented very successfully with its historical and natural characteristics.

The geographical location, natural resources and cultural and historical values possessed by the Oymapınar Culture and Tourism Conservation and Development Region should be maintained; all these values should be considered as alternative tourism resources and the region should be given its deserved value.