



# The Importance of Rural Tourism in the Context of Sustainable Urban Development and Its Impact on Rural Development: The Case of Foça Kozbeyli

Sürdürülebilir Kentsel Gelişim ve Kırsal Kalkınmaya Etkisi Bağlamında Kırsal Turizmin Önemi: Foça Kozbeyli Örneği

Hayriye Oya Saf<sup>1</sup> 

**Öz:** Tarihi kent merkezlerinde, turistik faaliyetlerin kentin özgün değerleri üzerinde oluşturduğu baskı ve tahribat oldukça fazladır. Kırsal alanlara odaklanan alternatif turizm türleri bu bağlamda sektörel gelişim açısından önemli olmaktadır. Tarım-turizm işbirliği kır-kent arasındaki gelişmişlik farklarının azaltılmasını, kırsal alanda bulunan mevcut çevresel değerlerin ve doğal kaynakların korunmasını, geliştirilmesini ve sürdürülebilir kentsel gelişimi beraberinde getirmektedir. Bu çalışmanın amacı Foça kentinin turizm potansiyelinin incelenmesi ve turizmin sektörel gelişimi bağlamında kırsal turizmin öneminin ve gerekliliğinin ortaya konulmasıdır. Kozbeyli köyü örneklem alanı olarak seçilmiştir. Sürdürülebilir kentsel gelişim ve kırsal kalkınmaya etkisi bağlamında, kırsal turizmin tartışıldığı bu çalışma, turizm faaliyetleri üzerinden bir planlama çalışması gerçekleştirmekle birlikte, mekânsal kurgu üzerine bir çalışmayı da içermektedir. Çalışma yönteminde, niteliksel ve niceliksel araştırma teknikleri bir arada kullanılmıştır. Doğrudan gözlem ve mekânsal incelemeler çalışma yönteminin niteliksel kısmını, likert ölçeği tekniği kullanılarak yapılan değerlendirmeler ise niceliksel kısmını oluşturmaktadır. Kozbeyli köyünde gerçekleştirilen, "Kırsal Turizm Konseptli Çiftlik ve Turizm Tesisi Tasarımı" öğrenci proje çalışması süreci ele alınmıştır. Turizmin, mimariye yansımaları ve kente etkileri değerlendirilmiştir. Bu çalışma kırsal alanda küçük ve orta ölçekli tesislerin mimari niteliği üzerine bir ön çalışma olarak da görülebilir.

**Anahtar Kelimeler:** Kırsal Kalkınma, Kırsal Turizm, Eko-çiftlik, Kozbeyli, Foça.

**ABSTRACT:** The strain and destruction of touristic activities on the city's inherent values is quite strong in historical city centers. Alternative tourism types that focus on rural areas are important in terms of sectoral development in this context. Cooperation between agriculture and tourism contributes to the reduction of development gaps between rural and urban areas, the preservation and development of existing environmental assets and natural resources in rural areas, and long-term urban development. The aim of this study is to examine the tourism potential of the city of Foça and to reveal the importance and necessity of rural tourism in the context of the sectoral development of tourism. Kozbeyli village was chosen as a sample area. This study, in which rural tourism is discussed in the context of sustainable urban development and its impact on rural development, includes a study on spatial fiction as well as carrying out a planning study on tourism activities. In the study method, qualitative and quantitative research techniques are used together. Direct observation and spatial investigations constitute the qualitative part of the study method, while the evaluations made using the Likert scale technique constitute the quantitative part. The "Farm and Tourism Facility Design with Rural Tourism Concept" student project work progress in Kozbeyli village was discussed. The reflections of tourism on architecture and its effects on the city were evaluated. This research can also be viewed as a preliminary investigation on the architectural quality of small and medium-sized rural facilities.

**Keywords:** Rural Development, Rural Tourism, Eco-farm, Kozbeyli, Foça.

<sup>1</sup>Corresponded Author: Mersin Üniversitesi Mimarlık Fakültesi, Yenişehir/Mersin, [oyasaf@mersin.edu.tr](mailto:oyasaf@mersin.edu.tr), 0000-0002-7281-0358



## INTRODUCTION:

From the perspective of urban conservation, touristic activities in historical cities without considering the carrying capacity of the region cause the destruction of historical environments, structures, and natural resources. Especially in small-scale settlements, the damage caused by mass tourism is quite high. In historical city centers, it is necessary to reduce the strain and destruction caused by touristic activities on the original values of the city. In the report of “Turkey Tourism Strategy 2023 Action Plan 2007-2013” (T.R. Ministry of Culture and Tourism, 2007) prepared by the Ministry of Culture and Tourism, alternative tourism types were emphasized. Adoption of sustainable tourism types that are sensitive to the environment and nature are among priority targets. Rural tourism is important in this context. The ethnic and geographical character, historical, cultural structure and mystery of rural areas offer a different attraction to tourists (Çeken et al., 2007, p. 2). Different alternatives offered in terms of activity increase the desirability of rural areas in terms of new tourist profiles.

Rural tourism has an important role in ensuring sustainable rural development. Rural tourism both serves the understanding of rural development and plays an effective role in making development sustainable (Kuşat, 2014, p. 66).

### 1. Rural Development

The general aim of rural development policies is to improve the economic and socio-cultural opportunities of people living in rural areas. From an agriculture-focused perspective, aim in rural development must be “to make the best use of the natural resources of the regions, to ensure the development of agriculture and to increase productivity, to mobilize the rural population and to organize it consciously, to solve the infrastructure problem in the rural area and to train qualified workforce (Çeken et al., 2007, p. 4-5)”. The economic, political, technological, legal, and cultural structure that changed with the phenomenon of globalization has caused the concept of rural tourism to be among the priority issues in the development of rural areas (Çeken et al., 2007, p. 1). At this point, agriculture-tourism cooperation is important in terms of ensuring sustainable development, increasing the contribution of rural areas to the economy, increasing the quality of life of rural society, reducing the development differences between both regions and rural-urban, protecting existing environmental values and natural resources (Çeken et al., 2007, p. 5).

*Kuşat* (2014), with reference to Moseley (2003), states that rural development can be evaluated from three different perspectives:

- Rural development is a very broad concept that encompasses all elements such as education, health, housing, cultural heritage, public services and opportunities, leadership, and governance capacity in the context of the vitality of people and places living in rural areas.
- In rural development, the process operates in a way that integrates with economic, socio-cultural, and environmental objectives in a sustainable way.
- Rural development becomes a wealth-creating value in the long run, owing to the sustainability achieved in economic, social, cultural, and environmental changes (Kuşat, 2014, p. 69).

Sustainability in rural development is one of the priority concepts. The most important obstacle to sustainable development is the excessive use of nature. Nature should be allowed to renew itself. If this does not happen, it will have negative effects for many sectors. The overdependence of the tourism sector on values that are less likely to regenerate spontaneously, which increases the degree of the impact (Kuşat, 2014, p. 66). Therefore, rural tourism needs to be well organized. Otherwise, negative environmental effects will occur with the excessive use of the natural resources (T.C. Ministry of Culture and Tourism, 2007, p. 55). When managed well, rural tourism provides both

sustainable local development and protection of natural ecosystems (Ross and Wall, 1999, p. 123). According to *Soykan* (2000), the purpose of supporting rural tourism on behalf of rural development is to attract the increasing pressure of intense construction in coastline settlements to rural areas (Soykan, 2000, p. 21).

## 2. Rural Tourism

According to *Kuşat* (2014), rural tourism is a type of tourism, which encourages the development of settlements consistent with their economic, socio-political, cultural, historical, geographical, and human structure (Kuşat, 2014, p. 67). According to the British Tourism Council (2001), rural tourism is seen as a strategy within sustainable tourism, and it is defined as a type of tourism that meets the socio-cultural needs of people, develops and protects the built and natural environment ecologically, and provides economic benefits from tourism destinations (Countryside Agency and English Tourism Council, 2001, p. 11).

According to the definition made by the European Union (EC) (1999), rural tourism is the whole of activities in which services such as accommodation, food and beverage are offered to tourists in small-scale enterprises. This type of tourism, which is carried out in small settlements, includes activities that aim to have a good time together with agricultural or local values (EC, 1999, p. 151).

It would be wrong to refer every type of tourism carried out in rural areas as rural tourism. From this point of view, Chambers (2004) stated that there should be a continuous human presence in rural tourism. Local residents and local culture are important when considered from this point of view and the only feature that distinguishes rural tourism from all non-urban tourism activities is the presence of people (Chambers, 2004, p. 180).

In rural tourism, importance is attached to the rural area and its characteristics, and sometimes to the expectations of tourists from the place, namely tourism activities (Kuşat, 2014, p. 68). In this context, rural tourism overshadows the local characteristics and original values. The expectations of the tourists should not indulge the general characteristics of the region. Therefore, supply-demand balance should be prioritized. The important point here is the integration of alternative activities and tourism services offered in rural tourism with the original values of the local, which is a fundamental principle for ensuring sustainability.

There are some features that highlight rural tourism as a rural development alternative. In this context, the following features stated by *Kuşat* (2014) should be considered.

- Traditional values should be determined in rural areas, efforts should be made to protect and preserve them for the future generations. It is important not to waste resources.
- Along with rural tourism, a raise in the service sector can be expected. Especially sectors such as transportation, health and education will be affected by this raise and locals will benefit from it.
- Rural tourism will allow existing business lines to develop and become more active. Also, will lead to new business lines to emerge in rural areas. Thus, the continuity of rural enterprises will be ensured.
- Historical buildings that are in ruins in rural areas should be protected and repaired. These structures will be restored and brought to tourism.
- Women's employment in rural areas should be encouraged. Thus, rightful value of women to society will be recompensed (Kuşat, 2014, p. 72).

In rural tourism development, partnerships accompany various advantages and disadvantages. Attracting larger crowds and entrepreneurs from different sectors to rural areas, becoming a brand

in the countryside and gaining a corporate identity are stated as advantages of rural tourism development. Whereas, increasing personal conflicts, inadequate management, wasting resources are considered as disadvantages (Cech., 2004, p. 146-147 cited in Kuşat, 2014, p. 74). Considering all the advantages and disadvantages, rural tourism should be well organized. In this way, both sustainable physical environments will be created and socio-cultural and economic imbalances between urban and rural areas will be prevented with the sustainable development strategy.

### 3. Aim of the Study

The aim of this study is to examine the tourism potential of the city of Foça and to reveal the importance and necessity of rural tourism in the context of the sectoral development of tourism. Within the scope of this study, in which rural tourism is discussed in the context of sustainable urban development and its impact on rural development, evaluations are made in the context of tourism's reflections on architecture and its effects on space and city. Kozbeyli village is chosen as a case study area and the outcome of the "Farm and Tourism Facility Design with Rural Tourism Concept" student project are evaluated within the scope of this study. Evaluations are made in line with the parameters determined in the context of rural development. In the context of rural development, the potential of the presented projects to return to the village has been revealed and their reflections on the space have been discussed.

### 4. Method of the Study

The studies performed in Kozbeyli Village by the first-year students at Mersin University, Department of Architecture were evaluated within the scope of the study. Concept proposals that are presented within the scope of the "Rural Tourism Concept Farm and Tourism Facility Design" project were evaluated in terms of rural development. Parameters used in evaluations were; (P1) relationships with the locals, (P2) approaches to traditional buildings, (P3) contributions to local architecture, (P4) construction techniques and use of materials, (P5) agriculture-oriented activity suggestions, permaculture and organic farming activities, (P6) local cuisine activities suggestions, (P7) suggestions for branding and direct sales of local products, (P8) livestock-oriented activities (P9) local entertainment activities for the sustainability of culture and (P10) creating new areas of economic activity. A total of 26 students participated in the project production process. Evaluations were made on the projects of all students participating in the project studio, regardless of their grades.

As a result of the emphasis of the concept decisions on rural development and the reflection of these decisions on architecture, when the concept decisions are supported by the space the evaluation of the spatialization process become stronger with the relationship they establish with the context. For this reason, three different evaluations were made, and the results were presented. The first evaluation was based on how well the presented concept proposals met the parameters. The second evaluation was carried out on the specialization success of the parameters. At this point, architectural projects and site plan evaluations were made using the Likert scale technique. Evaluations were scored between 0-3 as none (0), insufficient (1), moderate (2), successful (3), it was tried to determine which parameter was the most prominent among the participants in total. In addition, the parameters were evaluated internally, and the specialization success rates are indicated in the table. As a result, in the evaluation model proposed in this study, qualitative and quantitative research techniques are used together. Direct observation and spatial investigations constituted the qualitative part of the study method, while the evaluations made using the Likert scale technique constituted the quantitative part.

## 5. Case Study

In this part of the study, first of all, the tourism potential of the city of *Foça* was defined, and the process of determining the case study area was explained in line with the SWOT analysis and analysis inferences made in terms of rural tourism. In the next subsections, the general characteristics of the area and the general content of the project, made by the students in the region, are explained.

### 5.1. *Foça*'s Tourism Potential and Determination of the Case Study Area in the Context of Rural Tourism

According to *Soykan*, today, foreign tourism-related coastal tourism, which starts from the northern Aegean coast and extends to the western Mediterranean, operates in an average of four to eight months. Intense tourist pressure during the season causes many problems in terms of sustainability and consumption of resources. The inner regions just behind the coasts of our country, mountains, plateau, forests, natural values, agricultural structure, and local culture should be taken into consideration. These regions are extremely suitable for rural tourism to be carried out in almost every season. Rural tourism can be an alternative or complement to sea tourism in these areas (*Soykan*, 2003, p. 3). For example, when Western Anatolia is considered, the tourism potential of the villages, which are integrated with their traditional houses, streets, mosque, fountain, and unique cultural values, is quite high. In this context, settlements from the Aegean Region such as *Muğla*, *Kula*, *Milas*, *Foça* and *Bergama*, which stand out with their houses in traditional architecture built with local building materials and local techniques, have a great chance for rural tourism (*Soykan*, 2003, p. 5).

Before providing information about *Kozbeyli* Village in the context of the field study, it is useful to briefly talk about the tourism potential of the city of *Foça*. Despite the serious decrease in the number of beds due to the closure of *Foça* Club Med Resort, tourism potential of *Foça* is increasing day by day, with one-day visitors, summer houses and boutique concept hotels and a differentiating tourism understanding. One of the advantageous aspects of *Foça* is the fact that *Foça* is only 70 kilometres away from *İzmir*. The fact that there is no problem in terms of extra-urban transportation with the air-metro transfer lines and that *Foça* has the alternative of sea transportation can be seen as important advantages. According to *Gümüş* and *Özüpekçe* (2009), three main factors that increase the tourism potential in *Foça* became prominent, one of them is that although there are secondary housing structures and some tourism facilities on the coast, there is a better protected coastal area than other tourism regions. Natural, archaeological, and urban conservation sites in the region have an important role in this. And the second factor is the Mediterranean Monk Seal (*Monachusmonachus*). Declaring the Mediterranean Monk Seal breeding, feeding, and sheltering areas as Special Environmental Protection Area is also important for the continuity of the untouched structure of the area. The third factor is *Foça*'s historical and cultural values (*Gümüş* and *Özüpekçe*, 2009, pp. 402-403). These values, which are protected by Natural, Archaeological and Urban Conservation Sites, are important as the original values of the city and their sustainability is important. It also includes many different tourism potentials such as rural tourism (*Saf* and *Türkoğlu*, 2018, p. 527). It would not be wrong to say that the tourism sector in *Foça* has been active in the city centre with cultural tourism and nature-sea tourism activities and the tourism is mostly concentrated in these areas. However, *Foça* has never stood out in mass tourism like popular tourism destinations and appealed to different tourist profiles with a more boutique concept with its preserved historical texture and nature. There has been no sectoral effort in this regard specific to the region. It was also seen that it is not possible for the city centre to meet a huge increase in tourism potential due to the Natural, Archaeological and Urban Sites and the Special Environmental Protection Area (*Saf* and *Türkoğlu*, 2018, p. 527). In this context, it would be the best approach to switch to alternative

tourism types so that the region can develop in a sectoral sense without losing its original values. It is reasonable to assume that tourist profiles who seek silence and calmness, valuable cultural tourism, engage in a variety of experiences, and prefer *Foça* with these characteristics will evaluate the various alternatives available, and alternative tourism types will find their sectoral equivalent in the region.

In the context of sustainable tourism in *Foça*, SWOT Analysis focusing on the sub-headings of ecology, agriculture, tourism, and economy were conducted in order to embody the rural tourism construct.

S   W O   T		OPPORTUNITIES	THREATS
<b>ECOLOGY</b>		<ul style="list-style-type: none"> <li>To identify opportunities for observing and presenting rich biodiversity</li> <li>Potential to create ecological awareness and to host all kinds of activities that can be done in the name of education</li> <li>Presence of protected green areas that can be used for recreation and sports activities</li> </ul>	<ul style="list-style-type: none"> <li>Hydroelectric Plant Project planned between <i>Aliaga</i> and <i>Yenifoca</i></li> <li>Iron-steel factories and petrochemical plants threaten marine pollution and ecosystem around the <i>Foça</i></li> <li>Threatening factors of the ecosystem due to the increasing number of excursionist and unconscious tourists and as a result of the city's carrying capacity over,</li> </ul>
<b>AGRICULTURAL</b>		<ul style="list-style-type: none"> <li>The possibility of favorable evaluation of land suitable for classical and organic farming in terms of agro-tourism</li> <li>The development of gastronomic activities based on agricultural production such as slow food, organic farming.</li> <li>Branding potentials of agricultural products (<i>Foça Karası</i> wine, olive oil, tomato paste etc.)</li> <li>Potential for balancing seasonal carrying capacity by integrating tourism with four season agricultural practices</li> <li>Local people are open-minded and educable about new farming practices</li> </ul>	<ul style="list-style-type: none"> <li>Increased conventionality of agricultural production</li> <li>Uncultivated arable land</li> <li>Decrease in the number of households who are engaged in agriculture</li> </ul>
<b>TOURISM - ECONOMY</b>		<ul style="list-style-type: none"> <li>Possibility to use the unique rural-identified houses and traditional architectural texture for accommodation in tourism sector.</li> <li>The diversity of activities that can be realized in different seasons</li> <li><i>Foça</i> is suitable for cross-border agricultural / trade / tourism cooperation studies through the maritime border gate in <i>Foça</i></li> <li>Increasing employment opportunities thanks to the creation of new business areas along with the potential for tourism to be diversified</li> <li><i>Reha Midilli</i> Faculty of Tourism has the knowledge to support the local people in the tourism policies to be developed in the district</li> </ul>	<ul style="list-style-type: none"> <li>Decrease in potential labor and younger entrepreneurs with a resultant migration of young population due to reduced employment opportunities</li> <li>Buildings that reflect the architectural identity of the venue are not re-functionalized for any purpose and eventually destroying / decaying / disappearing</li> <li>Unqualified excursionist and seasonal tourist</li> <li>Decrease in income from tourism cause dissatisfaction</li> </ul>

Figure 1. Swot Analysis of Rural Tourism in *Foça* (Strengths and Weaknesses) (Source: Saf and Türkoğlu, 2018, p.532)




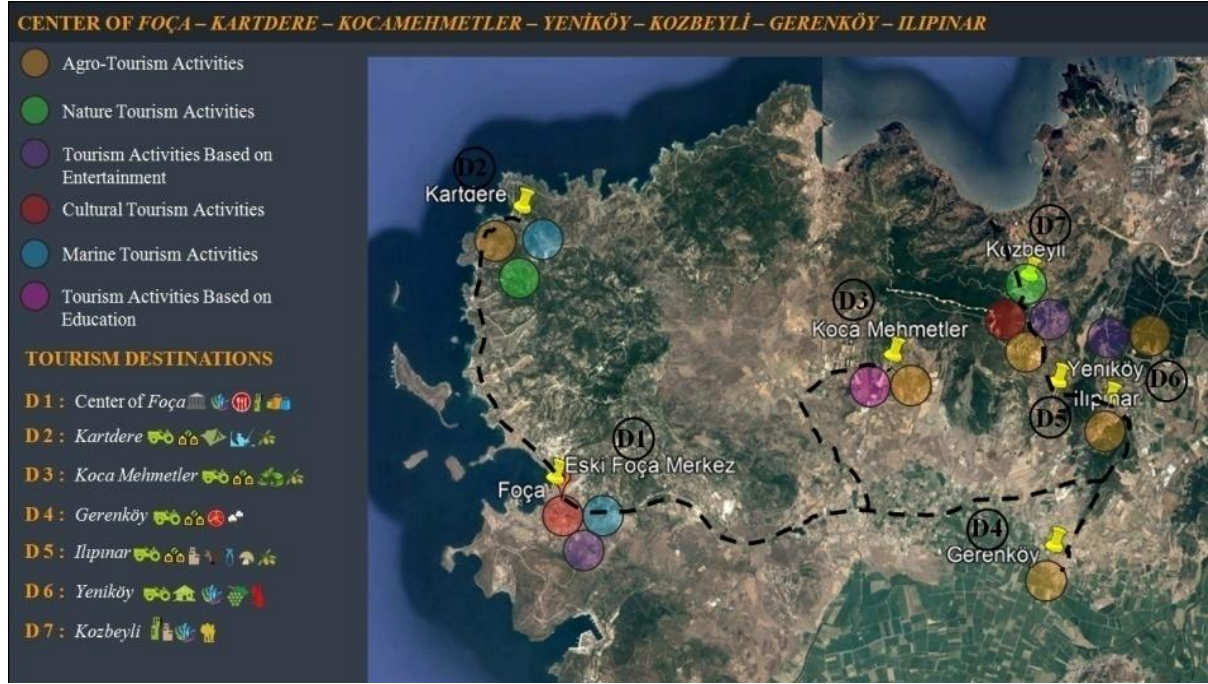
S   W O   T		STRENGTHS	WEAKNESSES
<b>ECOLOGY</b>		<ul style="list-style-type: none"> <li>Due to the fact that the area is a 'Special Environmental Protection Area', its historical and natural texture is protected.</li> <li>Rich marine biodiversity</li> <li>The actors' awareness of the ecological identity of the area and their action about protection. (<i>Foça</i> Municipality, Mediterranean Seal Research Center, General Directorate of Natural Assets Protection...)</li> <li>The existence of the Special Environmental Protection Zone Management Plan</li> </ul>	<ul style="list-style-type: none"> <li>A critical marine ecosystem</li> <li>Inspection of the navigation areas of tour boats and amateur fishing boats</li> <li>Negative effect of marine ecosystem due to wrong anchorage points of boats</li> <li>The lack of awareness of ecosystem creatures except from the Mediterranean Seal (<i>Posidonia</i>, bird species, etc.)</li> </ul>
<b>AGRICULTURAL</b>		<ul style="list-style-type: none"> <li>High productivity and variety of agricultural products (Cereals, corn, cotton, tomatoes artichoke, spinach, broccoli, olive, plum, wine grape...)</li> <li>The existence of traditional and integrated facilities for the processing of agricultural products (9 olive-oil workshop, 2 ginnyery, 1 mushroom cultivation, production of <i>Foça karası</i> wine)</li> <li>Organic farming practices and consciousness of the native people who are interested in agriculture sector</li> <li>No irrigation problems in agriculture</li> <li>The existence of cooperatives in agriculture sector (1 irrigation cooperative, 1 olive producers cooperative, 2 development cooperative..)</li> </ul>	<ul style="list-style-type: none"> <li>Use of pesticides in agricultural production</li> <li>Decrease in seed quality</li> <li>Lack of promotion of agricultural products</li> <li>Non-integrated works with other sectors such as tourism in regional scale</li> <li>Approximately 23% reduction of cultivated fields while growing by 12% of total agricultural land</li> </ul>
<b>TOURISM - ECONOMY</b>		<ul style="list-style-type: none"> <li>Economic welfare and income level above the country average</li> <li>Main sources of income depend on agriculture, tourism and animal husbandry</li> <li>Processing of raw materials obtained from agriculture with high value added products</li> <li>Functioning of networks for the marketing of products</li> <li>Having different quality areas in the name of diversification of tourism activities.</li> <li>To have qualified architectural, archeological and cultural values</li> </ul>	<ul style="list-style-type: none"> <li>No inter sectoral economic co-operation</li> <li>Accommodation options four tourists are limited to <i>Foça</i> central district and coastline, not to have any options for accommodation in rural area</li> <li>Non equal tourism seasonality</li> <li>Influx of excursionist tourist profile</li> <li>Most of the tourism-related activities are concentrated in the Center of <i>Foça</i> (Food&amp;beverage, accommodation, entertainment, recreation, etc.)</li> </ul>

Figure 2. Swot Analysis of Rural Tourism in *Foça* (Opportunities and Threats) (Source: Saf and Türkoğlu, 2018, p. 532)

Among these sub-headings, ecology, which will be evaluated within the scope of rural tourism, has been discussed at a high scale to understand the existing ecosystems and their sensitivities, to determine the potentials of natural resources and to ensure the consistency of the rural tourism model, which will be built by addressing environmental problems, in the urban setting. The topics of agriculture, tourism, and economy, on the other hand, were evaluated in the context of the rural areas of *Foça*, which are predicted to be suitable for the rural tourism model, because of the observations made in the field (Saf and Türkoğlu, 2018, p. 531).



**Figure 3.** Tourism Destinations in *Foça* (Source: Saf and Türkoğlu, 2018, p. 533)

In terms of sectoral and rural development, the spread of tourism concentrated in the historical city core of *Foça* to rural areas is critical, given the city's carrying capacity. Rural tourism, agricultural tourism, and permaculture studies should all be examined for the region in this context. The natural and ecological structure of the region provides all the requirements of a planning to be made in the rural area. Ease of access to rural areas and the fact that the deficiencies in terms of infrastructure can be eliminated very easily are the advantages of the region in terms of planning. Considering the intensity of agricultural activities in rural areas, the efficiency of agricultural production and the variety of products, rural tourism destinations can be considered as chain destinations in the district center of *Foça*, *Kartdere*, *Kocamehmetler*, *Gerenköy*, *Ilipınar*, *Yeniköy* and *Kozbeyli* regions (Saf and Türkoğlu, 2018, pp. 532-533). This will ensure that the tourism sector in *Foça* is distributed evenly around the city, appealing to a diverse range of tourist profiles, and that the sections bordering the special environmental protection area are preserved.

Within the scope of this study, *Kozbeyli* region was chosen as the study area due to its differentiating architectural structure, cultural values, and the potential to handle tourism, agriculture, and animal breeding together. The SWOT analysis, which has been examined in detail above, is examined in *Kozbeyli*. It can be stated that the region's strengths are agricultural product diversity and organic farming practices, enables the realization of activities for the processing of agricultural products, allows diversification of tourism activities, and has unique architectural, archaeological, and cultural values. The weaknesses of the region are the continuation of pesticide use in agricultural production, the decrease in cultivated field areas, the lack of promotion, the lack of economic cooperation

between sectors, the inadequacy of accommodation opportunities, being the destination that is visited for a day or even a few hours while passing through, due to the concentration of touristic activities in the district centre. Considering the opportunities in the region, the prominent findings were the availability of lands and farms suitable for classical and organic agriculture, the potential for branding agricultural products, and the open-mindedness of the local people towards new agricultural practices. Threats in the region are determined as negative ecological effects such as Hydroelectric Power Plant (HEPP) project planned to be built between *Aliağa* and *Yenifoça* and industrial establishments close to the region, and also migration of the young population because of the decrease in job opportunities is another threat. Again, the fact that the historical buildings in the region are not maintained and repaired and that they lose their original values day by day and become ruins are also an important threat to the region.

In this case, public opinion is also crucial. The residents of *Kozbeyli*, according to *Baykal* and *Ataberk* (2020), are open to new ideas for the village's development, which is critical for the development of rural tourism. Since the last two decades, the community has seen a minor increase in tourism. There is a need for more research into rural tourism. In the framework of agriculture-tourism cooperation, there is a lack of organization. Villagers want to be involved in tourism management, but they are not hostile to outside operators and are willing to collaborate (*Baykal* and *Ataberk*, 2020, pp. 153-156).

## 5.2. General Characteristics of *Kozbeyli* Village

*Kozbeyli* is a settlement in the Aegean Region, located in the *İzmir-Foça* district. There is *Aliağa* in the east, *Yeni Foça* in the northwest, and *Yeniköy*, *Bağarası* and *Ilıpınar* neighborhoods of *Foça* district in the south. *Kozbeyli* is 80 meters above the sea level. *Kozbeyli* can be reached by a 60-kilometer highway connection from *İzmir* and 20 kilometres from *Foça* (*Taşçı* and *Pekdoğan*, 2015, p. 659). Although there is no definite data about the establishment of *Kozbeyli*, *Taşçı* and *Pekdoğan* (2018) the history of the settlement can be described as follows: *Kozbeyli* was founded by the Turks in the 14<sup>th</sup> century during the *Saruhanlı* Principality. The village was first established in the *Yolmuç* region, by the people who migrated from *Işıkköy* (*Şihkebir/ BüyükŞeyhli*). Since its location was open to pirate attacks, the people living here, under the leadership of *Kuzubey*, established the present *Kozbeyli* Village 150-200 years later, standing on the forested slope of *Şaphane* Mountain, at a point overlooking the *Gencerlik* Plain and *Çandarlı* Bay. The name of the village comes from its founder, *Kuzubeyi*. It is known that Greeks settled in the village, which was founded by the Turks, in the 1800s and Turks and Greeks lived together until the population exchange period. Living together has led to the formation of architecturally different structures (*Taşçı* and *Pekdoğan*, 2018, p. 4).

According to the 2018 Address Based Population Registration System data, the population of *Kozbeyli* is 626. *Kozbeyli* Region stands at an important point in terms of rural tourism considering both its historical features and its natural and agricultural potentials. According to *Baykal* (2018), the village square has restaurants, cafes, coffee shops, and markets, as well as a market area, one boutique hotel, one hostel, four catering establishments, and three shopping establishments (*Baykal*, 2018, p.33). *Kozbeyli*, which is one of the areas with an increasing rate of visit outside the district centre in *Foça* in recent years, is known for its partially restored traditional residential architecture, *Çapkinoğlu* mansion-tavern reflecting the traces of Greek culture in the region, and restaurants serving local dishes (*Saf* and *Türkoğlu*, 2018, p. 536). *Kozbeyli* Mosque (1611), *Kule Evler* and *Kocakule* (*Kuzubeyi* Tower) can be counted as other remarkable cultural heritage elements (*Yurttaş*, 2014, pp. 8-9).





Figure 4. Bird's Eye View of Kozbeyli Village (Photo: Adem Arden)

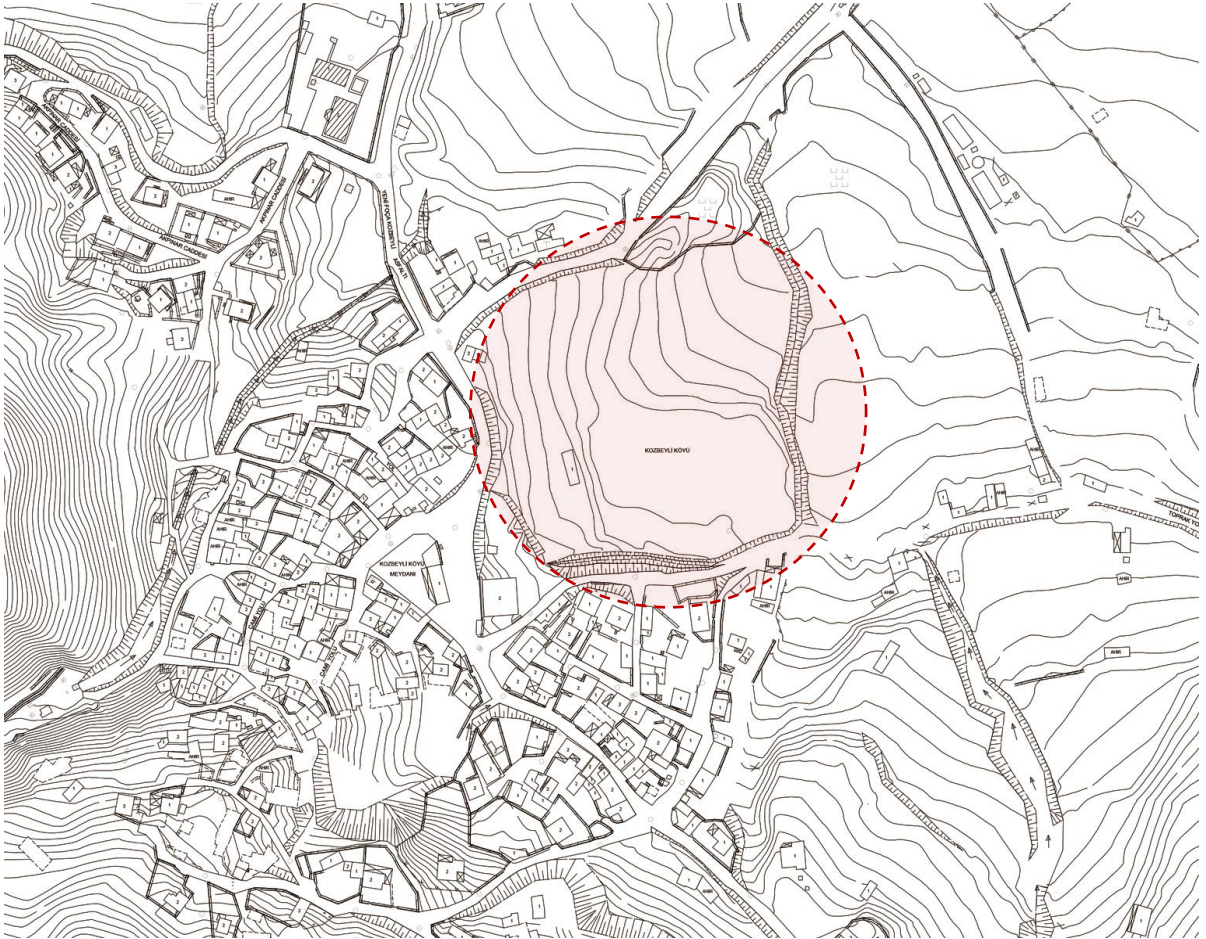


Figure 5. Kozbeyli Village Site Plan and Study Area (Source: Foça Municipality)



**Figure 6.** General View of *Kozbeyli* Village (Photo: *Hayriye Oya Saf*)



**Figure 7-8.** Traditional *Kozbeyli* Houses (Photos: *Hayriye Oya Saf*)



**Figure 9-10.** Traditional *Kozbeyli* Houses (Photos: *Hayriye Oya Saf*)

### 5.3. Project Topic

Eco-tourism, which is an activity branch of rural tourism, has an important place in increasing the tourism income of hotels or farms and in the development of rural tourism (Tekin and Kasalak, 2014, p. 132). Today, there have been serious increases in agricultural costs. It is known that the young population in many families are looking for work areas besides agriculture, since the income obtained in the agricultural sector is not at the desired levels and the agricultural sector is frequently affected by economic fluctuations. Therefore, this situation emerges as an employment problem in rural areas. The fact that tourism entrepreneurship operates in rural areas and the increase in rural tourism activities are important in terms of providing new job opportunities for youth in those regions. The conversion of farms into ecological hotels can easily be realized. The fact that adobe, wood or stone-weighted accommodation structures, which are frequently used in European countries, reflect the traditional architectural understanding of our country and the building stock in rural areas consists of such structures, enabling this transformation to be carried out easily (Tekin and Kasalak, 2014, p. 135).

People who carry out entrepreneurial activities in rural tourism are expressed as rural entrepreneurs (Tekin and Kasalak, 2014, p. 131). In the context of rural tourism, different entrepreneurship models are used for different purposes. These models include hobby garden facilities, local restaurants, horse riding, and paintball facilities, adventure-themed parks, rafting (rubber boat and canoe), rural hostels, ecological hotels and farm facilities, sportive angling facilities, and certified-controlled hunting fields (Zurnacı, 2012, p. 67). Among these types of entrepreneurships, rural hostels, ecological hotels and farm entrepreneurships are attracting attention and the number of these facilities is increasing day by day. *Pezikoğlu* (2012) with reference to Holland et al. (2003, p. 5-6) defines farm tourism as a type of tourism that includes activities such as accommodation in rural areas, where the visitors can participate in walking, boat trips, and activities such as farm work (Pezikoğlu, 2012, p. 86).

According to *Kaypak* (2012) farm tourism aims to maintain environmental quality, improve the quality of life of touristic regions, provide quality visitor experience, promote equality in development, and contribute to the economy and environment of tourism. Preservation of cultural assets, instead of modern architectural structures that do not match the local texture accommodation facilities serving in protected traditional buildings should be preferred (Kaypak, 2012, p. 21). In modern architectural products, sustainable structures should be preferred in new farm designs. The basic principle in the use of natural resources in farm tourism is to provide a balance between protection and use. Ensuring this balance is important for the tourism sector. If entrepreneurs interested in rural tourism do not have any concerns about ecological sustainability and approach the issue from a consumer perspective, it will not be easy to maintain this balance. Commercial expectations should not create problems in ecological sustainability. For this reason, modern touristic construction aiming to gain a lot in a short time, such as mass tourism, should not be preferred. There should be planned and conscious rural tourism activities, in this context; the elements of "ISO 9000 Quality Standard, ISO 14000 Environmental Management System Standard" put into practice in tourism accommodation management should also be taken into consideration (Kaypak, 2012, p. 24). Reflections of relevant standards on architecture should also be provided.

Farm tourism and ecological farms have an important place in the development of tourism in rural areas. Introduction to Architectural Design course in the project studio after studies on traditional construction techniques, the subject of "Farm and Tourism Facility Design with Rural Tourism Concept" was given to the students as a final project. The students, assuming the role of rural entrepreneurs, carried out their project studies by considering rural tourism and sustainable rural

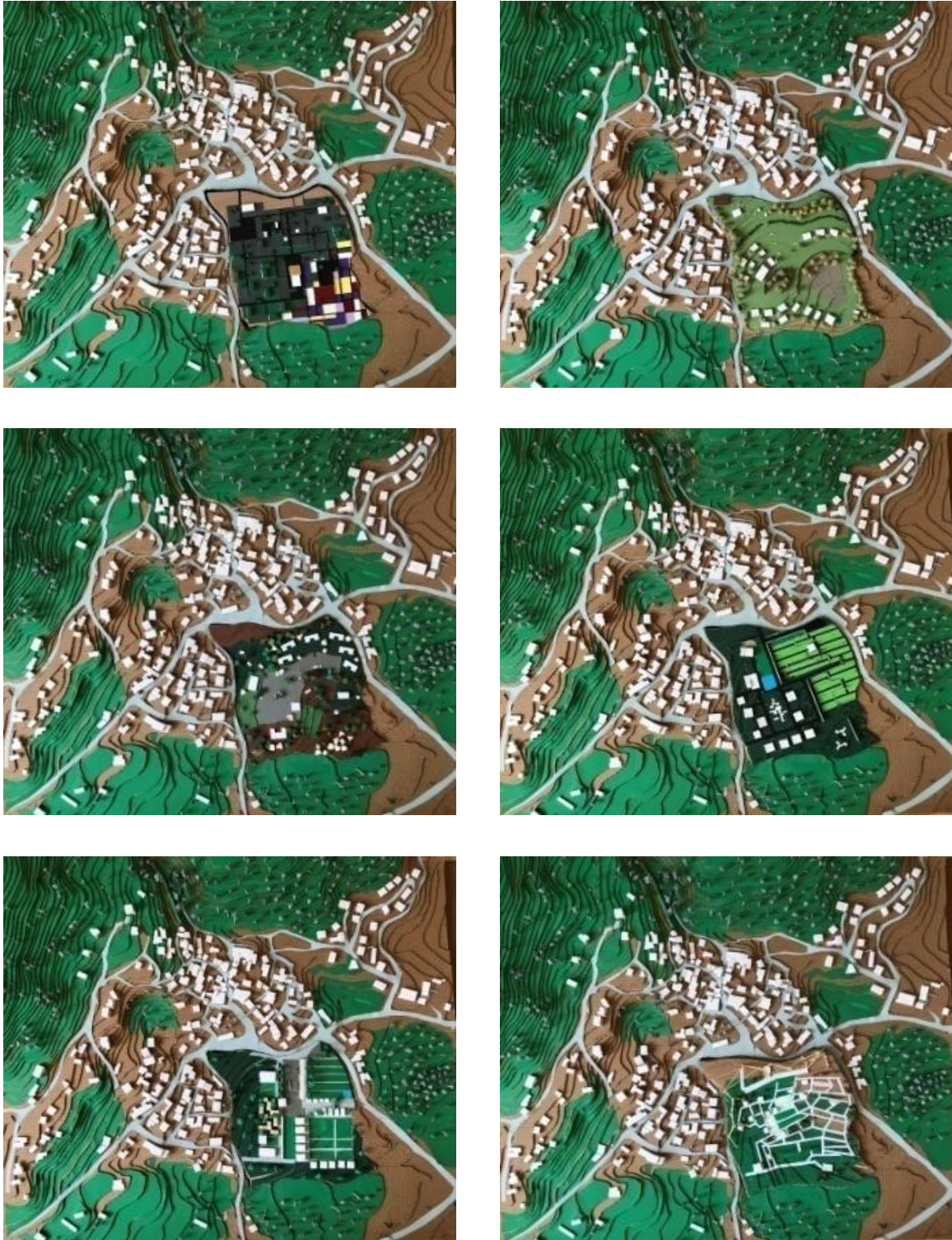
development. Within the scope of this study, the works of the first-year students at *Mersin University*, Department of Architecture were evaluated and presented. Works of students pretending to be rural entrepreneurs, in *Kozbeyli Village* were evaluated and the concept proposals presented within the scope of the “Rural Tourism Concept Farm and Tourism Facility Design” project were evaluated in terms of rural development. A total of 26 students participated in the project production process. Evaluations were made on the projects of all students participating in the project studio, regardless of their grades. As a result of the emphasis of the concept decisions on rural development and the reflection of these decisions on architecture, when the concept decisions are supported by the space the evaluation of the spatialization process become stronger with the relationship they establish with the context.

## 6. Findings

Before considering the evaluation results, it is useful to mention the concept proposals presented within the scope of the “Farm and Tourism Facility Design with Rural Tourism Concept” project. Concepts offered are as follows:

- A camp proposal throughout the year with the theme of fusion of cultures. Camp activities for local and foreign students, trips to villages with organized activities, agricultural production activities, environmental cleaning activities, organic agriculture education and application studies, cultural integration activities, activities to get to know the local culture on site...
- Village life and culture museum village
- Promotion of traditional culinary culture, *Slowfood* festival, kitchen workshops, organic farming,
- Vegan cuisine and organic farming
- Organic life and permaculture
- Organic farming
- Olive cultivation; olive species (date, drawing, boot) preparatory workshops, sales and marketing,
- Production and sale of olive oil and traditional soap, workshops and agricultural activities
- Viticulture; wine production and sale
- Viticulture; promotion of wine production and traditional historical entertainment culture
- Arts and agriculture
- Production and marketing of herbal teas and permaculture activities and practices that support it,
- Flower growing. Production, marketing and sales of dried flowers, aromatic oils and organic perfumes.
- Carpet weaving, vegetable dyeing, organic wool production
- Beekeeping; organic honey production, puree, chasteberry and black herb cultivation,
- Cattle and sheep breeding; animal food marketing
- Goat breeding, production and marketing of handmade goat wool handmade goods, goat milk-yogurt and cheese,
- Permaculture training farm, certificate programs, organic farming,
- Ecological schools; education and agriculture in nature for children,
- Greenpeace village, providing environmental education to the village people
- Aromatic oil, medical and aromatic plant production
- Psychological rehabilitation center, treatment with nature
- Rehabilitation with horses, horse breeding, rehabilitation center
- Agriculture and therapy center for people with Down syndrome

- *Hacemat* application center, treatment with herbs
- Model shipbuilding and woodworking workshop and industrial wood production.



**Figure 11-12-13-14-15-16.** Examples of Land Model and Project Studies

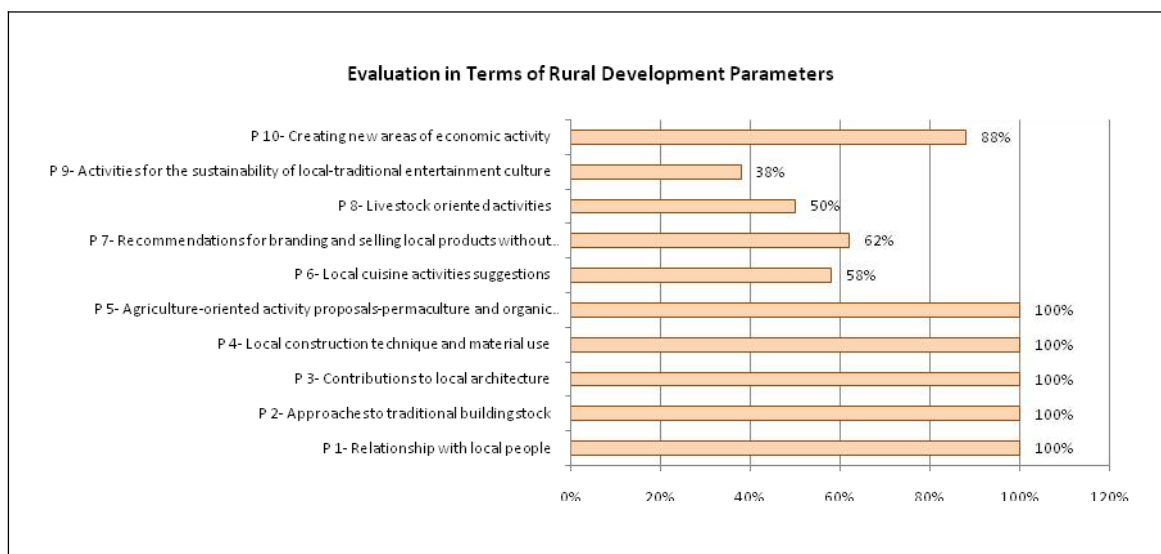
It is possible to group the concepts under the themes of cultural interaction and cultural life, organic agriculture and permaculture, animal breeding, education, and health. Within the scope of the study, the students were asked to use and develop traditional construction techniques, and to allocate a place to organic agriculture and permaculture. However, they have determined the themes they will

focus on in the name of branding the rural area. It was also specifically informed to the students that the projects are expected to give importance to rural development and to involve the local people in the projects. The projects produced within the scope of this study were evaluated in terms of their compliance with the determined rural development parameters. The parameters are given in Table 1

**Table 1.** Rural Development Parameters

P 1	Relationship with local people
P 2	Approaches to traditional building stock
P 3	Contributions to local architecture
P 4	Local construction technique and material use
P 5	Agriculture-oriented activity proposals-permaculture and organic agriculture activities
P 6	Local cuisine activities suggestions
P 7	Recommendations for branding and selling local products without intermediaries
P 8	Livestock oriented activities
P 9	Activities for the sustainability of local-traditional entertainment culture
P 10	Creating new areas of economic activity

## 7. Discussion

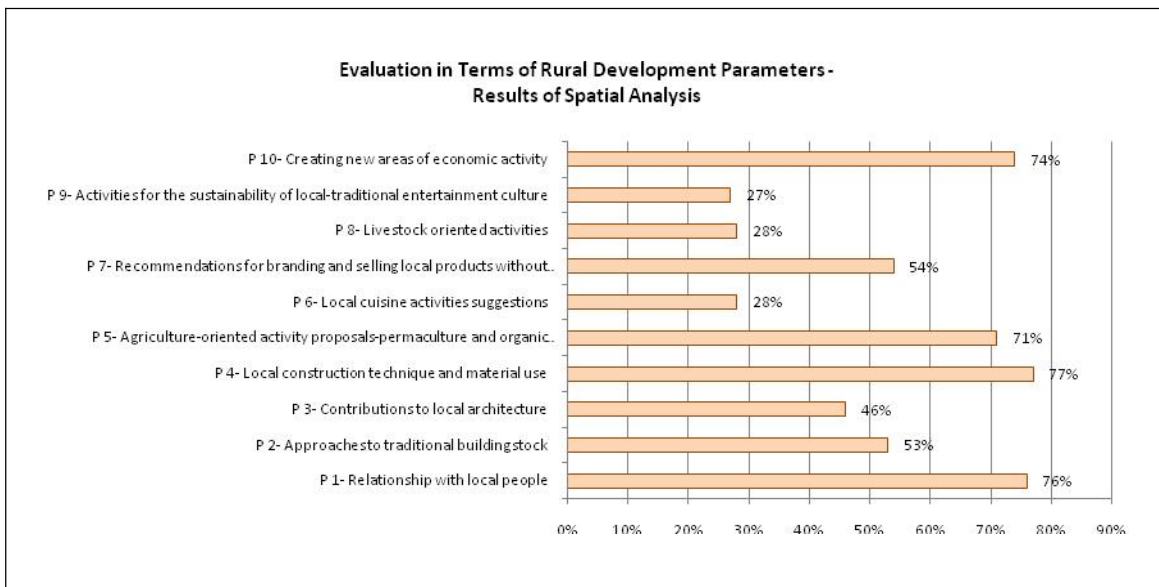


**Graphic 1.** Evaluation Results in Terms of Rural Development Parameters

The first evaluation was made on the extent to which the presented concept proposals met the parameters. It was determined that parameters 1-2-3-4 and 5 were met by all students. This has the effect of telling students that they are expected to focus on these issues. Parameter 10 follows these parameters with a rate of 88%. The students prioritized the issue of creating new areas of economic activity in the context of its benefits to rural development. Again, parameters 7-6 and 8 constituted the subjects emphasized with the rates of 62%-58% and 50%, respectively. The emphasis on local culinary activities was discussed to develop *Slowfood* activities in the region, the importance of adding units to the projects for branding local products and selling them without intermediaries was emphasized in the projects in terms of rural development. The reason for mentioning the issue of animal breeding is that the students think that the people of the region give up animal breeding activities together with tourism and the efforts to transform the barns into touristic places by selling their animals will cause the village to lose its original character. It was emphasized that these spaces should not be deteriorated, on the contrary, they were tried to be included as a part of the morphological character of the city in new constructions. It was emphasized that the villagers' production should be collected and evaluated in the facilities created and they should be encouraged to produce in this area.

The second evaluation was carried out through the reflection of the parameters on the architecture and the success of specialization. At this point, in the evaluations made on architectural projects and created site plans, a Likert scale was applied with three different values as none (0), insufficient (1), moderate (2), successful (3), and it was tried to determine which parameter stood out in the class in total. In the scoring system:

- None (0): Applicable if the parameters are not spatially reflected in the architectural requirement program and the project.
- Insufficient (1): It describes the situations where a special space is not designed to meet the parameters and a solution is sought in the sections separated within the spaces.
- Middle (2): In this case, it is seen that a special space has been designed for the parameter. However, this place is not a prominent place in the overall design scheme.
- Successful (3): It means that the space constitutes one of the focal points of the project and in this context, it has features such as defining the square architecturally, being on the axis, and standing out hierarchically in terms of size or form. The results are given in the graph below.



**Graphic 2.** Evaluation in Terms of Rural Development Parameters - Results of Spatial Analysis

When the results of these evaluations are examined, it can be stated that most of the students (71-77%) try to create spaces where one-to-one contact with the local people can be established. They preferred the use of local construction techniques and materials when creating these spaces. Agriculture-oriented activity proposals open and closed spatial solutions for permaculture and organic agriculture activities are spread over a large part of the project land. Also, open space arrangements come to the fore in this context, it can be stated that the creating the concepts for new economic activity areas bring new space formations and take these spaces into the focus of the project. The students tried to create a synthesis by integrating modern architectural building designs into their projects within the framework of sustainability criteria, while taking care to adapt to the traditional building stock (53%). Again, in the shaping of the projects in spatial terms, workshops for branding local products, sales units and market areas (54%) for their sales without intermediaries played an important role. Some of the students (in the range of 27-28%) considered it appropriate to place the spaces that will allow the development of activities related to local cuisine, animal breeding and local-traditional entertainment culture at the centre of the architectural schemes of their projects.

**Table 2.** Specialization Success Rates Based on Parameters Table

<b>Rural Development Parameters</b>	<b>Successful</b>	<b>Middle</b>	<b>Insufficient</b>	<b>None</b>
P 1- Relationship with local people	42%	42%	15%	0%
P 2- Approaches to traditional building stock	8%	42%	50%	0%
P 3- Contributions to local architecture	12%	15%	73%	0%
P 4- Local construction techniques and material use	46%	38%	15%	0%
P 5- Agriculture-oriented activity proposals- permaculture and organic agriculture activities	31%	50%	19%	0%
P 6- Local cuisine activities suggestions	4%	19%	35%	42%
P 7- Recommendations for branding and selling local products without intermediaries	46%	8%	8%	38%
P 8- Livestock oriented activities	15%	4%	31%	50%
P 9- Activities for the sustainability of local-traditional entertainment culture	12%	19%	8%	62%
P 10- Creating new areas of economic activity	54%	27%	8%	12%

In addition, the specialization success rates are indicated in the table by evaluating the parameters within themselves. When these results are evaluated, it has been seen that the relationship with the



local people, the approach to the traditional building stock, the contribution to the local architecture, the local construction technique and material usage, the agriculture-oriented activity suggestions, the permaculture and organic farming activities parameters were determined by all the students, sometimes in a designed space, sometimes in a special designed space. It is possible to say that it is provided in a space, sometimes in a space that forms the focus of the project and stands out in terms of architecture. Nearly half of the students (42-50-62%, respectively) did not include local cuisine activities, animal husbandry-oriented activities and activities for the sustainability of the local traditional entertainment culture in their projects, in a spatial sense. It is seen that these activities were designed by specializing in a few concept decisions, but these studies also had successful results. With its spatial solutions, spaces designed to create new economic activity areas, workshops, and production spaces for the branding of local products, sales units and market areas for the sale of products without intermediaries, spaces that establish one-to-one contact with the local people or designed for their management, draw attention with their successful architectural setups and sustainable construction techniques. Local construction and the use of materials have a great impact on the architectural prominence of these spaces. In open space arrangements, agricultural activity areas have become prominent with their dominant characters in architectural fiction.

## CONCLUSION:

*Kozbeyli* village is important for tourism in terms of both its historical features and its natural and agricultural potentials. The improvement of the historical texture of the region and the existence of new ecological farms to be built with local architecture will increase the rural tourism potential of the region. In addition, it will contribute to the sustainable urban development of the region and will lead to the preservation of the original structure and values of the settlement. In this context, rural development should be a priority in the studies to be carried out and the projects to be developed, and a tourism planning study should be carried out by considering the participation of the local people. It is important that the existing agriculture and livestock activities are not abandoned, and that the region does not lose its rural character, in terms of ensuring the balance of urban development and protection.

Identified project concepts and developed architectural designs will form the basis for the development of sustainable rural tourism for the work to be performed by the central government, local governments, producer organizations, private sector organizations and voluntary organizations in the future. The students, who were given the role of a tourism entrepreneur, expressed their views on the subject in a short time because of their detailed examinations and analysis about the region and worked on transferring them to the architectural project. It has been determined that some of the works, which were observed to have a strong connection with rural development in concept decisions, could not produce equally successful results in the specialization of the concepts. When the projects are considered in general, it has been observed that the students are more successful in reflecting their ideas on the local construction technique and material usage, the relationship established with the local people, creating new economic activity areas and agriculture-oriented activity proposals-permaculture and organic farming activities. The issue of branding the rural area has an important share in the projects. In this context, new areas of economic activity were created and subjects such as education, health tourism, art and entertainment culture were included in architectural programs. Since the breed, sector has started to be abandoned around the village, the two studies that draw attention to this issue and revealed the importance given to the rural area not to lose its current identity. It can be stated that they stand at a cautious point in terms of their approach to the general building stock and rural texture. In addition to the buildings prepared with traditional construction techniques, the projects include modern construction experiments developed with the principle of sustainability and works that contribute and interpret

the local architecture. Cultural activities, museum-village experiment, studies on culinary culture, festivals and performance venues and the concern to create a focus in the settlement were again prominent topics in the plan schemes. With the idea of establishing a village for environmentalists in the area by taking a reactive approach to the surrounding industrial establishments, the importance given to the fact that tourism does not destroy natural resources, the necessity of eliminating the existing problems and the necessary training mechanisms for the proposed initiatives to raise awareness of the local people about the environment have been proposed. It can be stated that the study has certain implications in terms of social, economic and planning.

As a result, one of the most important features of rural development policies and the programs to be implemented is that they must be carried out in cooperation between the central government, local governments, producer organizations, private sector organizations and voluntary organizations. This is not an issue that any single organization can tackle alone. Again, in this context, sustainable rural tourism practices should be put forward because of interdisciplinary studies. It should be ensured that rural areas become a rural tourism destination. As a result of the development of tourism activities in rural areas, the existing natural and archaeological sites should not be deteriorated. In order not to degenerate the cultural structure of the local people and not to destroy the historical values, both local people and domestic and foreign tourists should pay attention. Rural tourism positively affects the preservation of the traditional architectural style. In the context of new constructions, architects have an important role in preserving the original structure and values of the settlement. In the creation of new building stocks required by alternative tourism types, sustainable approaches for tourism structures should not be abandoned, and care should be taken to building ecological structures that are compatible with the urban fabric. While this study carries out a planning study on tourism activities, it also includes a study on spatial fiction. In rural tourism destinations, the characteristics of accommodation structures and the unique architectural character and cultural structure of the environment affect the preferences of tourists. The architectural character of the settlement and the quality of the accommodation structures are also important for the development of rural tourism and the brand value of the destination. With the loss of the effect of mass tourism, large accommodation facilities lose their importance in terms of architecture, and medium and small-scale boutique accommodation units become preferred. This study can be seen as a preliminary study on the architectural quality of small and medium-sized facilities in rural areas.

#### ***Compliance with Ethical Standard***

***Conflict of Interests:*** *There is no conflict of interest between the authors or any third-party individuals or institutions.*

***Ethics Committee Approval:*** *Ethics committee approval is not required for this study.*

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