

Full Length Research Paper

Land use planning regarding sustainable development through agritourism: Şarköy example

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In rural areas, where agricultural tourism activities are not dense but having apparent potential, in order to provide sustainable development, it is necessary to maintain a rational and protective planning process. With this point, firstly, landscape potential of a field should be determined, while the activities which can be performed and the implementation areas regarding this potential should be determined. This is because planning decisions made without considering conservation-use balance and providing daily solutions would damage unique sources of the rural areas in an irrecoverable way. At this stage, analysis studies performed to determine land use feasibility are important. Within this scope, this study aims to reveal the capacity of the field, actively regarding sustainable agritourism of Şarköy, which has importance with its variety of agricultural products, the values of natural and cultural resources and its social structure in the Thracian Region. In this research, a trial is made to answer questions such as: “at which level subjects regarding agricultural activities are convenient?” and “what should be done to develop agritourism activities?” Parallel to this, firstly, through forming a database by processing the natural and cultural characteristics of the research field in geographical information system (GIS) environment, evaluation factors regarding use of agritourism (viticulture and olive cultivation) and convenient coefficients were ranked according to their importance. The convenience values obtained were questioned and convenience maps were made and the local people’s recommendations were developed within the dimensions of local people and participation. The results obtained in this research will be guiding both the local people and local administrations in the decisions of planning made about agritourism subject and in the implementation phase.

Key words: Agritourism, land use planning, sustainable development, Şarköy/Turkey.

INTRODUCTION

Agritourism is defined differently by different people and organizations. Some related terms that are used interchangeably with agritourism or that are complementary to agritourism include nature tourism, alternative farming, wildlife enterprises, ecotourism, agritainment, heritage tourism, agrieducation and value added agriculture (Brant and Rhoades, 2007).

Agritourism is defined as travel, which combines agricultural or rural settings with products of agricultural operations all within a tourism experience. Agritourism can be defined as “A range of activities, services and amenities provided by farmers and rural people to attract tourist to their area in order to generate extra income for their businesses”. Agritourism is also viewed as, “an alternative enterprise that links value-added or non-traditional agricultural production or marketing with travel

to a farm or ranch”. Agritourism is defined here as a set of rural activities, including participating in farming activities, exploring local culture, enjoying the landscape and agro-biodiversity, observing organic and conventional agricultural practices and sampling tropical fruits and vegetables. Reynolds (2005) mentioned that agritourism is businesses conducted by farmers whose working agricultural operations for the enjoyment and education of visitors. Agricultural producers are beginning to try their hand in the tourism industry by opening their farm to guests seeking entertainment or educational activities; this type of tourism is known as agritourism (McGehee and Kim, 2004). Agro-tourism has the potential to play an important role in a country whose economy is largely dependent on income derived from agricultural exports and recreational tourism. In extensions meaning,

agrotourism presents the potential generating farm revenues and increasing profitability. Additionally, visitors of agritourism contact directly with farmers and support the increase of agriculture products indirectly (Catalino and Lizardo, 2004; Reynolds, 2005; Gopal et al., 2008; Maetzold, 2002).

For rural residents not living on farms, it enables them to upkeep large heritage homes and beautifies their surrounding grounds and landscapes. Rural tourism is based on the rural environment in general, whereas agritourism is based on the farm and the farmer. Rural tourism provides many benefits to local areas by bringing visitors to the region, increasing awareness for agricultural products and showcasing produce to the local and regional community. It can also provide incentives for local heritage and conservation groups to preserve unique heritage landscapes and built heritage. Most studies have highlighted the multiple benefits that agritourism brings to the farm, local communities, agriculture heritage and natural resources (Fleischer and Pizam, 1997; Busby and Rendle, 2000; Ventura and Milone, 2000; Sharpley, 2002; Wicks and Merrett, 2003; Hegarty and Przezbórska, 2005; Fleischer and Tchetchik, 2005; Mitchell and De Waal, 2009). Lacking a formal definition, agritourism can be summarized as anything that connects consumers with the heritage, natural resource or culinary experiences unique to the agricultural industry or a particular region of the country's rural areas.

Agritourism activities are limited only by the imagination. Some common examples include (Barbieri and Tew, 2010):

- Special events, including farm festivals and fairs, bonfires, outdoor plays or concerts, dances, rodeos, livestock shows, farm activity demonstrations and classes, farm implement or antique shows and farm tours.
- Direct sale of products, through farm retail markets, roadside stands, pickyourown operations, farmers' markets, community supported agriculture (CSA) and adoptananimal or tree programs.
- Children's activities, school or youth group tours and farm school programs.
- Alternative uses of farmland, including farm fishing, hunting, horseback riding, trap and skeet shooting, canoeing, bird and wildlife viewing, camping, biking, etc.
- Hospitality services, such as cabin or room rentals; restaurant or catered meals; facilities for weddings, corporate retreats and camping; working vacations and picnic areas outdoor recreation.

Agritourism is a segment within the larger sector of rural tourism. Agritourism is a new type of rural tourism, which is generally implemented in disadvantaged agricultural lands. It is developed as a sector with the aim of not only a development instrument for local people who are

dependent on agricultural production, but also for sustaining the agricultural lands. In some countries like Italy, Spain, Greece, Austria, Denmark, England, France, Germany, Ireland and Norway it is a growing sector with the policies of the governments aiming to benefit from it as a regional development instrument (Demirtaş Topcu, 2007; Frater, 1983). Agrotourism generates a significant contribution to the rural development process in rural areas and does indeed do so in many cases (Butler and Hall, 2003). Agritourism may be regarded as part of the change in the European model of agricultural development from productivism towards sustainability and multifunctionality (Van der Ploeg, 2008) and it has received great attention in rural/agricultural politics and economics over the last decade (Brandth and Haugen, 2010). In addition, there are opportunities for expanding agritourism-related enterprises in many countries across the state, based on the presence of significant natural amenities or cultural/historical sites and events (Wilson et al., 2006).

Agritourism aids rural economic development by providing alternative use of farmland, increasing revenue of on-farm activities, improving business sustainability and bringing economic revenue to rural areas both on-site and near the operation. Agritourism brings diversification opportunities to farms and ranchers that can help buffer fluctuating markets. It can increase farm revenue and increase community economic activity. It can provide economically feasible ways to care for natural habitats, natural scenic areas, national resources and special places (Keith et al., 2003; Jensen et al., 2006; Geisler, 2008).

Nowadays, in Turkey some recent developments are occurring related to the agritourism development in the political and practical areas, because the rural development issue is one of the main problems that has to be solved in the process of inclusion to the European Union. Nowadays, there is more emphasis on the legislative and regulative literature about alternative tourism, rural tourism and agritourism as an alternative tool. In the rural development programs and strategy documents of eighty five-year development plan, the existence of rural tourism potential in some rural areas and regions and their potential powers for diversifying the rural economy are emphasized. It is also declared that agritourism will be strongly supported as one of the rural development strategies (Demirtaş Topcu, 2007).

However, when considering that tourism is a sensitive issue and local people would damage the sources of region while using them, it is seen that a sustainable tourism planning which sustains conservation-usage balance unique to the region and uses the sources rationally are required. At this point, asking questions such as "is each part of the geographical place convenient for the development of tourism?", "is it correct to open every place to tourism?" and "which places should be chosen for tourism and how the selection

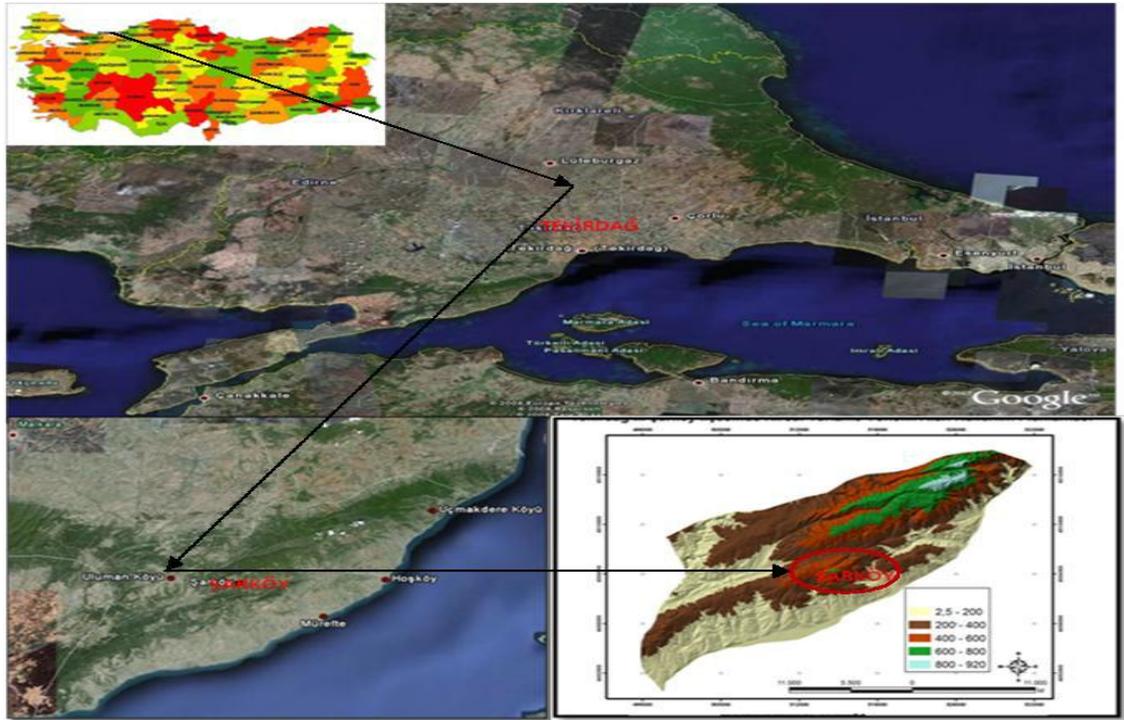


Figure 1. Location of the research area.

should be made?" is very critical.

Şarköy district chosen as the sample in the research has a position to create opportunities for visitors to be personally involved in agricultural activities, to be familiar with farm life, to be actively and passively involved in various agricultural activities and to be acquainted with local culture (tasting traditional local food, introducing local handicrafts and participation to various festivals). Although, the research field has agricultural, natural and cultural characteristics, it is not at a sufficient level in terms of agritourism activities. At the same time, even though most of the local people that have an active role in agricultural production, are unpaid family workers.

Accordingly, in the research, the hypothesis of "in order to provide an active rural development in Şarköy agritourism activities should be developed and an appropriate field use planning regarding these activities should be performed" has been developed. From this point of view, the study is important in terms of the development of agritourism of Şarköy district, obtaining an authentic identity and revealing unknown values.

MATERIALS AND METHODS

Şarköy district of Tekirdağ province constitutes the basic material of the study (Figure 1). The research field is a district of Tekirdağ province located at the Thracian part of Marmara region on the north-western part of Turkey. The district is surrounded by Malkara in the north, Tekirdağ in the north-east, Marmara sea in the south

and south-east and Gelibolu in the west. The district has a surface area of 481 km². Şarköy is 84 km away from Tekirdağ, 87 km from Çanakkale and 220 km away from İstanbul. It is composed of two towns (Mürefte and Hoşköy) and 26 villages. According to the 2008 census, the population of the city center is 16.121 and the populations of the villages are 13812, and it is 29933 in total (Anonymous, 2009).

The economy of the district depends on agriculture (viticulture, olive), stock-breeding, fishery and tourism. Total surface area of the district is 48.100 ha, 89.40% (43.000 ha) of this area is agricultural land and 10.60% (5.100 ha) of it is non-agricultural land (Anonymous, 2010).

Şarköy district comes first among the districts of Tekirdağ province in terms of possession of vineyard and grape cultivation. Grape fields of Şarköy district constitute 79% (52.210 das) of total grape fields of the province and approximately 80% (52.120 tones) of grape production. When types of grapes grown in the district are analyzed, it is noticed that 86.4% of grapes grown are wine grape varieties and 13.6% are table grape varieties (Özdemir and Kiracı, 2006).

According to the environmental condition planning report for Tekirdağ (2007), there are forty winemaking enterprises (Anonymous, 2007).

In the district, 3 water product cooperatives, 13 agricultural development cooperatives and 1 irrigation cooperative, 17 cooperatives in total are active (Anonymous, 2010).

Besides, in this study, 1/25.000 scaled topographic maps (11 units), 1/25.000 scaled soil maps (11 units), climate data, population data and literature knowledge were utilized as material. Arc-GIS 9.0 software was used in computerizing and analyzing data and maps.

In the research, with field studies conducted in various times, examination was made about characteristics of natural landscape (geographical position, surface features and natural vegetation) and

cultural landscape (history, archeology, socio-economic structure, handicrafts, socio-cultural life style and preserved areas), and natural-cultural landscape values obtained were processed in the GIS and the database was created. A database was formed by preparing some thematic maps concerning the area's geographical position, transport situation, hydrological structure, earth properties, etc., in computer medium in Arcview (9.0) program. Observations performed were supported by literature knowledge and SWOT analysis regarding issues, potential and obstacles was carried out.

Various evaluation factors (for example slope, exposure, height and climate) and sub-units influencing convenience for agritourism land use types notably regarding viticulture and olive cultivation were selected separately using literature and expert opinions.

In terms of viticulture and olive cultivation, evaluation factors and suitability coefficients were ranked as the most suitable (3), suitable (2) and not suitable (1) according to numerical values demonstrating their relative importance (Tables 1 and 2).

In the determination of evaluation factors and measures, literature data (Çelik, 2007; Ağaoğlu et al., 2001; Çelik et al., 1998; Toksarı and Can, 2008; Gündüzoğlu, 2004; Mendilcioğlu, 2002; Ünal et al., 2007; Woo and Yean, 2006), purpose of the study, the characteristics the region possesses, expert opinions, the state of user group and the methods used by Kiper (2006), Mcharg (1969) and Topay (2003) were leading. Convenience maps were constituted regarding use of viticulture and olive cultivation separately by questioning the natural and cultural landscape characteristics via geographical information system (GIS) according to convenience coefficients.

RESEARCH RESULTS

Viticulture and oil cultivation which play important roles in agritourism activities have always taken an important place within the socio-economic structure of eastern and western civilizations both economically and mystically. For instance, in Europe and in the world, viticulture is very common. Especially France, Spain, Italy, (world's oldest and third biggest winemaker), the USA (California), Australia (New South Wales is the first winemaking center of Europe) and South Africa are the leading countries with their wine yards and winemaking (www.wineguides.co.uk). Turkey is located on the most convenient climate zone for viticulture and at the crossroads of gene centers of grape vines. And because of the position of geography where the grape vine was taken to the culture, it has preserved its position to be one of the cultivated plants which all civilizations prevailing in Anatolia have valued most until today (Anonymous, 2005). Olive (*Olea europaeae* L.), has had an important place in both old civilizations of the Mediterranean basin where is its region of origin and within social and economic life of existing countries (Ünal et al., 2007; Denk, 2004).

Therefore, in the research conducted, in order to contribute to the local people economically, socio-culturally and environmentally, and to introduce the culture of grape vine and olive with all aspects, the best places for cultivation were determined.

At the end of the questionings, it was assessed that proportion of the most convenient areas to be separated for use of grape vine activities aimed at agritourism in the

region, and is approximately 17.24 ha. For the use of olive cultivation activities, the proportion of most convenient and convenient areas to be separated were established as "10101.06" and "1814.0616" ha, respectively (Figures 2 and 3).

According to the evaluations of the method, wine-growing areas would be suitable for use for agricultural tourism (2-scoring) could not be identified. Although, research field is suitable in terms of slope, elevation and climate, it is subjected to some limitations in terms of aspect, soil type and soil depth. When it was examined vectorally, the southern, south-western and south-eastern slopes were determined favorable for wine-growing .

SWOT analysis was performed based on the field observations carried out, the surveys literature review and analysis (Table 3). According to this, it is seen that the field has a strong agritourism potential. However, although the local people lean towards this subject, but this potential has not been utilized. For example, in the 1/100.000 scaled Thracian Sub Region, Ergene Basin Revision of Environmental Order Planning, it was aimed to support sectors which provide or will provide competitive advantages and within this scope Şarköy district was defined as "tourism (agritourism) region" (Ergene Environmental Order Planning Report, 2009).

Conclusion

Agricultural product demand increases together with the tourism activities in rural areas. The production and the producers are positively affected by such conditions. In addition, employment, additional income, personal income, standard of living, rural migration and public revenues are also positively affected, and the region becomes a center of attraction. In addition, agricultural tourism will provide the visitors to participate in person the harvesting, tillage and other businesses and in nature areas where the local products on display they will feel themselves as a part of this place. According to Ungureanu (2008) agri-tourism represents a chance for the inhabitants of villages, the inhabitants being willing to try a new seasonal (about 100 days per year) activity which would bring them extra incomes.

With this purpose the research, providing a database for natural and cultural landscape values, the field convenience analysis regarding agritourism was conducted. Field convenience analysis was performed to rank which area is the most or the least convenient for agritourism activities (vine cultivation, olive cultivation). In this study, the most suitable and appropriate wine-growing and olive production areas for use of agricultural tourism were identified. In this context, the slopes facing coastal areas and the southeastern and southwestern sections of the research area were determined the most suitable areas for agricultural tourism. This potential will highly increase only if it is combined with the other uses of agricultural tourism.

Table 1. Agritourism (viticulture) evaluation factors and criteria of suitability class.

Evaluation factors		Evaluation sub-units		Point		
Natural Landscape Features	Climate	Temperature (°C)	Annual mean temperature	11–16	3	
				<9 , >35	1	
			The average temperature in the growth period	>13	3	
			The average temperature in summer	>20	3	
				500-600	3	
		Precipitation (mm)	Annual total precipitation	<300 >900 <3	1	
		Wind speed (m/sn)	The average wind speed		3	
	Great soil groups	Soil depth		Alluvial soil		3
				Brown forest soil		2
				Lime brown forest soil		2
Vertisol					2	
Deep					3	
			Medium deep		2	
			Shallow-very shallow		1	
			I. - II. Class		3	
			III. - IV. Class		2	
			V. Class and over		2	
Land use capability Classes	Accessibility	Being access to water (m)		0-100	1	
				100-500	3	
				500 and over	2	
				0-100	1	
				100 and over	3	
			Access to streams (m)			
			Access to the shore (m)			
	Height Groups			0-750		3
				750-950		2
				0-5% (Flat)		2
5-25%					3	
25% and over					2	
Slope (%)			South-southwest		3	
			West		2	
			East, North		1	
Aspect			Agri tourism in the local people's perspective	Positive	3	
			Traditional settlement pattern	Availability	3	
			Traditional social activities (Festivals, Ceremonies)	Availability	3	
			Accommodation opportunities	Availability	3	
			Communication oportinitics	Positive	3	

In the evaluation made for agritourism, at the uses of the most convenient areas, the local products can be cultivated without any limitations whereas the convenient areas are subject to some limitations in the field. This may lead to decrease in productivity. Nonetheless, vine and olive can be cultivated in various amounts. Therefore, in the selection of activities to be delivered the field as agritourism activity types, it will be important to take rural and ecological characteristics of “the most convenient and convenient” areas into account and to

develop them within the scope of conservation-use understanding.

Some recommendations for the local people and participators have been made to improve agritourism vision of the field in the direction of the research results (Table 4).

According to Bradley (1982) wine tourism can be defined as visitation to vineyards, wineries and wine festivals. In particular, festivals and events based around rural products are growing in popularity (Higham and

Table 2. Agri tourism (olive cultivation) evaluation factors and criteria of suitability class.

Evaluation factors		Evaluation sub-units	Point		
Natural Landscape Features	Climate	Temperature (°C)	Annual mean temperature	15-20	3
				<-7 40<	1
			The average temperature in the growth period	20	3
		Precipitation (mm)	Annual total precipitation	700-800	3
				800-200	3
			<200	1	
	Wind Speed (m/sn)	The average wind speed	<3	3	
			10<	1	
	Great Soil Groups	Alluvial Soil		3	
		Brown Forest Soil		3	
		Lime Brown Forest Soil		3	
		Vertisol		3	
	Soil Depth		Deep	3	
			Shallow-Very Shallow	1	
	Land Use Capability Classes		I. and II. Class	3	
III. Class and over			2		
Accessibility	Being Access to Water (m)	Access to Streams (m)	0-100	1	
			100-500	3	
			500<	2	
		Access to the Shore (m)	0-100	1	
			100<	3	
	Height Groups (m)		0-500	3	
			500-800	2	
			800 and over	1	
	Slope (%)		0-25%	3	
			25%<	2	
Aspect		South-southwest	3		
		West-East-North	2		
Cultural Landscape Features	Agri tourism in the Local People's Perspective	Positive		3	
	Traditional Settlement Pattern	Availability		3	
	Traditional Social Activities (Festivals, Ceremonies, Gastronomy)	Availability		3	
	Accommodation Opportunities	Availability		3	

Ritchie, 2001), as is "agritourism" (Langworthy et al., 2006). Therefore, festivals and days organized related to wine have been increasing the brand value of the region, and have raised the prestige of wine producers. In this sense, fairs and festivals (festivals of vintage which can be set up within the period between August and November when it is grape harvesting period) will bring economic, social and cultural dynamism.

Besides, according to Tefler (2001), the basic motivation factor for wine tourists is to know the culture of wine region, to taste wine and to have the knowledge of it seeing the production phase. For example in the Wine

Tourism Strategic Business Plan 2002 to 2005 in Australia, in order to promote wine tourism, visitation to wineries and wine regions were recommended (Anonymous 2002). Within this scope, in Şarköy in addition to wine distilleries, there are wine tasting houses and sales stores. For instance, Kayra, Doluca and Melen winemakers have been organizing tours to wine production plants and vineyards until 15 October. This is an important tool to attract visitors. In this point, while visitors observe the period from grape growing to wine making in natural environment, at the same time it should give the opportunities for them to see remnants of the

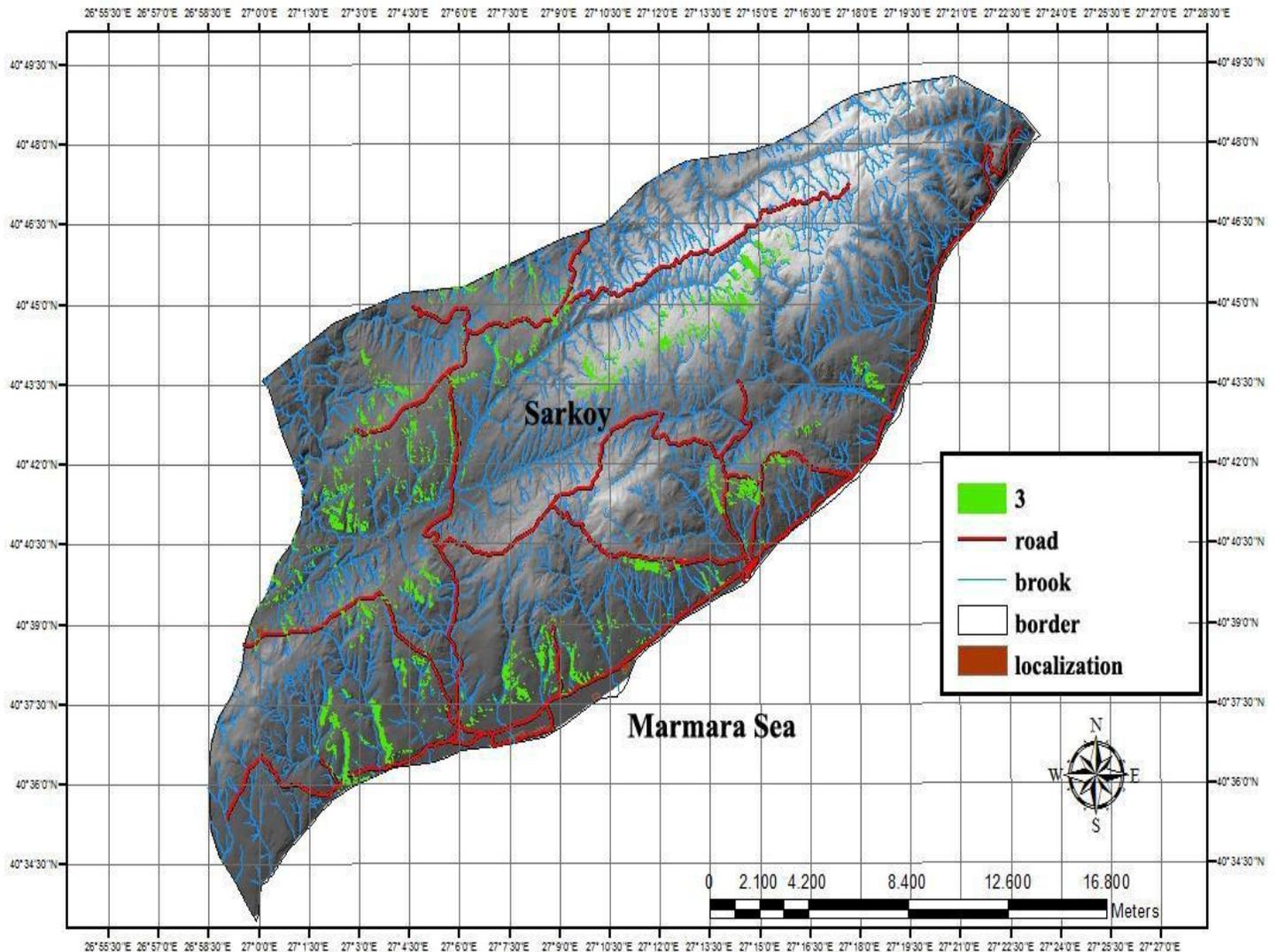


Figure 2. Areas suitable for agritourism (viticulture) in research area.

Thracian civilization. For example, today, the area where Gaziköy (Ganos) and Hoşköy (Hora) settlements are located was named GANOHORA as a religious center of Byzantine age. Ganos (Light Mountain) is the highest mountain of the Thrace region with 980 m height; where in the past Christians accepted as “Sacred Mountain” and visited it to be a pilgrim. In the abbey on this region, priests produced their own food, and sold the surplus to other settlements. Wine distributed in amphora (barrel to conserve wine in) on the coast of Ganohora made this region one of the amphora producing centers. Density of wine production is understood via Ganos sealed amphora, too. Within this scope, the historical values of the region and various activities regarding agro tourism support each other and bringing them together in integrating way will be useful to stir up the interest of the visitors.

Furthermore, in order to increase agricultural potential, various steps should be taken. For this, production of all products derived from grape (molasses, sausage, dried fruit rollup, köfter, vinegar, grape juice, brined vine leaf and grape cologne) by the diversification of them, and these should be sold in the local market. For example, currently one day in a week (Friday), local products are being sold under the name of “producer’s market”. Here, the point required to be emphasized is to develop rural tourism which will contribute to sell these products in place, to attract customers to the villages and to strengthen rural economy in place. The villagers should not come to markets of towns, but city folks should come to villages. Accordingly, brand name products regarding the district should be diversified and subjects of quality, standard, price and logo should be considered.

Some villagers utilize Şarköy district forest by collecting

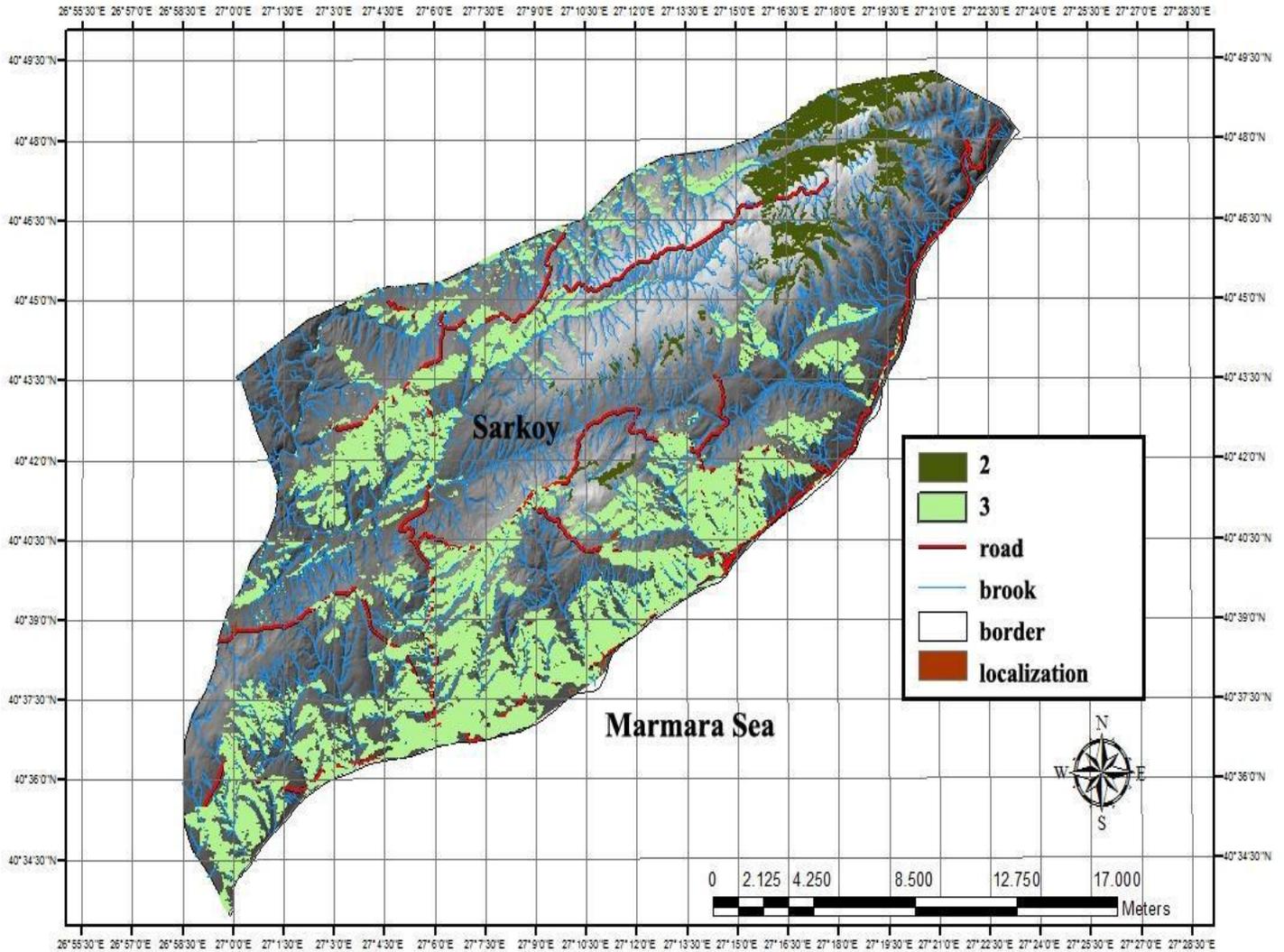


Figure 3. Areas suitable for agritourism (olive cultivation) in research area.

medical and aromatic plants. Basic ones of them are *Salvia argentea*, *Thymus zygoides*, *Rubus caesius*, *Rosa canina L.*, *Capparis ovata*, *Melissa officinalis*, *Urtica dioica*, *Tilia cordata*, *Pirus communis*, *Tussilago farfara*, *Verbascum lasianthum*, *Rhus coriaria L.*, etc. Medical and aromatic plants should also be considered within agritourism. Besides, establishing small local health care centers which will sell these plants, inform about them and operate various applications regarding treatments would contribute to the economy as well. For example, according to Rural Europe (2001) against the regressive agriculture in Bormida valley on the piedmonts of Alp in Italy, a cooperative was established to cultivate herbs in the region, a certificate for organic agriculture was obtained for 19 vegetable oil types produced by dried herbs and they were put in sale. Moreover, aromatic therapy courses were taught. As a result, abandoned agricultural lands began to be cultivated again, it has

attributed local tourism and entrepreneurship, and solidarity have been improved (Tarlak, 2007).

In Şarköy, in addition to vegetable production, stockbreeding is also inseparable part of agriculture in rural economy. Thracian cheese in Tekirdag, dairy products like goat cheese, skim milk cheese and curd cheese have local taste. For instance, according to Soykan (2000), some of the property owners dealing with stock breeding in France produce cheese, open their factories to visitors and sell their products there. In this sense, villages (Yörgüç and Yayaköy) who produce dairy products in Şarköy can also take part in agro tourism.

There is an educating side of tourism for tourists. In Europe, pedagogic farms are places of learning, observing and implementation for especially students. Within this scope, villages and farms having dairies (Yörgüç), villages producing olive oil and wine (Mursallı, Eriklice, Hoşköy and Güzelköy) can be utilized for

Table 3. The result of the SWOT analysis of agritourism.

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> - Climatic values of the field is appropriate, - Positive look at the vegetable production that most of local people's main pursuit, - Rich water resource, - The presence of wine production and olive oil processing plant, - The presence of medicinal and aromatic plants, - To be a branded agricultural products (grapes and wine, olives and olive oil, fish Şarköy specific, cheese etc.). - Boutique to cultivate an organic product compliance (Grapes and wine) <p>Residents' hospitality</p>	<ul style="list-style-type: none"> - In terms of land-use capability classes for agriculture may be the most suitable I, II and III. Classes of land area to be covered of a certain portion - Lack of organization agricultural products production and marketing, - Lack of young work force, - The lack of publicity in the study will take place in the field of agricultural tourism. - Problems arising from unplanned development of second homes - Underdeveloped physical infrastructure (especially in the Uçmakdere Village) 	<ul style="list-style-type: none"> - To promote of local agricultural products to the participants, - Chemicals like hormones, insecticides etc. little or no use in production. Therefore, the ability to create the potential ecological agriculture, - Rural-tourism, agro-eco-board increase in demand for - The opportunity to participate of local people especially in the training of vineyard and olive cultivation, - Tekirdag province to show diversity in terms of agricultural production in other districts (vineyard, olive), - Growing market economy opens possibilities for the development of local and visiting tourism 	<ul style="list-style-type: none"> - Lack of agricultural cooperativization - Economic difficulties, - Rural– urban migration, - Generally, agricultural lands have multi-partner, - Qualitative and quantitative decadence of - Recreation resources

Table 4. The recommendations for agritourism.

Activities	For the local people	For the participants
<p>Buying fresh products and traditional methods, and couscous (kuskus), fettuccini, paste, roadside stand booth</p>	<p>Production of local food products in (molasses, foods naturally growing in ecological homemade food from the farms and conditions of the region and production supported.</p> <p>dried fruit rollup, jam) should be supported.</p>	<p>- Advertisements should be given regarding ecological homemade food from the farms and production products via brochures and booklets</p>
<p>Joining activities like planting, training program should be for the continuity of products obtained from as olive, vine, medical and aromatic organized for plants by participating in garden production and harvest.</p> <p>tours (self-collection activities) and the development phases production should be provided to the local people.</p> <p>blossoming to bearing fruit)</p>	<p>- For the continuity of products obtained from natural vegetation a calendar activities actively, a training program should be prepared for planting, and be arranged about organic production.</p> <p>- Planting and harvest calendars prepared for the continuity of products obtained from as olive, vine, medical and aromatic organized for production and harvest.</p> <p>- Specialization training about local food production should be provided to the local people.</p> <p>- Calendars should be prepared showing blossoming and bearing fruit seasons of products cultivated in the region ecologically.</p>	<p>- For ones wanting to be in agricultural from observing products</p> <p>- For the continuity of products obtained from as olive, vine, medical and aromatic organized for participants too.</p> <p>- Especially by making vintage and olive observing entertaining, the participants should be stimulated.</p> <p>- Calendars prepared showing blossoming and bearing fruit seasons of products products ecologically should be prepared for the participants, too.</p> <p>- Visitation to wine museums and wineries should be included in tour programs.</p> <p>- For participants, brochures and booklets including information about wine museums and wineries should be prepared.</p> <p>For participants, used materials and techniques regarding winemaking from past to present should be presented in cinevision.</p>
<p>Visitation to wine museums and wineries</p>	<p>The opinions of local people should be taken.</p>	<p>nd wineries should be prepared.</p>

Table 4. Cont'd.

Visitation to olive oil factories	For farmers, a training program on organic olive oil production should be arranged and the local people should be encouraged in this subject.	<ul style="list-style-type: none">- In tour programs, olive oil factories should definitely be included.- For participators, brochures and advertisements about olive oil factories should be prepared.- For participators, used materials and techniques regarding olive oil making from past to present should be presented in cinevision.
Learning local agricultural products (olive oil soap and olive cologne)	For farmers, a training program on olive oil soap and olive cologne should be arranged and the local people should be encouraged in this subject.	<ul style="list-style-type: none">- Opportunities should be created in order to introduce different local agricultural products to the participators.- Especially introduction of olive oil soap and olive cologne should be provided through enriching them in various ways from the packaging to presentation
Having picnic	<ul style="list-style-type: none">- The opinions of local people should be taken.	<ul style="list-style-type: none">- Activities of natural and cultural products should be maintained without damaging them.
Be familiar with farm life	<ul style="list-style-type: none">- The opinions of local people should be taken.- Various farm life activities from stock breeding to vegetable cultivation should be taken into account in a program and training system.	<ul style="list-style-type: none">- In order to attract the participators' interest to agricultural products cultivated in the farms and stock breeding, the activities should be changed into entertaining games- Introduction of farm life should be sustained within certain programs.
Attending to festivals	They should be taken into account within the frame of the collection of products and harvest season and in a program.	Advertisement of vines and seasonal fruits grown naturally in the ecological conditions of the region should be provided within a festival program.

educational purposes.

In conclusion, Şarköy district which is very rich in terms of natural and agricultural values has value of use to be considered significant in terms of agritourism. However, because of lack of planning and management, only sea and costal tourism are apparent, and this leads to intense use of natural landscape values in certain time. On the other hand, it is possible to carry out tourism land use planning based on realistic data obtained via systematic inventory analysis and on balanced use of them by increasing tourism potential of the region via its implementation actively.

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