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**A CONCEPTUAL RESEARCH ON THE EVALUATION OF RURAL
TOURISM AND ORGANIC FARM POTENTIAL IN GAZİANTEP
GAZİANTEP İLİ KIRSAL TURİZM VE ORGANİK TARIM POTANSİYELİNİN
DEĞERLENDİRİLMESİ ÜZERİNE KAVRAMSAL BİR ARAŞTIRMA**

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Abstract

Factors such as the intense working conditions of people, the desire to move away from the concrete city life, the desire to reduce the pressure created by external factors such as noise, and the attractiveness of the nature, lead people to the calm places in

the nature where they can relax. However, organic agricultural products need to be consumed in terms of people's health. In addition, organic agriculture has many positive effects in the region. In addition to organic agriculture, there are environmental, social, economic and organizational / institutional benefits in the region. Today, tourism has gone beyond sea, sun and sand. Turkey is one of the leading sectors of the economy is unavoidable to uncover new benefits of organic farming, which combines with tourism. This study focuses on the evaluation of rural tourism and organic farming potential in Gaziantep. In addition, the idea that the local people of Gaziantep will provide more economic benefits than tourism and organic agriculture is included. At the same time, it has been concluded that Gaziantep is able to obtain more important opportunities by strengthening the places where it is weak except for the strengths in rural tourism and organic agriculture. Organic agriculture and rural tourism, the environment, the negative effects on human health can be reduced and rural tourism can be developed in Gaziantep.

Key Words: Gaziantep, Rural Tourism, Organic Agriculture, Sustainability, Tourism

Öz

İnsanların genelinde yoğun çalışma koşullarından, hayatın stresli ve koşturmacı halinden dolayı, beton şehirlerin yaşamından uzaklaşma arzusu, bu şehirlerde oluşan gürültü ve gibi dış etkenlerin yarattığı baskıyı azaltma isteği bunun yanında doğanın insanı çekiciliği gibi faktörler, bireyleri yaşadıkları yerlerden daha sakin yerlere götürüyor. Günümüzde insanlar doğada dinlenmek ve organik ürünleri tüketmek istemektedirler. Özellikle sağlıklı bir yaşam için organik tarım ürünlerinin tüketilmesi gerekmektedir. Ayrıca, organik tarımın Gaziantep ve bölgesinde birçok olumlu etkisi vardır. Organik tarıma ek olarak, bölgede çevresel, sosyal, ekonomik ve kurumsal / kurumsal faydalar vardır. Günümüzde turizm deniz, güneş ve kumun ötesine geçti. Türkiye, turizmi bir araya getiren organik tarım ülke ekonomisinin önde gelen sektörlerinden bir tanesidir. Bu çalışma, Gaziantep'teki kırsal turizm ve organik tarım potansiyelinin değerlendirilmesine odaklanmaktadır. Ayrıca, Gaziantep'te yerel halkın diğer sektörlerin yanında turizm ve organik tarımdan da ekonomik faydalar sağlayacağı düşüncesi yer almaktadır. Bütün bunlarla birlikte, Gaziantep ilinin kırsal turizm ve organik tarımdaki sahip olduğu güçlü yönler dışında, zayıf noktada olduğu yerleri güçlendirerek gerek ekonomik anlamda gerek tarımsal anlamda gerekse turizm anlamında daha önemli fırsatlar elde edebileceği sonucuna varılmıştır. Organik tarım ve kırsal turizm, çevreye ve insan sağlığında ortaya çıkan veya ortaya çıkabilecek olan olumsuz etkileri azaltılabilir bunun yanında Gaziantep'te kırsal turizmin gelişmesi noktasında fayda sağlayacağı düşünülmektedir.

Anahtar Kelimeler: Gaziantep, Kırsal Turizm, Organik Tarım, Sürdürülebilirlik, Turizm

1. INTRODUCTION

In the half of the 1900s, at the beginning of the problems in the world was the failure to meet the need for adequate and cheap food because of the fast growing population in the post-war period. In the late 1950s, agriculture was also positively influenced by extreme support from the United States with the help of Marshall (İpek ve Gözde, 2010). In the continuation of the Second World War, agricul-

ture was one of the sectors that had the highest share in the rapid development of technology. In the agricultural sector, especially after the 1960s, "Green Revolution" and new agricultural techniques were developed and in the light of these developments, yields increased by up to 100%. These increases in agricultural products are among the most important technological developments of the century. Although the new agricultural techniques have

shown a positive increase in yields, they have ceased to be sustainable because they disrupt the ecosystem. The use of excess chemical drugs and fertilizers used in conventional agriculture, hormones and antibiotics in animal production have decreased the unit cost and increased productivity. Water, air and soil began to get polluted quickly, chemical drugs and fertilizers used in agriculture have serious negative effects on human health (Ak, 2004).

In order to prevent the damage caused by conventional agriculture, studies on sustainable agriculture practices are carried out. One of these studies is the concept of organic agriculture. Organic farming has been named by many countries in its own language. For example, organic (organic) in England, ecological (ökologisch in Germany) and biological (bioloque) words in France are used. All these words have the same meaning as in the European Union organic agriculture regulation (Council Regulation 2092/91) on organic agriculture. (Öztürk vd., 2013). Unlike conventional agriculture, organic farming is among sustainable agriculture systems. In organic farming, there are many differences in crops growing in the fields, cultivation, use of drugs and fertilizers, and packaging and labeling in marketing. There are many definitions in different countries about organic farming term. The lack of a common definition adopted by everyone raises different views. The United States Department of Agriculture (USDA) makes the definition of organic farming;

“Organic farming is a production system that prohibits or largely avoids the use of synthetic fertilizers, pesticides, growth regulators and animal feed additives. As far as possible, organic farming systems are based on processing of soil, maintaining fertility, providing nutrients, controlling crops of pests, weeds and diseases, plant residues, animal manure, legumes, green fertilization,

organic farm residues and biological pest control” (Demiryürek, 2011: 28).

Rural tourism; It is a type of tourism that is different from the sea, the sun and sand trilogy and can be easily combined with other tourism types. Many local, national and international investments, as well as rural tourism going forward, are among the holiday plans of many tourists (Kızılaslan and Ünal, 2014). Nature does its job, but people still I don't understand the importance of rural tourism (Uslu ve Fural, 2017: 348). However, tourists hiking in nature, rural tourism activities, swimming in the lake and photo safari tours are identified as the most popular tourism activities (Alaeddinoğlu vd, 2013: 92).

1.1. Organic Agriculture and Rural Tourism

The concept of organic farming first emerged in the United States (USA) and Europe and then spread throughout the world. Even some countries have not been able to reach the increasing demand and have started to import organic products from other countries. In the world, approximately 67% of the areas allocated to organic agriculture are organic pastures and pastures. The reason for this is that most of the organic farming in Australia, Argentina, China and Chile are the creation of grasslands. In the world, 34 of the 100 producers in the world are located in Africa, 29 in Asia, 19 in Latin America, 16 in Europe, 1 in North America and 1 in Australia (Demiryürek, 2011: 29).

In 2014, approximately 2.3 million producers were registered in the world. There are 650,000 thousand organic producers in India. While the market value of organic production in the world is set at 80 billion Euro, the countries that stand out in the production are known as USA (27.1 billion Euro), Germany (7.9 billion Euro) and France (4.8 billion Euro). Based on organic product consumption, an average of US \$ 11 per person is cal-

culated. Countries with the highest consumption of organic products were identified as Switzerland (221 Euro), Luxembourg (164 Euro) and Denmark (162 Euro) (İnci vd., 2017: 138).

Rural tourism is not a new phenomenon in the world. In the 19th century, the developing industry and the rapidly growing industry began to develop in the rural areas against the pollution and stress brought by the cities. Since then, many writers have included in the field and poetry of rural tourism. In that period, some railway companies also made investments in these areas and contributed to the development of rural tourism. After these investments, people living in the city started to reach the rural tourism regions more easily. Railway investments in the Alps and the Rockies mountains of the US and Canada are among the first large investments in rural tourism (Aydın, 2012).

It is accepted by many countries around the world that rural tourism has a positive effect on national tourism. Although the positive effect of the rural tourism sector is accepted as such, the number of countries collecting statistical information is very low. Therefore, it is very difficult to reach big and realistic data about rural tourism in the world. Even if statistical information cannot be collected, the fact that rural tourism is a link between nature and tourist as well as local people and tourists causes the economic, socio-cultural and environmental dimensions to be effective. Rural tourism, supported by public institutions and organizations, can be seen as a means of development for the regions where it is implemented. (Karaman vd., 2016). In this study, the potential of rural tourism and organic agriculture in Gaziantep province was evaluated.

1.2. Organic Agriculture and Rural Tourism in Turkey

In conjunction with agricultural developments in the world in the 1980s, Turkey has also experienced improvements in organic agriculture. Organic agricultural production

in Turkey began in the mid-1980s due to demand from companies in Europe. EU on 24 June 1991, the EEC Regulation 2092/91, adapted to Turkey in 1994. The regulation of "The production of plant and animal products by ecological methods" has accelerated production and brought regulations for production. With this regulation, all authorities were transferred to the Ministry of Agriculture and Rural Affairs (Bayram vd., 2007). "The production of plant and animal products by ecological methods" was published by making some changes and corrections in the Official Gazette No. 22328 dated 29 June 1995 (Ataseven and Güneş, 2008). In recent years, different products such as frozen fruits and vegetables, fruit juices, roses and rose products are also going to other countries. The diversity of products and organic products produced in Turkey are increasing every year (Güler, 2006).

In 2009, 983 715 tons of production of organic agricultural products were made in Turkey. In 2013, production increased by 64% to 1 620 466 tons. The number of farmers producing organic products in 2009 was 35 565. In 2013, this number increased by approximately 70% to 60 797 (Yürüdü vd., 2010: 675).

In Turkey, organic products preferences can change according to gender, marital status, income, occupation, education and size of the family. It is observed that women buying organic products are more willing than men. In the study conducted considering the size of the family, it shows that the number of family members 4 buys more organic products than the other families (Sarıkaya, 2007).

1.3. Organic Agriculture and Rural Tourism Potential of Gaziantep

Gaziantep is recognized as the oldest established city in the world with 5600 years of known history. Gaziantep is known to host its first guests during the First Age Period (Ulusoy and Turan, 2016). Gaziantep, the area composed of 6222 km² constitutes approximately 1% of Turkey's (Kutlu, 2014). 27% of Gaziantep's surface area is composed of plains

and 52% of mountains (Tunç and Özkan, 2014). The land structure of Gaziantep is generally uneven and undulating. There are Amanos Mountains that form Hatay and Osmaniye border in the south of the city (Kutlu, 2014).

Kahramanmaraş, Adıyaman, Şanlıurfa and Kilis are the other neighbors. Dülükbaba, Sam, Ganibaba and Sarıkaya mountains are located in Gaziantep and Islahiye, Barak, Araban, Yavuzeli and Oguzeli plains constitute the most important plains of the province. Although there are many springs in Gaziantep, there are no natural lakes. For this reason, artificial lakes and dams were built in many parts of the city. Alleben stream passing through Gaziantep separates the districts of Şhitkamil and Sa-

hinbey. There is no natural forest in the city center. However, Dülükbaba and Burç forests consisting of red pine trees were formed around the province. Gaziantep is at the crossing point of the Mediterranean and continental climate. The southern regions of the province are under the Mediterranean climate. In general, summers are hot and dry, winters are cold and rainy. The province receives the most oil during the winter and spring months. The areas within the borders of Gaziantep Province are located in three different river basins (Fırat Basin, Amik Basin and Ceyhan Basin). Gaziantep also has fertile soil areas. Figure 1 shows the soil analysis map of Gaziantep (www.gantep.bel.tr, Erişim Tarihi: 01.11.2018).

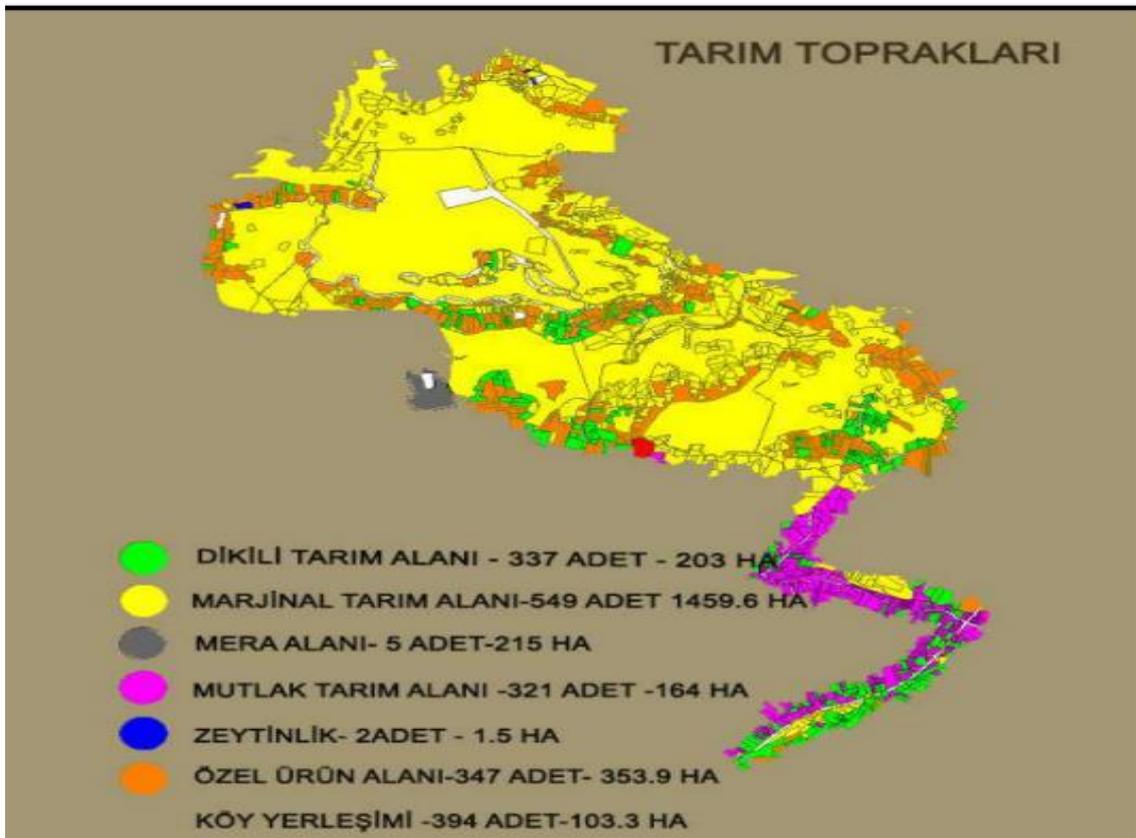


Figure 1: Map of Gaziantep Soil Analysis



In Gaziantep, there are many agricultural applications are made and agricultural land is approximately 382 thousand hectares. 9.235 hectares of land under cultivated fallow. Pistachio, which is the livelihood of many regions, is grown in approximately 85 thousand hectares and olive 20.911 hectares in the area (Tunç and Özkan, 2014). Approximately 25% of the lands of the province of Gaziantep consists of arable land (Uluç vd., 2015).

1.3.1 The situation of organic agriculture in Gaziantep

Gaziantep, Turkey has an important place in agriculture in terms of agriculture. In 2013, the production of grain in Gaziantep, which is especially prominent in grain production, was 48.2% of the total agricultural production. According to the data of 2013, in Gaziantep, 0.7% of the total production of vegetables produced in Turkey constitutes 1.8% of the total fruit production.

When organic agricultural products be based in Gaziantep, it constitutes the 0.8% of organic agriculture in Turkey. Based on 2017, 13 063 tons of agricultural products were produced in Gaziantep. In 2016, 5 472 tons of organic agricultural products were produced in Gaziantep. In 2017, organic production increased by 238% (<https://www.tarimorman.gov.tr/Konular/Bitkisel-Uretim/Organik-Tarim/Istatistikler>, Erişim Tarihi: 01.11.2018).

1.3.2. Rural tourism in Gaziantep

Agricultural tourism, on the basis of small farms, farmers, agricultural income, as well as vineyards, gardens, animal husbandry, traditional food production areas of daily agricultural work and activities such as accommodation in the farmhouse using the tourism is also aimed to generate income from tourism (Zurnacı, 2012). Considering the agricultural potential and increasing natural habitats in Gaziantep; there are high opportunities for initiatives in rural tourism such as ecotourism, agricultural tourism and farm tourism. Especially these opportunities are more

important when it is considered that a total of 623,017 people are staying in facilities with accommodation certificate in Gaziantep in 2017 because Gaziantep stands out with its gastronomic tourism every day. Therefore, enriching rural tourism opportunities will enable Gaziantep to diversify its touristic product. Moreover, it is important to grow Gaziantep pistachios, also known as “Yeşil Altın” and to use it as a brand all over the world. The fact that Gaziantep pistachios is the raw material of baklava also brings a different character to the situation because baklava is not only belonging to Gaziantep also contributes to Turkey's tourism brand.

2. CONCLUSION AND RECOMMENDATION

People have increased their pressure on the environment in every period in order to continue their lives. In order to meet the needs of some of the wrong techniques, rapid technological developments and the needs of the ever-increasing population in agriculture, new techniques have been developed in order to obtain more products from a certain area. Synthetic chemicals used in conventional agriculture, excessive fertilizers, hormones, negative effects on the health of the living and soil, air, water, such as indispensable cases have caused pollution. The impact of wrong techniques applied in agriculture on global warming and on climate change is very high.

In organic agriculture, as in conventional agriculture, there are studies of diseases and pest control but these studies have rules and certain dimensions. Commercial fertilizers, pesticides and herbicides, which are particularly used in conventional agriculture, are restricted due to their harm to human health and the environment. For a better quality of life, organic farming products need to be expanded.

The desire to migrate, which is as old as the history of mankind, has brought with the desire to travel in time for holiday. Unlike

the sea, sand and sun trilogy, rural tourism offers people a holiday opportunity with nature and local culture. Unlike the sea, sand and sun trilogy, rural tourism offers people a holiday opportunity with nature and local culture.

Gaziantep's local beauties and cultural heritages are distributed. Sahinbey, Şehitkamil, Oğuzeli, Nizip, Islahiye, Araban, Yavuzeli, Karkamis, Nurdağı districts. A city of gastronomy as well as the historical beauty of Gaziantep has Dülük Antique City, the oldest city known in history, the ancient city of Zeugma, unique cuisine, Rumkale, Tılbaşar Castle, Hızır Plateau, Mosques, raw and baths, a wonderful tourist town with promenade places. Tourism activities in the province of Gaziantep such as faith tourism, hunting tourism, mountain and trekking, angling, bird watching, botany, gastronomy tourism, congress tourism, festivals and fairs as well as rural tourism have values that can come to the fore.

The high organic agriculture and rural tourism potential in Gaziantep can be combined to make economic contributions to the people of the region. Comprehensive study has not conducted before in order to investigate the organic farming and rural tourism potential in Gaziantep. Therefore, this study is considered to be a reference to future research. At the same time, it is important to prepare a tourism plan that takes into account the potential of organic agriculture and rural tourism in Gaziantep center and its districts.

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