

Determining the Applicability Potential of Agricultural Tourism, As a Sub-type of Rural Tourism in Adıyaman

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Abstract

Although it is accepted that definitions for agricultural and rural tourisms are the same, rural tourism is defined as the type carried out by those who wish to interact with nature and get to know rural life style (Nieto R, Hernandez-Maestro R Munoz-Gallego P, 2011) while agricultural tourism is defined as the one that depends on the cultivated area and on the farmer to actualize (Çıkın A, Çeken H, Uçar M, 2009). As a result of the changes that took place in the production systems since the early 1990s, peripheral rural areas in many countries have undergone economic restructuring and alternative approaches are sought and in this context tourism has been identified as having an important role to play (OECD 1995, Cawley M, Gillmor D, 2008)

Kahta and Besni have been chosen as the sampled areas for the study. The criteria used in this selection derive from "A Guide to the Evaluation of Touristic Potentials of a Region" an anonymous publication by the Ministry of Culture and Tourism, Republic of Turkey, and data obtained from Provincial Directorate of Agriculture, and natural and cultural sources present in the sampled areas. In conclusion, the said areas are suitable for the visitors to act out agricultural tourism activities in active or passive manners, to get to know local architecture, food and handicrafts. However, adequate agricultural tourism activities are not observed in the areas. The main aim of agricultural tourism activities is promoting the country by conserving its natural and cultural properties. So, the present study aims at being a guide for the same purpose in the sampled areas.

Key Words: Rural Tourism, Agricultural Tourism, Besni, Kahta

Kırsal Turizm Türü Tarımsal Turizmin Adıyaman'da Uygulanabilirlik Potansiyelinin Belirlenmesi

Özet

Literatürde tarımsal ve kırsal turizm tanımlarının aynı olduğu kabul edilse de kırsal turizm, doğayla etkileşimde bulunma ve kırsal yaşam biçimini tanıma isteğinde olan turistlerce gerçekleştirilen (Nieto R, Hernandez-Maestro R Munoz-Gallego P, 2011), tarımsal turizm ise gerçekleşmesinin ekilen alana ve çiftçiye bağlı olduğu turizm türü olarak tanımlanmıştır (Çıkın A, Çeken H, Uçar M, 2009) Ayrıca 1990' ların başından itibaren üretim sistemlerindeki değişimle çoğu ülkenin kırsal kesim bölgeleri yeniden yapılanma sürecine dahil edilmiş, alternatif yaklaşımlar aranmaya başlanmış ve bu noktada turizm hareketlerinin önemli bir rolü olduğu kabul edilmiştir (Cawley M, Gillmor D, 2008)

Çalışma amacı için Kahta ve Besni örnek alanları seçildi. Seçimde Kültür ve Turizm Bakanlığı'nın anonim yayını olan "Bir Yörenin Turizm İmkanlarının Değerlendirilmesinde Rehber" içerisinde yer alan kriterlerle birlikte Adıyaman İl Tarım Müdürlüğü'nün verileri ve örneklerin sahip olduğu doğal ve kültürel kaynaklar etkili olmuştur. Sonuç olarak yukarıda sözü edilen örnek alanlar, ziyaretçilerin aktif ya da pasif tarımsal faaliyetlerde bulunmaları, kırsal mimariyi, yemeklerini, el sanatlarını tanımaları için uygun durumdur. Fakat tarımsal turizm faaliyetleri açısından yeterli etkinlik görülmemektedir. Tarım turizmi faaliyetlerinde her ülkede amaç olarak kültürel ve doğal özelliklerin korunarak tanıtımının sağlanmasıdır. Bu çalışma aynı amaçla seçili örnek alanlar için yönlendirici niteliktedir.

Anahtar Kelimeler: Kırsal Turizm, Tarımsal Turizm, Besni, Kahta

1. INTRODUCTION

Since 1990s peripheral rural areas have undergone a restructuring process; alternative approaches have been sought and thus tourism has been identified as having a significant role to play in this context as changes in methods of production started to affect economies adversely (Cawley M, Gillmor D, 2008). Once highlighted only for its economic

significance, tourism today has become important both for social and cultural lives as ecological, social and cultural riches also started to be used as touristic sources (Aklanoğlu, 2010).

It can be stated that the change in the nature of tourism is an expected result of changes in customer preferences that occur

in time. Some examples of this observation are the change in the understanding of people for recreation and tourism areas in the last decade (Briedenhann and Wickens, 2004); tourists currently tend to choose authentic natural, cultural and historical destinations more than former mostly chosen sea-sun-sand combination (Avcıkurt and Koroğlu, 2008). Such changes in preferences have boosted the demand of rural areas to be used for touristic purposes in the last decade. Authentic features of rural destinations and intimate relation opportunities have been the basic attractions for the urban population (W. C. Gartner 2004). It is now accepted that rural tourism plays an important role in increasing the variety of touristic products (Devesa, Laguna ve Palacios, 2010).

Increasing demand for rural tourism, which is a clear sign of the change in the supply of tourism, has led an intensified research in this topic (A.Hjalager, 2004). Although rural tourism in various countries even in different continents is basically a local event, it is of international significance in touristic research (Gao, Huang ve Huang, 2009). W.C. Gartner (2004) in his study summarizes the fact that tourism has started to be dealt in academic studies as follows: *“The origins of the early academic work regarding tourism can be traced to the late 1960’s and early 1970’s on the advocacy platform, most of which were supportive of tourism activity. A bunch of studies appeared, countering many of the favorable benefits of tourism development in the mid 70’s, on the cautionary platform, on which rural based community studies began to assess some of the environmental and socio-cultural impacts resulting from unplanned or poorly planned tourism development. And as a consequence of the criticisms brought on the cautionary platform, new community development models began to appear. Terms such as eco-tourism, cultural tourism, and green tourism and so on also began to be used”*.

Unlike Hjalager (2004), MacDonald and Jolliffe (2003) include health, education, farming and artistic activities into rural tourism; however, Hjalager states that a simple definition of rural tourism is difficult to be made as it consists of agriculture tourism, outdoor sports, eco-tourism and cultural tourism. However, Maestro et al (2007) present three fundamental characteristics of rural tourism:

- Although the definition for rural areas differs by countries, touristic activities are carried out in there.
- The main motivation of a tourist preferring rural tourism is his desire to experience natural or rural life.
- Those who choose rural tourism do not stay long and usually prefer weekends.

Although there are no highlighted differences between rural and agricultural tourisms, there exist certain statements regarding the relations between them and what their mutual added values are. Rural tourism is defined as an activity carried out by tourist who wish to interact with nature and get to know rural life style (Maestro, Gallego and Requejo, 2007) while agricultural tourism is defined as the one depending on the cultivated area and the farmer (Çıkmın A, Çeken H, Uçar M, 2009).

Within this context, several different suggestions have been put forward on the relation between rural and agricultural tourisms. In their study Fleischer and Tchethik (2005) suggest that of rural tourisms types, farming tourism is the closest one to agriculture; that it is natural rural tourism is carried out through rural activities but state that its relation with agriculture

is still indefinite. In the same study it is suggested that rural tourism creates additional fund for agricultural activities and in an attempt to answer how important are farmers and farms for rural tourism, they say these two notions play a key role in supporting rural tourism. Panyik, Cost and Ratz (2011) on the other hand, say that tourism has created an alternative for rural economy, easing the dependency of rural population on agriculture. Iorio and Orsale (2010) in their study dealing with the organizational structures of rural tourism enterprises claim that the said establishments are basically independent but are not capable of determining either their sources or creating their markets for effective advertisement.

When the development process of rural tourism is examined in various countries, it can be seen that it is initially supported by governments and as time goes by a positive change take place in both supply and demand phases. For instance, in Iorio and Orsale’s (2010) study, it is shown that 3.544 bed capacities in 240 establishments in Romania in 2006 increased to 14.551 beds in 1.259 institutions in 2006. They also show that a total of 65.000 overnight stays by 26.000 tourists, of whom 3.000 were foreigners in 2000, reached a total of 245.000 overnight stays by 217.000 tourists, of whom 199.000 were locals and 18.000 were foreigners in 2006.

Gao, Huang ve Huang, (2009) suggest that since 1980 more than 20.000 tourist attractions have been created in China and almost half of them are in rural spots in 31 regions.

Maestro et. al (2007) summarizes the outlook of rural tourism establishments in Spain in four consecutive years as follows: in 2001 the number of beds was 42.925 in 5.497 establishments, they were used by 1.210.891 tourists and the number of employees was 7.973 while in 2005 it reached 9.633 establishments, 83.927 beds used by 1.985.041 tourists and 16.058 employees.

In 2005 South Africa considerably improved the tourism potential of the country by utilizing alternatives and employed some 1.148.000 people in the sector although there exists no detailed statistics on rural tourism (Briedenhann and Wickens, 2004)

In Korea rural tourism supported by the government since 2002 has become a fundamental economic resource in many rural regions. The same study states that according to Korean Rural Development Agency statistics, accommodation spots in farms have nearly 8.500 rooms, which are mostly restored local houses but there are also new versions as well.

When the general outlook of tourism supply in Turkey is examined, it can be said that the importance of diversification of touristic products has recently began to be realized from the point of local utilization of tourism by native population and balanced use of tourism supply. In the *“Tourism Strategy of Turkey 2023”* program, prepared by the Ministry of Culture and Tourism, it is stated that mass tourism activities and particularistic activities have caused;

- mass concentration at the Mediterranean and Aegean coastal areas,
- distorted urban development and house-building back shore and nearby areas;

and it is highlighted that as a precaution against the said perils, since Turkey is rich in rural tourism, eco-tourism, golf tourism, mountain tourism, outdoor sports, winter tourism, thermal tourism, sailing tourism, plateau tourism and so on, it would be better, rather than local planning, to create tourism

corridors, tourism cities and eco-tourism regions along the development zones; and that it is aimed, through alternative tourisms, to boost the attraction of destinations that have tourism potentials *URL 1*.

In the strategic plan Adiyaman belongs both to GAP Culture and Eco-tourism Development Zone and to East Mediterranean and Southeast Faith and Gourmet Tourism Corridor. It is suggested in the plan for Adiyaman, which is also included in the said development corridors and zones, the most plausible action plans should be based on eco-tourism, trekking and bird watching activities. Within the same program so as to preserve, develop and utilize the culture of Anatolian village life, authentic villages shall be dealt with in “*Culture Villages*” Project and financial and technical support shall also be given to promote guesthouses in the region.

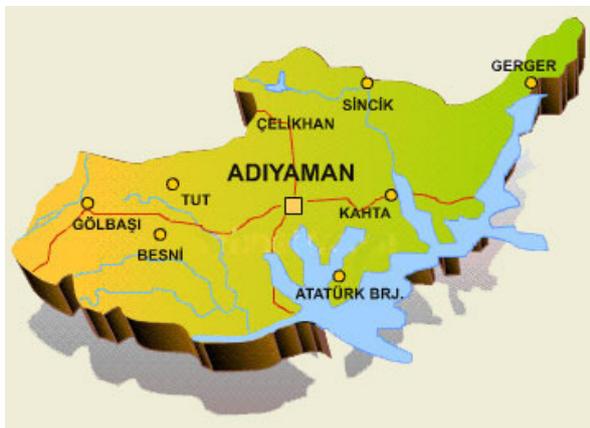
In the adopted plan Kahta district of Adiyaman shall be included in *Tourism Cities Project*. In the selected cities, plans shall be devised for the evaluation of local products to form the initial steps of evolving into a brand. To this end, local architecture presenting conformity with the environment and handicrafts workshops will be organized with an eye observing the balance between conservation and utility. It is stated in the plan that so as to have a smooth running development in the selected regions physical planning, within which alternative tourisms shall be structured, first should be finalized.

2. RESEARCH DATA AND METHODOLOGY

In the present study rural and agriculture tourisms are first defined and then their development in other countries, marketing strategies and the relation between them are analyzed through literature search. The scope and method of the study are determined through the collection and utilization of the data.

Tourism potential of Adiyaman has been determined through referring to the criteria present in “*Tourism Strategy of Turkey 2023*” prepared by Ministry of Culture and Tourism and those in an anonymous work titled “*A Guide to the Evaluation of Touristic Potentials of a Region*”. To best address the aim of the study, the criteria regarding Adiyaman and the region it is located in are assessed and two locations are determined as samples.

The focus of the study are Kahta and Besni due to their geographical locations, historical, natural and agricultural



Picture 1. Sampled Areas Kahta and Besni and Their Locations in the Boundaries of Adiyaman

riches and in addition to the physical setting, archeological, natural protected areas as well as natural parks and even festivals are dealt with to exemplify their tourism potential. Assuming that diversification of tourism potential of a region may mean that touristic demand will increase as well, potential rural and agricultural attractions of Kahta and Besni counties are discussed and some suggestions are made in the findings and discussion parts of the study.

3. FINDINGS

In this part of the study tourism and agriculture potentials of Adiyaman, Kahta and Besni are analyzed in the light of the data obtained. The first step will be the presentation of their physical setting, the viability of their geographical locations for agriculture and data regarding their cultural and historical background and then SWOT analysis shall be carried out. In the SWOT analysis the viability of the research area for rural and agricultural tourisms will be labeled as strengths and opportunities while weaknesses and threats will involve its not being suitable for tourism.

3.1. Adiyaman

Adiyaman is located in the west end of Southeast Anatolian Region in mid-Euphrates Section. The city is surrounded in the west by Malatya (Pütürge, Yeşilyurt and Doğanşehir districts), in the west by Kahramanmaraş (Center and Pazarcık districts), in the southwest by Gaziantep (Arabani district), in the southeast by Şanlıurfa (Siverek, Hilvan, Bozova and Halfeti districts), and in the east by Diyarbakır (Çermik and Çüngüş districts). The north of the city is surrounded by Mount Malatya. Most of the territory in Çelikhan, Gerger and Tut districts is mountainous. The well-known mountains in the city are Akdağ, Dibek, Ulubaba, Gördük, Nemrut, Bozdağ and Karadağ. To the south of the city the territory changes into plain areas, the prominent ones of which are Kahta, Samsat, Keysun (Besni) and Pınarbaşı (*URL2*).

The history of the city dates back as far back to 40.000 B.C. and has been continuously inhabited by people since Paleolithic Period. Today Adiyaman is home to some 635.380 people and bear numerous marks of various civilizations (*URL3*). Principal touristic assets of the main district of Adiyaman can be seen in Table 1.

Woodland in Karadağ, 2 kms away from the city centre, is one of the popular excursion spots of the city. In Oturakçı Bazaar, located in the city and seen in Table 1, local souvenirs such as carpet, rug, bag, saddlebag and poppet can be bought by tourists. In 2010 a total of 188.199 travellers, of whom 42.863 foreign and 145.336 local tourists, visited Adiyaman to see its historical and touristic places (*URL 4*)

3.2. Kahta

The territory in the district is mountainous in the north and plain in the south. The north of the city is surrounded by the parts of Mountain Malatya. The highest point of it is Mount Nemrut (2.206 m) and Mount Yarlıca (1.436 m) is to the northwest of Kahta. To the south of the district plateaus and plains start to appear and the main rivers are Kahta and Kalburcu, which are the tributaries of the Euphrates. (*URL 5*)

In Kahta the total number of villages is 93, in which 56.088 people live. The average population of a village is 603 and the districts total population is 115.000 (*URL 6*.)

Table 1. Tourism Properties of Adıyaman

	Archeological Preserved Area	Religious and Historical Buildings	Natural Preserved Area	Natural Park	Festivals
ADİYAMAN CENTRAL DISTRICT	Pirin (Perre) Örenyeri (Recreation Area) (Örenli Mah.)	Ulu camii (Ulu cami Mah.)			
	Adıyaman Höyük (Ulu camii Mah.)	Eskisaray Camii (Eskisaray Mah.)			
		Çarşı Camii (Eskisaray Mah.)			
		St. Paul Kilisesi (Mara Mah.)			
		Tonoğlu Shops (5) (Kab cami Mah. 430 Ada 24, 25,26,27,32)			
		Shops near Tuzhanı (28) (Kab cami Mah.)			
		Oturakçı Bazaar Değirmenli Ev (Ulu cami Mah. 270 Ada 6)			
		Cumhuriyet Primary School (Sıratut Mah.)			
		Old Military Service Building (Varlık Mah.)			
		Paşa Hamam (Kab cami Mah.)			

Source: <http://www.adiyamankulturturizm.gov.tr/belge/1-58207/kultur-ve-tabiat-varliklari.html>



Picture 2. Karadut Village, 16 kms away from Mount Nemrut and the sacred area

Mount Nemrut and its sacred area, which appears on *UNESCO World Cultural Heritage List*, is the main tourist attraction of Adıyaman both for local and international tourists and is in the boundaries of Karadut village. The village has three hotels with 81 rooms and 154 bed capacity. Mountains Zımak and Haltantaş located in the south and north of the village have panoramic views.

In the table below touristic facilities of Kahta can be seen with their locations.

As stated in the publication by Ministry of Culture and Tourism, the mountainous terrain fragmented by rivers complies with activities that are suggested to be carried out on such areas, such as trekking and by making use of panoramic views off-road car driving. In Picture 3 below, one can see

Table 2. Tourism Properties of Kahta District

	Archeological Preserved Area	Religious and Historical Buildings	Natural Preserved Area	Natural Park	Festivals
KAHTA	Mount Nemrut and The Sacred Area (Karadut Village)	Karakuş Tumulus (Çukurtaş Köyü)	Cendere Canyon (Kocahisar Köyü)	National Park of Mount Nemrut (Karadut Köyü)	International Commagene Festival (Kahta Local Governing Office)
	Arsameia Sacred Area (Kocahisar Village)	St.Süraka Tomb İzinoğlu Tomb (Büyükbey Köyü)			
	Rock Settlement (Akıncılar County)	Kemaliye Mosque (Central Kahta)			
		Cendere Bridge (Kesertaş Köyü)			
		Yenikale (Kocahisar Köyü)			

Source: <http://www.adiyamankulturturizm.gov.tr/belge/1-58207/kultur-ve-tabiat-varliklari.html>



Picture 3. Mount Nemrut Sacred Area

the monumental tomb and the tumulus of the *Commagene King Antiochus I* on the terraces of Mount Nemrut (2150 m), which is the peak of Mount Ankar in Nemrut National Park, and which is also the most valuable tourist attraction of Kahta and the main destination for both local and international visitors (Başgelen, 2003).

3.3. Besni

Besni is located 46 kms southwest of Adıyaman and is surrounded in the north by Tut and Gölbaşı districts, in the northeast by Adıyaman central district and in the south by Araban district of Gaziantep (Zeyrek, 2008). According to 2010 census, 29.102 people live in Besni and the average population in the counties is 1.200 while it is 500 in the villages (URL 7).

Table 3. Tourism Properties of Besni District

	Archeological Preserved Area	Religious and Historical Buildings	Natural Preserved Area	Natural Park	Festivals
BESNI	Sofraz Grand Tumulus (Üçgöz (Sofraz) Beldesi)	Bekir Bey Hamam (Eski Besni)			Besni Education Festival
	Sofraz Small Tumulus (Üçgöz (Sofraz) Beldesi)	Meydan Hamam (Eski Besni)			
	Sesönk Tumulus (Yeniköy Köyü)	Celladın Bridge (Eski Besni)			
	Atmalı Rock Tombs (Atmalı (Özbağlar) Köyü)	Tahta Oba Bridge (Eski Besni)			
	Yeniköy Roch Tombs (Yeniköy Köyü)	Nazhutan Bridge (Eski Besni)			
	Hacıpınar Settlement (Çomak / Höyük Mezrası)	Tabakhane Bridge (Eski Besni)			
	Taşhyazi Tumulus (Taşhyazi (Telbizek) Köyü)	Mağaraönü Bridge (Besni)			
	Hozgiş Tumulus (Yeniköy / Hozgiş Mezrası)	Besni Castle (Eski Besni)			
	İkiz Tumulus Çakırhöyük Beldesi	Kızılca Oba Mosque (Eski Besni)			
	İnlice Tumulus (İnlice Köyü)	Kurşunlu Mosque (Eski Besni)			
	Mosaic Building (Oyalı Köyü)	Ali Paşa Mosque (Eski Besni)			
	Sofraz (Üçgöz) Necropol (Üçgöz Beldesi)	Ulu Mosque (Eski Besni)			
	Suvarlı Rock Tombs (Suvarlı Beldesi)	Öksüz Minaret (Üçgöz Beldesi)			
		Mustafa Paşa Mosque (Üçgöz Beldesi)			
		Hasan Paşa Mosque (Üçgöz Beldesi)			
		Hacı Ali Bey Tomb (Üçgöz (Sofraz) Köyü)			
	Cüneyid Dede Tomb (Süphane Köyü)				
	Zeyva Tomb (Center)				
	Hacı Zeyrek Tomb (Center)				
	Halil Baba Tomb (Center)				
	Mustafa Baba Tomb (Center)				
	Tılamız Baba Tomb (Center)				

Source: <http://www.adiyamankulturturizm.gov.tr/belge/1-58207/kultur-ve-tabiat-varliklari.html>



Picture 4. Sugözü Natural Spot in Besni Sampled Area

As seen in Table 3. Besni is rich in historical and archeological protected areas. Zeyrek (2008) says that apart from its historical and cultural riches, Besni attracts visitors with its panoramic views of the deeply cut “V” shape valleys in the north part of the plateau created by the Euphrates.

The most prominent of these can be seen in the place where Sofraz Stream starts to flow, 10 kms east of old Besni on the way to Gaziantep. The area has a strong tourism potential with its natural and man-made caves, with the natural beauty and other sources seen in Table 3.

As stated in the publication by Ministry of Culture and Tourism, the mountainous terrain fragmented by rivers complies with activities that are suggested to be carried out on such areas, like trekking and by making use of panoramic views for off-road car driving.

3.4. Agricultural and Product Profile of the Research Areas

The fact that a country is rich in agricultural products may have a positive effect on the touristic demand for it, an example of which is Turkey where agricultural production is varied and where mass, culture and alternative tourism activities can be carried out (Çıkin et al, 2009). As it has all the listed features above, Adıyaman can be considered an example of the case.

The altitude of Adıyaman is 669 m and it covers an area of 761.400 acres, of which 264.167 is used for agricultural purposes. 214.757 acres of the cultivated area (81.3 %) is used for dry farming while 49.410 acres (18.7%) is used for conventional farming. The main output of fruit harvesting are pistachio and viticulture but in recent years olive and pomegranate farming has come to the forefront (URL 8).

Table 4. Distribution of Cultivated Land in Adıyaman on District Base (da)

Districts	Field Crops	Fruit	Vegetable
Merkez	718.000	40.669	11.450
Besni	490.242	216.616	12.124
Çelikhan	25.920	7.244	136
Gerger	72.123	7.953	2.701
Gölbaşı	104.555	78.865	3000
Kahta	630.011	9.650	6.458
Samsat	73.765	6.810	322
Sincik	54.141	2.293	220
Tut	46.336	18.964	1.042
Total	2.215.157	389.064	37.453

Source: Estimated Data for 2010 http://www.adiyamanarim.gov.tr/sayfa.asp?wiew=sayfa&Sayfa_ID=34



Picture 5. A Sample of Agricultural Product in Besni

Referring to Table 4, from the point of view of land allocation on district base, it is seen that land reserved for fruit harvesting is mostly in Besni (216.616). The total area used for agriculture is mostly in Adıyaman Central district (770.119) but similar portions are seen in both Besni (718.982) and Kahta (646.119).

Besni's total area is 1.327.000 acres, of which 54% is used for cultivation and thus is rich in the diversity of agricultural products. In 2009 some 34.000 American grapevine and 30.000 olive plants were distributed and technical support for

Table 5. SWOT Analysis of the Applicability Potential of the Sampled Areas for Rural/Agro-Tourism

Strengths	Weaknesses	Opportunities	Threads
Compatibility of the topography and vegetation of the sampled areas with the criteria set in the publication and with rural and agro-tourism	Insufficient marketing and promotion of agricultural products found in the region	The number of tourists coming to see Mount Nemrut Sacred Area may create a potential market for rural tourism	The fact that duration of stay at rural tourism is short and that visitors from big cities mostly choose weekends and that Adıyaman is far from big cities
The fact that local population's main occupation is agriculture	No effort for public awareness and promotion about agro-tourism	Besni: national tour operators include Adıyaman into their SAP routes to Gaziantep as the geographical position of Adıyaman and road conditions are suitable to do so.	There is a tendency to immigrate by young generations
That the local population is still hospitable	Limited bed capacity in Kahta; only in Karadut Village but not satisfactory; no sign of accommodation in Besni.		
Though not in excellent conditions, there are some traditionally built houses			

the cultivation of these plants was provided by the specialized staff of the governmental offices. The success rate is 90 %. A type of grape, called *Besni Grape* by locals and peculiar to the region, is cultivated in an area of 5.000 acres, the output of which is around 8.000 to 10.000 tones (URL 9).

Characteristics of Besni Grape are as follows:

Bunch: in cylinder and conic shapes, dense and large (400-500).

Grain: Green and yellow on the cover, short in shape, thin skin, 2-3 pips

Weight of 100 grains: 250-750 gr

Production: 1.750-2.000 Kg / Da

Harvest: in the second half of August: the amount of dry material to dissolve in water is (16.6)

Total acid: little (0.503 gr/1) (URL 10).

4. RESULT AND SUGGESTIONS

In the study potential tourism areas for rural and agro-tourisms in Kahta and Besni comply with the criteria stated in the publication by Ministry of Culture and Tourism and activities such as trekking and off-road car driving can be carried out by making use of panoramic views on the mountainous terrain fragmented by rivers. Another point to mention in the same document is as the vegetation in Kahta and Besni districts meets the requirement of the related criterion; agricultural fields might be allocated so that visitors could be provided with choices like picking up the fruit from the trees. As Çıkmış et al suggest, development of agro-tourism depends largely on the cultivated area and the farmers.

Both of the sampled areas are suitable for leading potential tourists to get to know agricultural practice experience and local culture as well. So as to promote the touristic activities in Kahta and Besni districts, it is essential that special attention should be given to the historical and natural riches of Euphrates and Göksu valleys and canyons.

It should also be mentioned that present accommodation capacity in both districts needs to be increased to implement the activities suggested in this paper. There are no certificated accommodation facilities in Besni and its vicinity. Current and differing choices of today's tourism and accommodation preferences show that those who choose rural tourism prefer to stay in authentic places (Maestro et al, 2007). An old and deserted mansion house in the village Kargalı in Besni gives some hint about the traditional local housing style and if restored and followed by others, touristic accommodation needs in the region can be met. Especially in the close vicinity of the Euphrates and Göksu valleys and in places where archeological and historical riches are abundant the said type of accommodation facilities might help in actualizing the tourism potential of the region.

As Iorio and Orsale (2010) state in their study, rural tourism enterprises usually lack in financial resources to use in advertisement and create their own market. Thus, current institutions in Kahta and likely firms to be set up in Besni should be supported by both local and national bodies like Ministry of Culture and Tourism. The mentioned support can be given within the framework of action plans in the Turkish Tourism Strategy- 2023 by the Ministry of Culture and Tourism, which included Adıyaman into the list of tourism regions and corridors to be set up soon. In the same plan it is stated that so as to preserve, develop and utilize the culture of

Anatolian village life, authentic villages shall be dealt with in "Culture Villages" Project and financial and technical support shall also be given to promote guesthouses in the region.

Kahta district of Adıyaman is also on the list of Tourism Cities to be set up. In such cities plans shall be devised for the evaluation of local products to form the initial steps of evolving into a brand. To this end local architecture presenting conformity with the environment and handicrafts workshops will be organized with an eye observing the balance between conservation and utility.

In conclusion, when data obtained for the purpose of the current study and projects, to which Adıyaman is included, are examined, it can be said that Adıyaman has enough potential to promote agro-tourism in the framework of rural tourism. If and when weaknesses discussed in the finding section of the study are overcome, the suggested diversification of touristic activities can be made possible.

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