

SUSTAINABLE TOURISM DEVELOPMENT VIA AGRITOURISM: THE CASE
OF GÖKÇEADA

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SUSTAINABLE TOURISM DEVELOPMENT VIA AGRITOURISM: THE CASE
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DECLARATION OF ORIGINALITY

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ABSTRACT

Sustainable Tourism Development via Agritourism: The Case of Gökçeada

Since the late twentieth century, there is a growing interest of various stakeholders worldwide, from policymakers to practitioners and tourists, in agritourism.

However, limited research has been done to identify critical success factors for sustainable agritourism development, especially in the context of developing countries. Therefore, this research provides guiding information concerning the development of an agritourism destination within the principles of sustainability. It analyzes the specific example of Gökçeada as an incipient agritourism destination and thus highlights what factors are available and what factors are missing for the development of an agritourism destination in the island. A conceptual model that summarizes all of these factors is also proposed. Data collection is made through semi-structured in-depth interviews carried out with local authorities, organic farmers, agritourism providers and candidates of agritourism activities, selected via judgmental and snowball sampling techniques. The research findings reveal the importance of a legal framework to develop sustainable agritourism destinations. This research also highlights the need for a definition of what is a working farm. Practical implications for policymakers and agritourism providers are also made.

ÖZET

Tarım Turizmi Aracılığıyla Sürdürülebilir Turizm Kalkınması: Gökçeada Örneği

Politika yapıcılardan uygulayıcılara ve turistlere kadar çeşitli paydaşlar tarafından yirminci yüzyılın sonlarından beri dünya çapında tarım turizmine artan bir ilgi vardır. Ancak, sürdürülebilir tarım turizmi gelişimi için kritik başarı faktörleri özelinde, özellikle gelişmekte olan ülkeler bağlamında sınırlı araştırma yapılmıştır. Araştırma, sürdürülebilirlik ilkeleri çerçevesinde bir tarım turizmi destinasyonunun geliştirilmesine ilişkin yol gösterici bilgiler sunmaktadır. Araştırma, yeni başlayan bir tarım turizmi destinasyonu olarak Gökçeada'nın vaka örneğini analiz edilmekte ve böylece Gökçeada'da bir tarım turizmi destinasyonunun gelişimi için hangi faktörlerin mevcut olduğunu ve hangi faktörlerin eksik olduğunu vurgulamaktadır. Kavramsal model de önerilmiştir. Veri toplama, yerel yetkililer, organik çiftçiler, tarım turizmi sağlayıcıları ve tarım turizmi sağlayıcı adayları ile yarı yapılandırılmış derinlemesine görüşmeler yoluyla yapılmıştır. Yargısal örnekleme ve kartopu teknikleri metodolojisi seçilmiştir. Araştırma bulguları, sürdürülebilir tarım turizmi destinasyonu geliştirmek için yasal çerçevenin önemini ortaya koymaktadır. Bu araştırma aynı zamanda çalışan çiftlik tanımının gerekliliğinin altını çizmektedir. Ayrıca, politika yapıcılar ve tarım turizmi sağlayıcıları için de bazı pratik çıkarımlar yapılmaktadır.

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CHAPTER 1

INTRODUCTION

1.1 Research background

People living in rural areas usually share some common difficulties such as insufficient or low-income levels and lack of social possibilities deriving from economic underdevelopment. Their income is usually almost fully based on revenues derived from agriculture and livestock, and they generally have no additional income or savings to invest back into the region. However, there is a huge potential in rural areas for a higher quality of life and increased income resulting from beautiful nature, rural lands, and historical-cultural values. At this point, tourism and alternative tourism types come to the stage as an option for alleviating the problems and facilitating the development of rural areas (Thao, 2021). Among these, agritourism, defined as the form of tourism that involves “visiting a working agricultural setting, usually, a farm or ranch, for leisure, recreation, or educational purposes” (Santeramo & Barbieri, 2017, p. 1), stands out.

Agritourism studies are mainly conducted in developed countries (Rauniyar, Awasthi, Kapoor, & Mishra, 2021), and therefore there is limited research done in developing countries regarding this field (Bhatta, Itagaki, & Ohe, 2019). Turkey is not an exception since there is scarce research on agritourism development in the country. Studies that are carried out in different geographical areas and in developing countries such as Turkey can provide a different perspective. Additionally, agritourism provides excellent opportunities for rural development in countries such as Turkey or geographically similar territories where the agricultural industry accounts for a great proportion of the economy and has higher employment

rates, and where agricultural lands constitute of a large portion of the country's total surface area (Uludağ & Erdoğan, 2019).

In addition, the Covid-19 pandemic has brought forth opportunities for agritourism and the development of agritourism destinations. Despite the pandemic having affected the tourism sector, agritourism may face an opportunity as well, since this type of tourism gives tourists the chance to escape from urban areas for a short break, especially to nearby domestic destinations that may be accessed more easily by private car (Niinimäki, 2020; Wojcieszak-Zbierska, Jęczmyk, Zawadka, & Uglis, 2020). A study made in Poland shows that agritourism destinations are considered a safe holiday option (Wojcieszak-Zbierska et al., 2020), since generally, farms are quiet and easy to keep social distance due to their being nature-based. Agritourism farms are safe locations with a low risk of illness (Martinus & Boruff, 2020). Secondly, they offer fresh and healthy food locally produced at the farm (Wojcieszak-Zbierska et al., 2020). Furthermore, farms have competitive prices, and they are safer for families with small children (Wojcieszak-Zbierska et al., 2020).

Agritourism is also regarded as a potential industry recovery engine through the marketing of regional agricultural goods that may increase domestic sales. In Italy, agritourism farms have extended their economic operations to fulfill the increased demand for farm-fresh items at cheaper prices than supermarkets, to supplement direct agrifood sales to customers by bringing products directly to customers' doors, and to create new agricultural jobs for the previously jobless (Mastronardi, Cavallo, & Romagnoli, 2020). In addition, despite the Covid-19 regulatory challenges, agritourism farms are selling directly to consumers, enabling fresh farm products to easily reach them. Therefore, it can be said that Covid-19

vitalizes and increases the popularity of local farms by means of increasing the demand for fresh local products (Hardesty & Leff, 2020).

1.2 Aims and objectives

The overall aim of the study is to understand the nature of agritourism and explore the elements which are necessary to develop a sustainable agritourism destination. This research contributes to the growing body of literature on agritourism by exploring more in-depth the link between agritourism and sustainable tourism development. In the literature, studies do not fully explain the concept of sustainable development in regard to agritourism. Agritourism is commonly introduced as a sustainable diversification strategy. However, little has been said on how to combine sustainability and agritourism into sustainable agritourism. Therefore, in this research, agritourism is explained within the three pillars of sustainability and in the wider context of sustainable development. This study aims to develop a conceptual model that identifies the success factors necessary to develop a sustainable agritourism destination.

The research provides guiding information concerning the development of an agritourism destination within the principles of sustainability. It analyzes the specific example of Gökçeada as an incipient agritourism destination, and thus highlights what factors are available and what factors are missing for the development of an agritourism destination in Gökçeada. Awareness of the missing and available elements for agritourism development will help Gökçeada realize its full potential as an agritourism destination. Policymakers and practitioners may complete these missing elements to achieve sustainable tourism development at the destination. Given agritourism is still a relatively new idea in Gökçeada, this study is exploratory

in nature, with the goal of bringing to light critical the success factors that Gökçeada has and those that are missing.

There are several reasons why Gökçeada is chosen as a case study. One of the main reasons is that Gökçeada remains untouched ecologically thanks to the remoteness from the mainland. Remaining untouched ecologically is important for Gökçeada because it also indicates that the usage of chemicals and fertilizers are less than in the mainland. This leads to Gökçeada becoming a favourable destination for organic agriculture, which may be used to support the development of the place as an agritourism destination. The other reason is its suitable climate conditions for organic farming. This is also significant because of the demand side, with the evolution of the agricultural sector as consumers start to pay more attention to the quality and typicality of production (Ammirato, Felicetti, Raso, Pansera, & Violi, 2020). Organic island image and organic farming activities may also help to promote agritourism activities and increase the demand for them. In addition to these, Gökçeada boasts unique resources that can benefit its development as an agritourism destination. For example, the Ladolia olive trees with their special taste and smell, as well as the Imbros goat are specific to Gökçeada and put it in a unique position.

Within the scope of this research, current and potential agritourism practices in Gökçeada will be assessed from the perspective of sustainable development principles. This thesis also aims to provide a roadmap to develop a sustainable agritourism destination in Gökçeada by identifying the key elements, both existing and missing.

CHAPTER 2

LITERATURE REVIEW

2.1 Concept and definition of agritourism

The concept of agritourism has been around for a while and widely acknowledged since the early twentieth century (Busby & Rendle, 2000). The concept “agritourism” is interpreted in the academic literature according to various meanings (Barbieri & Mshenga, 2008) and is often interchangeable with the terms “agrotourism” (Kizos & Iosifides, 2007), “farm tourism” (Ollenburg & Buckley, 2007), “farm-based tourism” (Evans & Ilbery, 1989), and “rural tourism” (Roberts & Hall, 2001). Because of the different usage of terms, there is confusion in the literature. Indeed, agritourism can be considered a subset of rural tourism. Rural tourism is a broader concept that also encompasses other types of tourism, such as ecotourism, nature-based tourism, cultural and heritage tourism, food and drink tourism, adventure tourism etc., which can be carried out in a rural setting (Pröbstl-Haider, Melzer, & Jiricka, 2014). The indicative distinction between agritourism and rural tourism is the implementation areas. While rural tourism enterprises take place generally on rural lands, agritourism activities happen on agricultural lands. Looking at the word origin, agritourism combines components of two separate businesses: agriculture and tourism and describes the hybrid character of this phenomenon (Das & Rainey, 2010).

Through the study of the literature, we can infer that the words most used in Western Europe are farm tourism and agro-tourism (Forbord, Schermer, & Grießmair, 2012). In Eastern Europe, including Greece, Italy and Turkey, agritourism or agrotourism is commonly employed (Contini, Polidori, & Scarpellini, 2009;

Karampela & Kizos, 2018; Lupi, Giaccio, Mastronardi, Giannelli, & Scardera, 2017; Uludağ & Erdoğan, 2019). Although, the usage of different terms in different regions creates confusion, in recent research, the use of agritourism is more common and in this study, to prevent confusion and provide cohesion the term agritourism will be employed.

There are a lot of definitions of agritourism in the literature. The indicative distinctions in the definitions relate to three issues. One of them is the type of setting where agritourism takes place (Gil Arroyo, Barbieri, & Rozier Rich, 2013). The second one is the authenticity of the agricultural experience (working farm or non-working farm) and the third one is the types of activities involved (Gil Arroyo et al., 2013). Most research (Barbieri & Mshenga, 2008; Clarke, 1994; Wall, 2000) indicates that agritourism should take place on a farm, while some (Che, Veeck, & Veeck, 2005; Tew & Barbieri, 2012) suggests that the existence of a farm is not necessary, and that any type of agricultural setting like ranches, nurseries, etc., can be used for agritourism. The phrase “working farm”, which denotes a place where tourism activities are carried out besides traditional agricultural practices, is adopted by many researchers (Barbieri & Mshenga, 2008; Nancy G. McGehee, Kim, & Jennings, 2007). Based on the typology study made by Phillip, Hunter and Blackstock (2010), whether a farm is a working or non-working one, the type of the contact with the agricultural activity, such as direct, indirect and passive, and the authenticity of the experience (authentic or staged) are suggested to classify and define agritourism activities. A working farm is the most commonly listed criteria of agritourism in the literature (Barbieri & Mshenga, 2008; Nancy G. McGehee & Kim, 2004; Ollenburg & Buckley, 2007).

When it comes to definitions, Barbieri and Mshenga (2008, p. 168) define agritourism as “any practice developed on a working farm with the purpose of attracting visitors”. According to Sonnino (2004, p. 286), agritourism consists of “activities of hospitality performed by agricultural entrepreneurs and their family members that must remain connected and complementary to farming activities”. As mentioned by Ollenburg (2006, p. 52), “activities and services offered to commercial clients in a working farm environment for participation, observation or education” can be considered as forming part of agritourism.

There is a growing interest in agritourism worldwide since the late twentieth century. This increasing appeal is expressed by various stakeholders, from policymakers to practitioners and tourists (Sonnino, 2004). When it comes to activities related to agritourism, farm stay, winemaking, pick up of own fruits and vegetables can be listed (Barbieri & Mshenga, 2008; Phillip, Hunter, & Blackstock, 2010). Agritourism provides opportunities for visitors to experience an agricultural setting and farm atmosphere for recreational and educational purposes. Agritourism also helps a farmer to diversify their activities and obtain extra income. It can be also used as a strategy to enhance sustainable local/rural development.

2.2 The development of agritourism worldwide

There are underlying reasons that pave the way for the development of agritourism, both in terms of demand and supply. After the industrial revolution, the challenges rural communities have been experiencing, such as the decrease in commodity prices, increase in input costs, globalization, led farmers to embrace agritourism as a diversification strategy, helping them deal with many difficulties, such as decline in income from agricultural production, migration and unemployment in rural areas

(Ammirato et al., 2020; McGehee, 2007). Agritourism provides the chance for farmers to use their agricultural assets in smarter ways (Ammirato, 2010). To put it another way, farmers put their agricultural setting to good use and turn their free space into an activity from which they gain economic benefits.

From the demand perspective, consumers are more careful about what they eat in terms of quality, origin of the food, etc. (Ammirato et al., 2020). They are paying attention to ethics also in terms of food production, and favouring eco-friendly practices (organic food), and the reduction of the carbon footprint of the foods that they consume (Ammirato et al., 2020; Valls, Mota, Vieira, & Santos, 2019). “Zero kilometer food” is gaining attention as a concept that supports the producers and the consumers being in the same location (Valls et al., 2019). Thus, agritourism has the capability to enhance the development of a local experience and feeling of place, and that is regarded by scholars to be the main pull factor explaining why agritourists prefer this activity (Ciolac et al., 2019; Torquati, Tempesta, Vecchiato, Venanzi, & Paffarini, 2017).

Agritourism is one of the special interest tourism types growing rapidly in the world. According to a report by Fortune Business Insights, before the Covid pandemic in 2019, the agritourism market worldwide size was equal to USD 69.24 billion, and is estimated to reach 117.36 billion by 2027 (Fortune Business Insights, 2020). Provided the widespread use of agritourism across the world, it is meaningful to explore this phenomenon in developed countries and developing countries separately. There are established markets in USA, Canada and Europe, especially in France, Italy, Germany, etc. The new entrants include destinations in the Asia region, including countries like Japan, Thailand, or regions such as Africa, South America and the Pacific islands. Considering the early development of agritourism, it can be

said that in developed countries, agritourism has been in the stage of maturity and it has already high numbers of agritourism farms and agritourists (Thao, 2021). In some cases, this activity has an important position within the domestic tourism economies (Sonnino, 2004). In the USA, agritourism is generally used as a tool for diversification strategy (Amanor-Boadu, 2013; McGehee, 2007). This special tourism type has been also getting popular in countries like Spain, Italy, Germany, as an instrument to boost profit in agriculture markets (Thao, 2021). At a regional level, agritourism has become a practice, supported by European regional development policies, and has an important place in revitalizing of rural areas by bringing employment and growth to rural areas (Thao, 2021).

In countries in which agritourism is at the maturity stage of development, more concrete framework for agritourism development and an agreed upon definition of the concept exist. Actually, countries located in Europe, such as Poland or Slovenia, that have been early supporters of agritourism, have agreed regulations to manage this activity (Streifeneder, 2016). However, for developing countries, there is still a need to establish relevant products, strategies and policies to support agritourism (Shah, Gibson, Shah, & Pratt, 2020). In contrast, in developing countries, although there is a growing interest in agritourism, it is hard to say that the level of awareness is enough in terms of agritourism activities, since agritourism is not actively promoted by relevant authorities as a tourist experience or economic activity (Shah et al., 2020). Thus, in spite of the existence of agritourism products and services in developing destinations, stakeholders like local authorities, tourists and local communities are not aware of its nature and potential (Shah et al., 2020). This situation hinders the development of agritourism in emerging destinations (Shah et al., 2020).

2.3 Developing of a sustainable agritourism destination

A number of social, economic, and environmental shifts have affected the overall planet balance dramatically since the second half of the last century, triggering events such as climate change, pollution, and the loss of biological diversity (Robert, Parris, & Leiserowitz, 2005). The widening gap between wealthy and poor nations, as well as shortages in energy, agriculture, and manufacturing, have prompted a new paradigm in which sustainable development is defined as that which “meets the needs of the present without compromising the ability of future generations to meet their own need” (Bruntland Report, 1987, p. 24). There is a current widespread understanding concerning the need for radical change when dealing with development strategies, since aiming to accomplish economic growth without considering its consequences brings about negative consequences, such as unequal use of resources, widespread pollution, etc. (Ammirato, Della Gala, & Volpentesta, 2013). Based on the idea of “leaving no one behind”, the United Nations General Assembly approved the 2030 Agenda for Sustainable Development in 2015, which comprises 17 Sustainable Development Goals (SDGs) that highlight a comprehensive approach to achieving sustainable development for everyone (The Sustainable Development Goals Report, 2020).

Mathew (2009) indicates some challenges while developing sustainable tourism destinations at both the local and national level. These challenges derive from the communication gap between stakeholders, the absence of community participation at an early stage and the non-involvement of the communities at the planning level (Mathew, 2009). There is also sometimes a lack of collaboration among the many governmental and non-governmental organizations. The relevant government entities involved in sustainable tourism development

frequently give little or minimal entrepreneurial initiative assistance (Mathew, 2009). In addition to these, the economy, environmental, political, and social circumstances are also becoming increasingly complicated on a global level (Mathew, 2009).

In connection to agritourism, the literature reveals that the practice has a variety of benefits for both agritourism providers and visitors, and that it helps directly to the accomplishment of sustainable development goals such as poverty reduction, reduction of inequities, food security and water resource protection (Ait-Yahia Ghidouche, Nechoud, & Ghidouche, 2021). Agritourism is a type of tourism that is strongly based on economic, social, and environmental factors, also termed the pillars of sustainability (Muresan et al., 2016), and which needs to be supported and in support of local communities. Therefore, it needs to be based on the principles of sustainable local development. Actually, the link between sustainability and agritourism is clearly mentioned in the Italian National Law (Legge Quadro Nazionale, 1985), as it discusses eight sustainable objectives for agritourism: preventing migration from rural to urban areas; enhancing the use of both natural and built rural resources; supporting environmental conservation and management; marketing of traditional, genuine products; preserving cultural rural traditions; development of agricultural land; promoting youth and social tourism; improving the relationship between urban and rural areas .

Agritourism has been shown in several studies to be an effective technique for balancing the requirements of tourists with the needs of rural communities while also contributing to sustainable development by suggesting ways to achieve economic and social development even as the negative effect on the environment and other socio-cultural aspects is minimized (Gao, & Wu, 2017; Barbieri, 2013). The results of a study conducted in the US also show that agritourism creates multiple

environmental, socio-cultural and economic benefits within the three pillars of sustainability for farms, households, and even, in a broader aspect, society (Barbieri, 2013).

The link between agritourism and sustainable development is made more salient in Ammirato et al.'s (2020) study. These authors classify common topics in the agritourism literature regarding the potential benefits and role of agritourism for the sustainable development of rural areas, following a three-pillar of sustainability format (Ammirato et al., 2020). The table can be seen in figure 1 below.

	Economic Perspective	Environmental Perspective	Social Perspective
Macro Level	<p>Topic 1: <i>Stimulus for other local activities and Boosting local economies</i></p> <p>Topic 4: <i>Infrastructural investments</i></p>	<p>Topic 5: <i>Natural and landscape resources maintenance/Biodiversity and environmental protection</i></p>	<p>Topic 7: <i>Recovery of roots, folklore, and traditions.</i></p> <p>Topic 9: <i>Educate visitors toward agriculture and the rural world</i></p>
Micro Level	<p>Topic 2: <i>Alternative source income for the farmer/Business diversification</i></p> <p>Topic 3: <i>Distribution channel for farm product/Developing new markets niches</i></p>	<p>Topic 6: <i>Responsible use of raw materials and natural resources/Waste reduction</i></p>	<p>Topic 8: <i>Provide alternative job opportunities to family members</i></p> <p>Topic 10: <i>Enabler of emancipation of women</i></p>

Figure 1. The agritourism sustainability matrix
Source: Ammirato et al., 2020

From the economic perspective, the stimulus for other local activities and infrastructural investments are highlighted at the macro level. Ciolac et al. (2020) see agritourism as a ‘smart chance’ for the sustainable development of rural communities and they remind that agritourism has multiplier impacts on the economic and social life of local communities. When agritourists visit the rural area, they also spend money on restaurants, cafes, bazaars, other businesses placed in these areas. In this regard, agritourism fosters economic development and boosts the demand for locally produced goods and other services (Boz, Kilic, & Kaynakci, 2018). Other authors

also agree that economic benefits are not just limited to the farms, but that an increase in income in agritourism farms supports the enhancement of local economies through the accumulated taxes with the help of rising sales, creation of jobs for locals and stimulation of local businesses (Barbieri, 2013). Agritourism may also result in infrastructural improvement since public investment and capital from outside of the rural area can be attracted for common infrastructure development (Contini, Polidori, & Scarpellini, 2009). Additionally, agritourism intensifies the recognition and branding of the agricultural products while boosting agriculture and tourism marketing programs that highlight the natural assets of the agritourism destination and that ensure that the use of the land for production will continue (Che, 2006).

From the micro-level of economic perspective, agritourism helps farmers to gain additional income. Although this added revenue and economic performance may vary according to different factors, such as the period of time that the farms have been in business, their proximity to other tourism attractions, or the comprehensiveness or diversity of their products (Busby & Rendle, 2000), it is of paramount importance to have this additional income for the sake of the survival of the farms, especially in times of economic distress or poor harvest. Also, small-medium size farms have difficulties competing with larger ones that have great bargaining power and make mass scale production. Agritourism activities can also create a marketplace to sell the products to agritourists and they may develop new client niches (Valdivia & Barbieri, 2014). Indeed, agritourism ensures that customers know about the quality and safety of the products since they witness the process of local production. In this sense, a case study made in Michigan (Che, 2006) indicates that thanks to agritourism, farmers sell their local products at higher prices.

In this way, while enjoying a higher level of income, they can compete with large-scale production and the globalization of agriculture.

From the environmental perspective at the macro level, farms applying agritourism activities have a tendency to use more sustainable strategies that enhance biodiversity and natural resources. Agritourism usually provides a diverse mix of landscapes because farmers usually avoid monoculture production, most likely to fulfil the tourist demand for a wider range of goods (Mastronardi, Giaccio, Giannelli, & Scardera, 2015). In addition, agritourism has been proven to have an important role in soil conservation and the avoidance of hydrogeological disasters (Alves-Pinto et al., 2016). Therefore, agritourism plays a key role in the conservation of landscape and natural resources.

From the environment micro level perspective, agritourism's role in encouraging responsible resource management has been the focus of multiple studies. Giurea et al., (2018) advocate that agritourism is a bridge for rethinking the terms of consumption and waste for non-renewable energy sources. When applying sustainable agritourism, resources must be re-used, recovered, re-developed, regenerated, and valued. Some research indicates that farmers have a great desire to embrace ecologically friendly practices, such as water saving techniques, recycling programs for materials, and tourist education on conservation issues (Carlsen, Getz, & Ali-Knight, 2001; Choo & Jamal, 2009). Furthermore, agritourism offers a way to decrease food waste and repurpose unsold products. Compost practices helping leafy leftovers to be put to good use are usually done in farms and unsold products in the farm can be distributed to restaurants or redesigned in a way to market them on shelves, such as jam, pickles (Lanfranchi & Giannetto, 2018).

From the social perspective at the macro level, preservation of roots and traditions are emphasized by Ammirato et al., (2020). The link between agritourism and cultural heritage preservation is explained in the study of LaPan and Barbieri, (2014). In addition to these, agritourism transfers the culinary knowledge and demonstrates to agritourists recipes with their locally produced vegetables and fruits (Che, 2006).

Agritourism also gives agritourists who are willing to spend time in nature a chance to experience the atmosphere of rural life by including them in farming, recreational and educational activities, and in cultural experiences. In this sense, agritourism providers have the opportunity to preserve their way of life while educating their guests about farm practices and introducing them to their lifestyles (LaPan & Barbieri, 2014; Sonnino, 2004).

With regard to the social perspective at the micro-level, agritourism creates job opportunities for family members of agritourism providers (Barbieri, 2013; Lupi et al., 2017; Pehin Dato Musa & Chin, 2021) and provides the ability to preserve the farm for future generations. Some authors emphasize that agritourism has also a positive impact on women's empowerment and independence in rural communities (Arroyo, Barbieri, Sotomayor, & Knollenberg, 2019), adding that agritourism initiatives are mainly applied by women (Barbieri & Mshenga, 2008).

2.4 Challenges of and success factors for agritourism development

There are case studies conducted with the aim of discovering the issues, challenges and success factors that pertain to the development of agritourism. These studies are important because they identify the issues and obstacles that can come up while

developing agritourism destinations and the factors that hinder or favour the development of agritourism.

A case study conducted in Nova Scotia (Colton & Bissix, 2005) pointed out that product development, collaboration and communication, government support, marketing and agritourism-based education are the main issues. Support is needed for farmers to develop agritourism products in a professional way. Also, despite some destinations in Nova Scotia having great potential for wine-making, creating farm markets, designing products such as u-pick, etc., the locals are not aware of the potential benefits to support the development of these type of products and activities. Another point that is emphasized by the case study (Colton & Bissix, 2005) is that the municipal and provincial government's assistance for agritourism development is insufficient. Lack of marketing activities is another challenge that agritourism providers face in Nova Scotia (Colton & Bissix, 2005). They need assistance in how to position agritourism in the market and they also require support to build market-ready products. Last but not least is agritourism-based education; farmers are in need to communicate with agritourism providers who have already some experiences in agritourism business, and they complain about the lack of educational material specific to agritourism (Colton & Bissix, 2005).

Another investigation pointed out to the success factors for rural tourism development, which can also be applied to agritourism (Wilson, Fesenmaier, Fesenmaier, & van Es, 2001). In this study (Wilson et al., 2001, p. 134) ten different factors are identified: “(1) a complete tourism package, (2) good community leadership, (3) support and participation of local government, (4) sufficient funds for tourism development, (5) strategic planning, (6) coordination and cooperation between businesspersons and local leadership, (7) coordination and cooperation

between rural tourism entrepreneurs, (8) information and technical guidance for tourism development and promotion, (9) good convention and visitors bureaus, and (10) wide-spread community support for tourism”.

These aspects are explained by Wilson et al.'s (2001) article in some detail. According to these researchers (Wilson et al. 2001), complete tourism packages make tourist stay longer in the destination and they change the image of the place from a stop off destination to one in which they can enjoy comprehensive tourism products and gain different experiences during their stay. Good community leadership refers to an open-minded leadership that would promote and fund tourism through the efforts of various stakeholders such as local government, business community, non-governmental organizations, etc. (Wilson et al., 2001). Support and participation of the local government are also considered significant by Wilson et al. (2001). The local government has the ability to find and provide funding for tourism development and marketing. Also, they play a key role in creating and maintaining the destination's infrastructure. Creating zones which appeal to tourists and providing occupational training for tourism providers and other people in the tourism industry are under the responsibility of the local government (Wilson et al., 2001). In addition, Wilson et al. (2001) state that external public funding for tourism takes an important place in the development of rural tourism since local people who live in rural areas generally have a lack of adequate income to invest. In this sense, strategic planning becomes more of an issue with regard to allocation of limited funds and resources. It is also worth mentioning that the involvement of the community while designing strategic plans is necessary since it will be actively involved in planning (Wilson et al., 2001). Coordination and cooperation between businesspersons and local leadership is also crucial for the development of tourism in rural areas

according to Wilson et al. (2001). Such a leadership can address the obstacles that hinder the growth of tourism in rural areas and solve problems through cooperation, as businesspersons usually have insights and public officials control the funds (Wilson et al., 2001). The coordination and cooperation between rural tourism entrepreneurs are also needed because there is a need for participation in organizing and promoting special tourism events, building good networks and enhancing communication between the retailers (Wilson et al., 2001). Also, participants in communities that have successfully developed tourism indicate that they invest in time, money and energy to better the tourism activities (Wilson et al., 2001).

Information and technical guidance for tourism development and promotion is another success factor for tourism development (Wilson et al., 2001). Designing a brochure, obtaining information about tourism grants, etc., are aspects for which the local people need consulting services (Wilson et al., 2001). However, often they are not able to hire experts about tourism development and promotion. There is also a requirement for organized central agencies and councils to obtain information about tourism development at the regional and state levels (Wilson et al., 2001). In the study of Wilson et al. (2001), a successful example of tourism development is observed, and it is linked to the existence of an active conventions and visitor bureau responsible for marketing local tourism, recruiting people to initiate tourism businesses, providing technical guidance to start-up businesses, assisting with local tourism development, coordinating or sponsoring local tourism special events, and providing leadership for tourism development.

Also, Blackman et al., (2004) assessed the factors associated with success and failure in peripheral regions. The success and failure factors are based on 11 case studies. Those success factors include education and training, action plans and

implementation procedures, cooperation and coordination of stakeholders. The detailed list of success factors according to Blackman et al. (2004) can be seen in below, figure 2.

<p>Success factors</p> <ul style="list-style-type: none">- Cooperation and coordination of stakeholders- Appropriate development for the setting- Community involvement in tourism- Identification and development of unique experiences- Action plans and implementation procedures'- Market research and market planning- Transport infrastructure- Connection to distribution networks- Leadership- Education and training- Government control over development- Government funding- Monitoring and meeting visitors expectations <p>Barriers to success</p> <ul style="list-style-type: none">- Community opposition to externally controlled development- Negative socio-economic and environmental impacts- Limited accommodation infrastructure- Limited organisational structures to implement plans- Loss of leaders- Lack of financial support- Inability to maintain quality standards

Figure 2. Factors associated with success and failure
Source: (Blackman et al., 2004)

According to a study made both in Turkey and Europe (Belgium, France, Italy) (Akgün, Baycan, & Nijkamp, 2015), the critical factors and driving forces required for sustainable rural development are explained by a system of closed social communities (refer to figure 3). Rural regions are frequently viewed as closed social communities, while the most difficult task to achieving sustainable development is to guarantee that they benefit from protective localism. For example, instances like the slow food movement point to efforts that are closely tied to the localities and locality systems (MacDonald, 2013). The creative process may be defined as the ability to

turn tacit information into a desirable output (Gülümser, Baycan-Levent, & Nijkamp, 2010). In rural locations, technology adaptation is a difficulty that may be viewed as an innovation because few rural firms use technology or current improvements into their production process. As a result, the creative system is another success element in the scenario. Furthermore, according to Akgün et al. (2015), the first thing that springs to mind in relation to a rural business is generally an agricultural or food company. However, sustainable rural development must go beyond this and, in order to be competitive, economic diversity must be achieved in rural regions (Akgün et al., 2015). On the other hand, entrepreneurs, who are the catalysts for economic growth in rural regions, should not be overlooked in such an atmosphere. As a result, the economic system is included as the fourth success element (Akgün et al., 2015). Agritourism, seen as a diversification strategy and covering both agriculture and entrepreneurship, can be a tailor-made activity in the economic system and, as such, a success element for the sustainable development of tourism in rural areas (Akgün et al., 2015). In addition, rural locations are frequently seen as problematic areas owing to a lack of infrastructure, poor built-environment quality and isolation (Akgün et al., 2015). As a result, another key component that cannot be overlooked when considering sustainable rural development is the physical system.

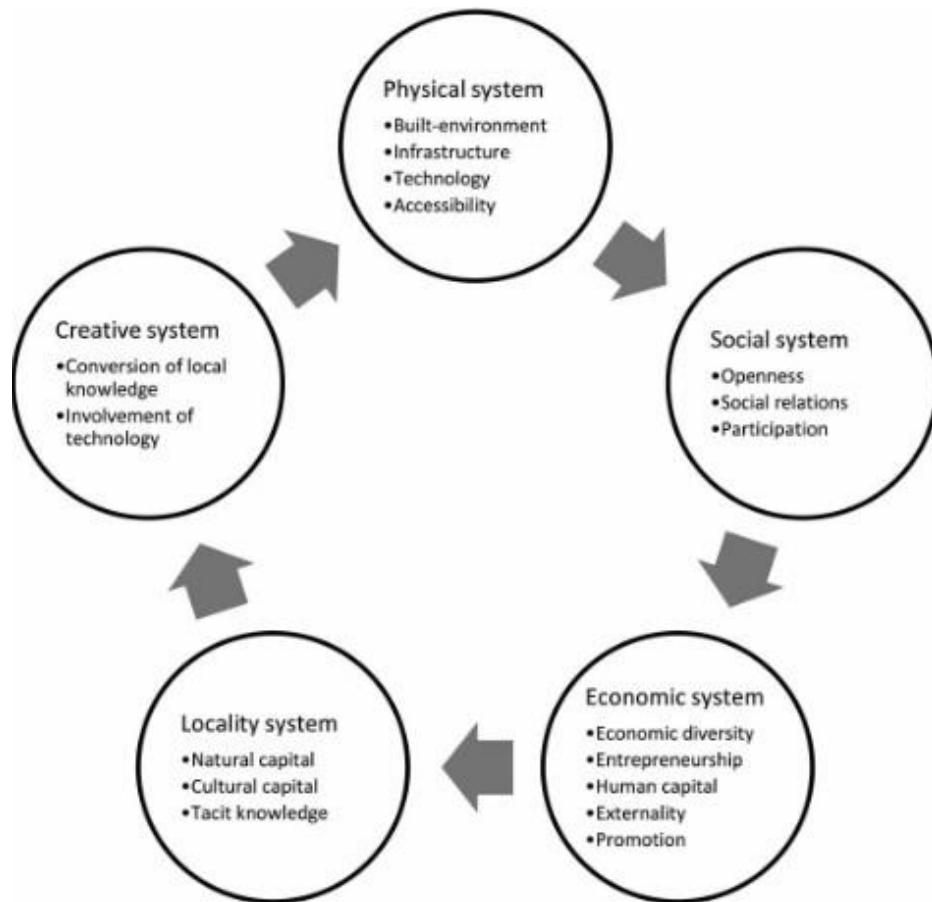


Figure 3. The critical factors of and driving forces required for sustainable rural development
 Source: Akgün et al. (2015)

A recently published article conducted a review of success factors for sustainable agritourism development (Baipai, Chikuta, Gandiwa, & Mutanga, 2021). The reflection of the success factors can be seen in figure 4. Based on the research, agritourism products are the most emphasized factors in the literature.

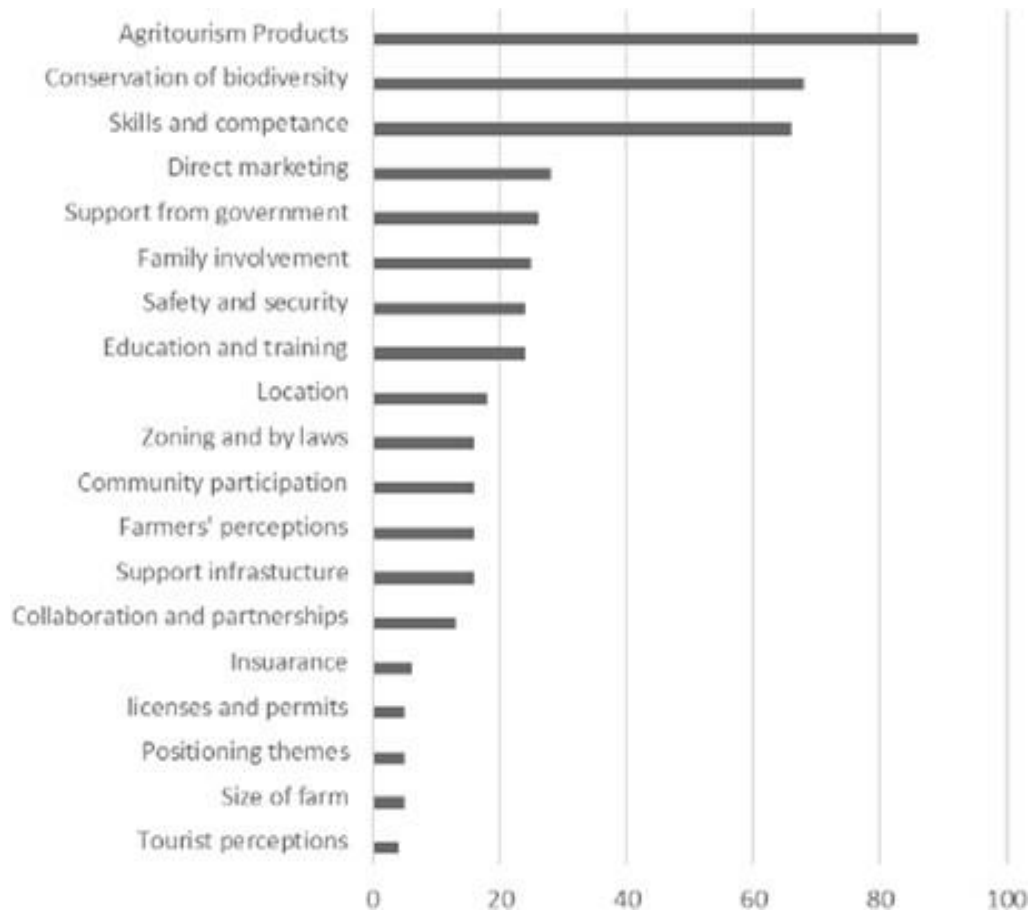


Figure 4. Distribution of publications by main theme studies
 Source: (Baipai et al., 2021)

Another research investigating the determinants of performance for agritourism found that quality and quantity of the human resources and the agritourism business model are key success factors (Hung, Ding, & Lin, 2016). Agritourism business model refers to the generation of the right product mix and its positioning. This study findings supports the results of a review of success factors for sustainable agritourism development since it mentions both agritourism products, models and education aspect. For education and training aspect, another study made in Algeria as a developing country pointed out that training and access to information are success factors for an agritourism development strategy (Ait-Yahia Ghidouche et al., 2021).

It is also consistent with previous studies since it emphasized the education and quality of the human resources aspects as well.

Another study made in India identified the success factors of agritourism as connectivity, attractions, accommodation, outdoor recreational activities, entertainment programs, foods for tourists, safety and security aspects, medical facilities, and risk and liability in case of accidents (Gopal et al., 2008). Also, the same study gives some suggestions for pre-conditions that need to be fulfilled for the success of an agritourism venture (Gopal et al., 2008). These include: coordinated tours from urban areas to the farms; support and participation of the local government; sufficient funds for tourism development; strategic planning; involvement of various stakeholders; coordination and cooperation between stakeholders; information and technical assistance for tourism development and promotion; widespread community support for tourism.

In line with Gopal (2008) suggestion, community support for tourism, as well as the attitudes and hospitality of local tourism employees, are also critical for success of tourism, according to the tourism literature (Long, Perdue, & Allen, 1990). The way visitors are treated is influenced by community support for tourism as well as the actions and attitudes of tourism employees. A research made in China (Cottrell, Vaske, Shen, & Ritter, 2007) also reveals that locals who do not work in tourism businesses and do not have a direct relationship to tourism are often less happy with the development of agritourism (Cottrell, Vaske, Shen, & Ritter, 2007). Therefore, it can be interpreted that involvement of the local community in the tourism industry to prevent local opposition, in other words, community support, is important in terms of ensuring the success of agritourism development.

Ait-Yahia Ghidouche et al. (2021) also indicate that the preserving ancestral knowledge, engagement in numerous activities related to agricultural life and the practice of ecological agriculture are main elements of agritourism activity since they support the continuity of the traditional agricultural practices and traditional lifestyle . The features described refer to a type of agritourism that is carried out in the working farm and points to direct contact and authenticity of the agritourism experienced, as identified by Phillip et al. (2010).

To conclude, community support, education and training, agritourism products, marketing, support from government are the most mentioned success factors in the literature.

2.5 Determining the potential for agritourism in a destination

A study conducted in Turkey by Uludağ and Erdoğan (2019), discusses the criteria that should be considered to show the potential of agritourism in a selected region (refer to Figure 5). These are: (1) Criteria related to natural environment, (2) criteria related to cultural and historical values, (3) criteria for land and land structure, (4) criteria related to marketing, (5) criteria for agriculture and animal husbandry, (6) criteria for climate, psychological criteria, demographic and (7) economic criteria and criteria for supporting activities.

The allocation of the subcriteria in criteria can be examined in figure 5.

Main Criteria (M)	Sub-criteria No (C)	Sub-criteria
<i>M</i> ₁ : Demographic and economic criteria	<i>C</i> ₂	Educational background
	<i>C</i> ₃	Income level
	<i>C</i> ₄	Potential demand for agritourism
	<i>C</i> ₉	Economic added value of agritourism
	<i>C</i> ₁₀	Number of domestic and foreign tourists visiting the region
	<i>C</i> ₂₀	Labor force employed in agricultural activities
	<i>C</i> ₂₉	Number of young population in the region
<i>M</i> ₂ : Criteria for natural environment	<i>C</i> ₇	Presence and diversity of natural plants
	<i>C</i> ₂₅	Presence of endemic plant species
	<i>C</i> ₂₆	Presence of streams and rivers
	<i>C</i> ₂₇	Presence of lakes and ponds
	<i>C</i> ₂₈	Presence of plains and / or plateaus
	<i>C</i> ₂₉	Environmental and water pollution
	<i>C</i> ₄₁	Presence of natural parks
	<i>C</i> ₂₄	Landscape dominance
<i>M</i> ₃ : Criteria for agriculture and animal husbandry	<i>C</i> ₁₂	Soil-based agricultural activities
	<i>C</i> ₁₃	Ovine/caprine breeding
	<i>C</i> ₁₄	Bovine breeding
	<i>C</i> ₁₅	Poultry farming
	<i>C</i> ₁₆	Fishing
	<i>C</i> ₁₇	Beekeeping
	<i>C</i> ₁₈	Number of farms
	<i>C</i> ₂₄	Diversity of agricultural activities and products
	<i>C</i> ₆₇	Processing of agricultural and livestock products
	<i>C</i> ₆₈	Sale of agricultural and livestock products
<i>M</i> ₄ : Criteria for climate	<i>C</i> ₂₁	Temperature
	<i>C</i> ₂₆	Precipitation
	<i>C</i> ₂₇	Wind
	<i>C</i> ₂₈	Snow and frost condition
	<i>C</i> ₂₉	Soil productivity
<i>M</i> ₅ : Criteria for land and land structure	<i>C</i> ₃₀	Irrigation water sufficiency
	<i>C</i> ₃₂	Convincing land condition
	<i>C</i> ₃₃	Land suitable for animal husbandry
	<i>C</i> ₂₄	Transportability
	<i>C</i> ₂₁	Presence of rural roads
	<i>C</i> ₄₄	Traditional architecture
<i>M</i> ₆ : Criteria related to cultural and historical values	<i>C</i> ₄₅	Traditional handicrafts
	<i>C</i> ₄₇	Hospitality
	<i>C</i> ₂₄	Image of the region and the people living there
<i>M</i> ₇ : Marketing related criteria	<i>C</i> ₁₈	Marketability of tourism activities
	<i>C</i> ₁₇	Agritourism marketability
	<i>C</i> ₁₈	Presence of recreational activities
	<i>C</i> ₂₉	The presence of tourism types
	<i>C</i> ₆₉	Accommodation facilities
	<i>C</i> ₂₁	Promotion
	<i>C</i> ₂₇	Branded, specially labelled products
	<i>C</i> ₆₁	Access to public services
<i>M</i> ₈ : Criteria for supporting activities	<i>C</i> ₆₂	Support of non-governmental organizations
	<i>C</i> ₇₈	Connection to an international organization & network in agritourism
	<i>C</i> ₆₆	Attitude of the people in the region towards domestic tourists
<i>M</i> ₉ : Psychological criteria	<i>C</i> ₆₉	Attitude of the people in the region towards foreign tourists
	<i>C</i> ₁₂	Perception of the personnel representing public authority towards agritourism

Figure 5. Main and subcriteria for agritourism
Source: Uludağ and Erdoğan (2019)

The potential demand for agritourism, dominance of landscape, sale of agricultural and animal products, the temperature and climate, the accessibility, the hospitability

of the local population, the marketability of agritourism, the support of non-governmental organizations, the connection to an international organization/network and the attitude of the people living in the region towards domestic tourists are the most important sub-criteria within their own classified categories. Traditional architecture, landscape domination, and accessibility, on the other hand, are mentioned in the top three positions, thus highlighting their significance.

The study reviewed above (Uludağ & Erdoğan, 2019) is important in terms of defining whether an agritourism destination is suitable or not. It also gives a hint regarding the necessary elements to develop an agritourism destination. The next section will consider some of these issues in relation to Gökçeada, the destination that is the focus of this research.

2.6 The case of Gökçeada

This section aims to give general information about Gökçeada while introducing its cultural, environmental assets, as well as its agricultural practices. Also, background information will be given as to why Gökçeada is chosen as a case study and agritourism destination in this research.

2.6.1 General information about Gökçeada

Gökçeada within the Çanakkale province is located in the northeast of the Aegean Sea. It is the biggest island in Turkey. The size is 289 square kilometers, and the shoreline is 95 kilometers long (Gökçeada Urban Design Guide, 2016). The biodiversity is rich because of the abundant water resources. Also, the first underwater national park is located in Yıldız Cove. The population of the island is 10377 based on the data of 2020 (Turkish Statistical Institute, 2021). There are 9

villages in Gökçeada, and among these some ancient Greek villages that are called Tepeköy, Dereköy, Kaleköy, Bademli and Zeytinli. The island has been dominated by various realms during its history such as Rome, Venice, Genoese, Ottoman. In 1923, Gökçeada became part of the Republic of Turkey's territory. After the date of 1960, a large portion of the Greek community, which was dominant until 1946, relocated to Greece. With the emigration of the Greek population, the island's previous name, Imbros, was changed to Gökçeada. Therefore, still the effects of this Greek culture can be observed in the island.

The service sectors and agriculture are the two main economic activities in the island. Avcı (2008) states that the main agricultural products are olive and grains. Ladolia Olive trees, which have a specific taste and smell, are unique to Gökçeada's ecosystem. A carbonized grape seed found via an archaeological excavation showed that viticulture went back in history to five thousand years ago in Gökçeada (Avcı, 2008). Despite the fact that viticulture is also significant during the history of the island, it is on the decrease as compared to the times when the Greek population was higher.

The imbros sheep, which is also specific to the island, holds a significant position in terms of animal production (Konyalı, 2004). Apiculture is also on the rise thanks to organic agricultural projects (Şahin,2015).

Together with its agricultural potential, Gökçeada also has a diverse cultural environment that includes significant elements of the Aegean island settlement culture. Limited access to the mainland pushes residents to fulfil their needs on their own and in this way, their deprivation from the mainland creates a way of living and cultural value for them. Gastronomy is also part of the important cultural value of the island and can be used as a rural development tool. Gökçeada became the member of

the International Slow City Network (CittaSlow) in 2021. Özdemir and Kaptan Ayhan (2019) say that Gökçeada is the first and only island that has obtained the Cittaslow status in the world.

In 2001, the District Directorate of Agriculture and Gökçeada District Governorate started the Gökçeada Organic Agricultural project, in collaboration with the ELTA-Ada Agriculture and livestock Enterprise. The project aims to introduce Gökçeada as an ecological island and spread ecological agriculture. The project, which started its activities at the end of 2004, carries out certified organic production in vegetable and animal production, especially olives. Elta-Ada, which produces Turkey's first organic cheese, has a dairy with a daily capacity of 10 tons, as well as continuous production of olive oil in a factory with a daily capacity of 40 tons. Therefore, Elta-Ada is very important in terms of the projects it has implemented and serves as a model with the aim of making Gökçeada an organic island. The term organic island refers to the usage of less fertilizer and chemicals, as well as the spread of organic farming activities, which would contribute to Gökçeada's image as an organic island.

The other project which is worth mentioning is that which refers to the development of organic grape growing in Gökçeada. The conditions for the use of such an appellation are controlled by the Tekirdağ Viticulture and Research Institute and the Ministry of Agriculture. To sum up, considering all the information given above, Gökçeada is a unique and suitable place for organic agriculture. With the help of the right planning, it also has the potential to develop agritourism practices. This research will also try to identify what elements are available and what elements are missing in Gökçeada to develop a sustainable agritourism destination.

2.6.2 Land use in Gökçeada

A previous study has been conducted in Gökçeada to explore the optimum usage of land (Cengiz, Akbulak, Özcan, Baytekin, 2013). According to its findings, Gökçeada is far away from an optimum usage of land. The proposed percentage of agricultural land is 21.21%, for grass and pasture, while the optimum percentage is 17.07%.

However, currently, only 5.7% of the land is used for agriculture and 32.63% of the land is used for grass and pasture (Cengiz et al., 2013). Agricultural land is under-utilized and grass and pasture usage are more intensive than what is considered the optimum level due to the animal husbandry and free grazing. These numbers prove that there is room for improvement in terms of the usage of the land, with a higher allocation to agricultural activities, especially organic agriculture.

The same study made a SWOT analysis for the usage of agricultural lands and the strengths that were identified are as follows: Awareness and initiation of organic farming, local people's willingness to engage in organic farming, low use of fertilizers and chemicals in Gökçeada, the island being physically suitable for vineyard production (wine and table grapes), as well as olive cultivation.

When it comes to opportunities, the study (Cengiz et al., 2013) mentioned the existence of suitable conditions in terms of climate and agriculture for organic farming, the selection of Gökçeada as a pilot region in ecological agriculture by the Ministry of Agriculture, suitable features for alternative products, existence of schools of higher education in the island, which facilitate research and collaboration. All these strengths and opportunities prove that if agritourism is planned within the principles of sustainability, Gökçeada has a huge potential to become an agritourism destination. What makes Gökçeada unique in terms of agriculture is that the natural landscape is unpolluted in comparison to the mainland.

However, there are some threats and weaknesses that need to be emphasized. First, ecological production is still in the initial stage and the island has only basic infrastructure and suffers from transportation problems (Cengiz et al., 2013). There is no balance between agricultural and livestock production (Cengiz et al., 2013). There are insufficient marketing and promotion activities for the island's products (Cengiz et al., 2013). Also, there are no geographical branding or other branding efforts for the island's products (Cengiz et al., 2013). These challenges can be overcome through good planning and a strategy based on the development of a sustainable tourism destination.

CHAPTER 3

RESEARCH QUESTIONS AND CONCEPTUAL MODEL

3.1 Research questions

The research questions on which this research is based are:

- I. What are the critical success factors to develop a sustainable agritourism destination?
- II. Which critical success factors are available in Gökçeada and which ones are missing to develop a sustainable agritourism destination?
- III. What are the current practices and how do they fit within a sustainable agritourism development perspective?

3.2 Conceptual model

In the conceptual model, success factors are categorized under the umbrella of resource, planning and marketing, finance, education and human resources, stakeholders, supporting factors division with the help of literature.

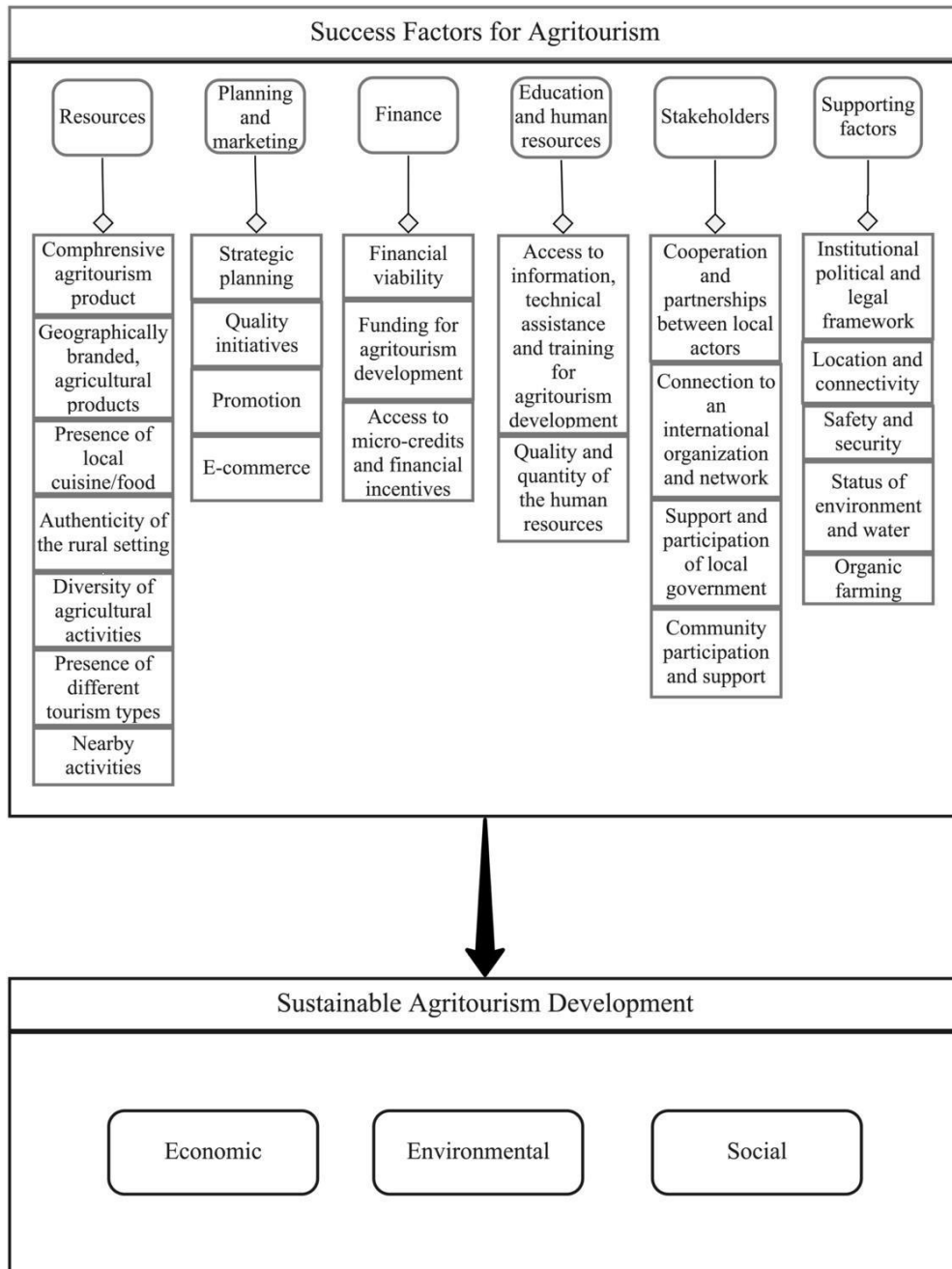


Figure 6. Conceptual model of success factors for sustainable agritourism development

CHAPTER 4

METHODOLOGY

4.1 Research design

The study is a descriptive study aiming to describe the current agritourism practices in Gökçeada and evaluate them under the three pillars of sustainability. This research also intends to provide a roadmap to develop a sustainable agritourism destination. Since the research topic is limited in the literature, especially in developing countries, and the research field is mostly untouched, more knowledge is required; thus, a qualitative research design is chosen for this study.

4.2 Sampling methodology and data collection

The qualitative study is based on observation and semi-structured in-depth interviews. A combination of judgmental and snowball sampling is used to select respondents who live in Gökçeada permanently or seasonally, and who have various roles within the island, such as local authorities, agritourism providers, organic farmers, entrepreneurs who are considering to become involved in agritourism businesses. Through this sampling methodology the researcher aimed to find people who are most likely to provide information about the research topic. Snowball technique is also suitable since Gökçeada is an island with a closed environment, in which people know each other well; therefore, they are likely to suggest other people from their network that might offer useful insights.

The open-ended questions are prepared based on the conceptual model derived from the literature. The interview guideline can be found in Appendix A. In total, 14 interviews are conducted in March 2022. The interviews were carried out

during approximately two weeks. The potential respondents in the initial list, prepared according to available information on the island and its activities, were first accessed. However, some of the participants were either unavailable or unwilling to participate in the study and had to be excluded from the research. When possible, they were replaced with other respondents with similar characteristics. The interviews were recorded after getting the consent from the participants and then they were transcribed to facilitate a deeper analysis. The interviews took 730 minutes in total and 52 minutes on average. Furthermore, 11 interviews were conducted face to face and 3 interviews were carried out online. The interview with employees from the South Marmara Development Agency was conducted as a group interview with 3 people. The list of participants, with respondents identified with numbers to maintain anonymity, can be found below. The list of participants includes development agency, local authorities who have knowledge about agritourism activities, organic farmers, agritourism providers, entrepreneurs who are considering to involve agritourism activities, service provider in gastronomy field.

Table 1. List of participants

PARTICIPANT	LENGTH	MODE	DESCRIPTION OF INTERVIEWEE
P1.1	80 min	Online	South Marmara Development Agency – Employee A
P1.2	80 min	Online	South Marmara Development Agency – Employee B
P1.3	80 min	Online	South Marmara Development Agency – Employee C
P2	60 min	Face to face	Local authority A - Specialist
P3	60 min	Face to face	Local authority B – Head of the local organization
P4	50 min	Face to face	Local authority C - Employee
P5	45 min	Face to face	Resident and academician
P6	30 min	Face to face	Entrepreneur and land owner A
P7	30 min	Face to face	Land owner B
P8	45 min	Face to face	Land owner C
P9	50 min	Face to face	Organic Farmer A
P10	80 min	Face to face	Organic Farmer B
P11	70 min	Online	Candidate for agritourism facility ownership A
P12	60 min	Face to face	Candidate for agritourism facility ownership B
P13	30 min	Face to face	Tavern manager
P14	40 min	Online	Organic Farmer C

4.3 Data analysis

The information collected from interviews is analyzed using thematic analysis, following the method and step by step procedures suggested by Braun and Clarke (2006). Accordingly, the first step employed was familiarisation (Braun & Clarke, 2006). During the data collection, the researcher tried to identify common words, phrases and ideas. After reviewing each interview, the researcher extracted the main ideas and key words to be used for initial coding and read the data a few times for familiarization purposes.

The step two in this process is the generation of the initial codes (Braun, & Clarke, 2006). The aim is to find significant and interesting features of the data set.

There are two ways of coding the data: inductively and deductively. A hybrid approach was used by identifying deductively ideas that were in line with the conceptual model, and inductively by extracting concepts and patterns that became apparent when processing the data. During the coding activity, MAXQDA software, version Analytics Pro 2022, was used to organize the codes. At the end of the process, a list of potential codes was obtained. Consequently, the researcher eliminated overlapping codes and identified potential themes and subthemes. Also, the frequency of the codes within the data set was examined to assess the most common themes and ideas.

The third phase of the analysis consisted of a search of the themes (Braun & Clarke, 2006). The researcher organized the codes into potential themes, ensuring that all codes were categorized under specific themes. Both themes and subthemes were created based on the initial codes.

The stage four requires the review of the themes, as per the method proposed by Braun and Clarke (2006). At this stage, some themes may be discarded and merged or even changed. The last stage is useful to define and name the final themes. In this final phase, ensuring the coherence and consistency of each theme and sub themes is important. This stage is discussed in the findings section to explain the results derived from the analysis. The list of themes and subthemes can be found in Table 2 in Appendix B.

CHAPTER 5

FINDINGS AND DISCUSSION

In this qualitative study interviews are conducted to get a deeper insight about agritourism activities of Gökçeada and explore what elements are available or missing to create a sustainable agritourism destination. Thematic analysis was applied to analyze the data, as explained in the previous section, and direct quotation examples are given to support the discussed themes. A total of 146 themes were extracted from the data. The themes are categorized under the following headings: (1) Gökçeada and its characteristics, (2) Tourism activities in Gökçeada, (3) Tourism types, (4) Motivations, (5) Agritourism activities, (6) Legal Framework, (7) Marketing and brands, (8) Architecture, (9) Agricultural and livestock activities, (10) Cuisine, (11) Planning, (12) Transportation, (13) Safety, (14) Environmental aspect.

5.1 Tourism activities in Gökçeada

For several years, people with low budget prefer to come Gökçeada as a holiday destination, although the tourist profile has been changing visibly. Gökçeada is becoming a destination for tourists that would like to be far away from urban destinations and close to nature in a place of tranquility. According to respondents like P2 and P7, following the Covid-19 pandemic, people living in urban areas started to prefer Gökçeada as a holiday option or for residence. However, the tourism season is short, starting from mid-June to mid-September. Respondent of P7 claims that during the high season, the number of the tourists exceeds the island's capacity and pushes its infrastructure to the limit.

Boarding house activities are prevalent in Gökçeada. Most of them are not registered and official. According to some respondents, pensions and boarding houses jeopardize the quality of tourism activities. Furthermore, P11 commented on the perspective of tourism that is taken by those managing boarding houses.

The approach of the people here to tourism is as follows: They will come, and they have to stay somewhere.

The prominent themes that are mentioned by the interviewees concerning tourism activities in Gökçeada include descriptions such as crooked, disruptive, and consumption based. Respondents P10, P6, P5 and P4 are worried about zoning and construction activities, which do not seem to be under control. P6 commented on tourism development as follows: “More people want more territory”. In parallel, P10 stated: “I think that tourism is destructive, and the infrastructure is overloaded.”

Sea and surf tourism are mentioned as the most prevalent tourism types. Respondents see high potential for alternative kinds of tourism; however, they believe that this potential is undervalued right now. For instance, trekking activities can be organized. However, respondent P6 mentions seeing occasionally a brochure about trekking activities, but not being able to find the organization or person responsible for it. In other words, trekking routes are available, but awareness and promotion of those routes appears to be insufficient.

Another issue relates to building and authenticity in the island. The nature of Gökçeada is unique, and the island is beautiful and impressive according to the respondents. The water resources are abundant. The Greek villages such as Eski Bademli, Tepeköy, and Zeytinliköy are attractive in terms of architecture. Stone houses are prevalent. Also, they are under the protection of UNESCO. However, new villages jeopardize the architectural coherence. The other most frequent themes appearing in the interviews are zoning/town planning and reinforced concrete.

According to most of the respondents, building material should be environmentally friendly, and buildings should be made of stone or wood, not concrete. There is a criticism about construction permits given for ecotourism projects. The building material of the structures in one the ecotourism project is steel construction, and it is located close to the barrage. Respondent of P6 is worried about the probability of mixing the wastewater with potable water. P9 also commented on the architecture for some villages:

When we say architectural structure, it is clearly divided into two. There are Greek villages that have been taken under protection by a UNESCO intervention. I find the architecture beautiful here. I find the way of protection correct. On the other hand, there are buildings with disastrous architecture. There are very poor-quality apartments. And this zoning is spreading more and more. And I mean, very bad houses find buyers for very high prices. I find this sad, especially in the center of Gökçeada. Villages like Şirinköy and Yeni Bademli built by the state are still ugly. The location is wrong, there is no architecture either.

5.2 Status of the environment and water pollution

Although the island has an organic and untouched image, there are some basic problems in terms of infrastructure. Trash, one of the most frequently mentioned themes, is seen problematic in the island because it is stacked and accumulated in a territory where the garbage is burned. Usage of nylon bags is banned in Gökçeada, and in supermarkets grocery bags that are not made from plastic need to be used. However, the researcher encountered plastic bags in small shops and other places. According to respondent P6, banning plastic bags is a showpiece and there are no sincere efforts in terms of protecting the environment. Respondent P10 mentions that sewer systems are often broken and shares the following experience:

When we look at the ecology of the city, it is very bad. The infrastructure of the municipality is very bad. For example, the sewer burst, and nobody came for two days. I experienced this, it was the first time I was living in the center. That sewer was flowing and I realized that my rental house was being built

on the creek bed. And that sewage flows down the street and mixes with the creek ahead. It flows through the plain and flows into the sea from Kaleköy. In other words, there is not the slightest infrastructural work to prevent this.

Wastewater problems are also mentioned, as fresh water is used and discharged into the sea without any treatment. As P5 comments on the ecological status of the island:

Gökçeada is at a point where nothing is done about waste and nature can still carry people on it. But especially during the tourist season, the population can increase twenty to twenty-five times, especially during the high season. And when this twenty, twenty-five-fold increase occurs, the waste left here and the absence of any precautions or disposal methods against this waste actually leave serious ecological traces over time. Likewise, infrastructural deficiencies and wastewater problems are not only related to tourism. On an island where twelve thousand people live, freshwater resources are used and discharged into the sea as wastewater without treatment. These are the things that seriously affect the biodiversity in the water and the biodiversity in the soil. Precautions should be taken as soon as possible in terms of protecting resources and developing tourism.

Mucilage is one of the significant themes that are mentioned during the data collection. Actually, mucilage is not only a problem specific to Gökçeada, but it also occurs in the Marmara Sea. Free grazing activities are also another issue that has an impact on biodiversity, since sheep and goats eat plants all around Gökçeada and their population is too large for the island.

5.3 Transportation and connectivity

Transportation is challenging and troublesome in Gökçeada. The trip takes between 1.5 – 2 hours long via the functioning ferryboats that leave from Kabatepe. GESTAŞ, the transportation company that operates these ferryboats, is a private institution and the only option people can choose to commute between Gökçeada and the mainland. Therefore, residents and visitors are depending on its timetable. The frequency of the ferryboat changes based on the season. In summer, the frequency of service increases. Still, in the high season, it may be hard to find a free spot in one of the ferries that travels to the island. Another option is to travel to the island from

Çanakkale, and take a ferry to the island from there, given that these ferries are more frequent. However, reaching Çanakkale via public transportation is difficult, although it is slightly more feasible via private car. In other words, reaching Gökçeada is a challenging process in terms of transportation.

Recently, in March 2022, the Çanakkale bridge opened and it considerably shortened the distance to pass the Çanakkale Bosphorus, making this province more accessible from other regions in Turkey. However, it is not affordable for everyone, and it is politically controversial. The local people remark that the frequency of the ferry might decrease due to the opening of the Çanakkale bridge. Even so, it is seen as an alternative way for some people, and it might affect the easiness of transportation for people who come from urban areas.

In Gökçeada, there is also an airport, but it is not in use. According to some respondents, to attract more tourists, especially foreign tourists, and to make transportation easier, air transportation is a must. In Çanakkale, there is an airport as well. However, there are no direct flight from Çanakkale to Istanbul, one of the major source markets for the island. P9 talked about air transportation:

I want to fly. I can't fly. What am I doing here? I'm going to Çanakkale. I'm getting on the plane there. However, I can only fly to Istanbul via Ankara.

Some people, such as respondents of P6 and P12, think that Gökçeada is untouched thanks to its distance and the difficulty of transportation from the mainland.

Therefore, they are not supportive of the easiness of transportation. They think that Gökçeada will go wrong ecologically if more people can reach the island painlessly.

When it comes to transportation within the island, the main theme appears to be insufficiency. There is a bus with a fixed timetable, but it is not passing through every village. There is no bus going to traditional Greek villages which tourists frequently visit such as Zeytinliköy, Eskibademli and Tepeköy. There is a frequent

bus between the center of the island and the village of Kaleköy, where some tavern, restaurants and some souvenir shops are available, but it is very limited considering the size of the island. For instance, to reach the kitesurfing area, Kefalos, the frequency of the bus is limited, and transportation is hard without the use of a private car or taxi.

5.4 Security and safety

Safety is one of the themes most mentioned by the respondents. The main feeling about the island is that there are no safety problems. Only one respondent did not think that the island is safe. The not locking door in the past years' theme is common. However, according to some respondents, with the increasing population, this culture is changing, although still people in Gökçeada feel safe. P7 indicates her feelings as a woman:

As a woman in Turkey, that is one of the reasons why I love the island the most. I feel very free and very comfortable. Even going out at night whenever I want is an example of this.

However, theft of livestock is another theme that appears in the data from the interviews, although it is confined to one single respondent. According to P10, there is a dark side that is not well-known:

Just last week, a conflict broke out between the livestock producers. 2 people were shot. One of them had his leg amputated, and the last one was in intensive care. It's very like this. Now, for example, theft of livestock is very common. But even if you don't lock your house and car, there will be no housebreaking or car theft. But a friend of mine knows a little bit about criminal offenses. The dark side is not very good, even though it is unknown. It doesn't come out in public enough to be known, or they play 3 monkeys. So frankly, I don't find it very safe.

5.5 General look to agritourism activities in Gökçeada

According to the common idea expressed by the interviewees, agritourism activities are new in Gökçeada and at an initial stage. For some of the respondents, there is no activity that can be called agritourism. P5 commented on agritourism activities as follows:

As someone who works in the field of sustainability, I cannot say that I have come across an example that I can call agritourism activity because I think that even the definition of agritourism is not well known and that tourism professionals or farmers who intend to make agritourism are not aware of the subject. Frankly, I observe a trend based on paving the way for tourism activities in agricultural areas, within the scope of examples.

Accommodation based and misuse are the most prevalent themes related to agritourism activities. The general feeling about agritourism is not positive, and it is seen as leading to misuse. For example, P6 explains:

Now Gökçeada will be opened for development. It's under the name of agritourism. If you have a certain square meter space, there is a certain percentage of zoning permits. In fact, everyone is after it right now. They are trying to plant a few saplings and open places such as a tomato paste workshop and sell accommodation. That's the current state.

At the moment, agritourism providers need to have at least 5 acres of land and they will receive a 10% construction permit on their land. However, there is no legal framework that defines how agritourism activities should be carried out. This loophole in the law paves the way for distortion of agritourism activities. P10 supports this idea as follows:

In any case, it is not clear what agritourism is or what it means. There will be agriculture and there will be tourism. It is unclear what scale it will be. In other words, what percentage of agriculture will there be; what will the income obtained from agricultural products be; will agricultural products be offered to visitors; none of these are available. Maybe if the definitions of these are more applicable, they can be framed. But I think that agritourism is an opportunity that is completely in the hands of an opportunistic capital or entrepreneur right now.

According to P10, there is no legal frame and balance between accommodation and agricultural activities. There seems to be no difference between agritourism facilities and usual tourism facilities. Agritourism facilities are mostly based on accommodation. P4 commented on the current situation of agritourism as follows: “Unfortunately, agritourism has become a method they use to obtain a construction permit on their land.”

Another point that should be emphasized relates to the potential danger of construction permits in protected areas. P3 indicates: “Most of the agritourism places are protected areas.” However, P3 added that the process is not easy, and that the municipality needs to ask for the views of many institutions. Especially people who would like to have a TKDK (Tarım ve Kırsal Kalkınmayı Destekleme Kurumu - Agriculture and Rural Development Support Institution) grant usually get consulting services from outside companies. TKDK usually opens grant calls 3 times in a year for periods of 2 months. Nonetheless, this period of time is not sufficient to get a license or permit. Therefore, before the application, candidate of agritourism providers finalize their project without the help of a professional consultant and guidance and apply for permits for construction in advance, before presenting their project to TKDK. That is why, most of the time projects are not in line with the requirements. The applicants do not have a chance to make some adjustments after getting guidance from the TKDK or from a professional expert.

Currently, tourism activities are dominant and agricultural activities are mainly symbolic, according to many of the respondents in this research. Therefore, it is hard to label agritourism development or its activities as sustainable. P10 supports the idea as follows: “Tourism activity should not overshadow agriculture so that the sustainable agricultural activity that we are talking about can continue.”

According to the conceptual model, one of the success factors for sustainable agritourism development is the existence of comprehensive agritourism products. However, as it is mentioned, in Gökçeada agritourism activities are in the initial stage and they are very primitive. Current practices are limited to serving breakfast with local products and activities for the tourists' pick up of own fruits and vegetable. P7 supports this idea as follows:

What I see is that agritourism activities on the island are a bit like serving the agricultural products that are produced locally to the tourists.

Truck farming, which refers to activities of growing fruit and vegetables on a small farm or garden for selling to the public, is common. Truck farmers usually serve what they produce on the table to the tourists in their boarding houses and they thus become involved in agritourism unintentionally.

However, there are upcoming projects in line waiting to be approved and the researcher made an interview with two of project owners, P11 and P12. Project owners are planning to organize workshops like winemaking or oil making from medicinal and aromatic plants. These examples that are provided by the respondents indicate a general willingness of those engaging or planning to engage in agritourism to expand the offerings for this tourism product.

5.6 Agriculture, livestock activities and cuisine in Gökçeada

The most commonly mentioned agricultural products are olive oil, olives, honey, milk, black mulberry, and wheat. According to the participants, the agricultural activities on the island are small-scaled, mainly using truck farming methods. Some people are planting clovers to feed their animals. The main themes point to the obstacles hindering the agricultural activities, which are related to two main issues. One of them is free grazing. Even though the idea of goats and sheep riding off in all

directions around the island freely seems romantic, it does not favor agricultural activities since animals eat seedlings and agricultural products. Another challenge against agricultural activities is tourism itself. Tourism is an easier way of making money and more effortless when compared to agriculture. That is why local people prefer carrying out boarding house activities instead of selling agricultural products. Also, the financial viability and return are better in tourism. P2 commented on this issue as follows: “Agriculture is in the second and third plan for the islanders, as they rent their apartments in the summer”.

Another theme that is worth mentioning is the forced migration and its effects on the island’s cuisine and culture. According to a vastly shared opinion, Gökçeada does not have a specific cuisine. There are many people in Gökçeada who come from other cities, resulting in migration. For instance, in the Yeni Bademli village, there are people from Isparta. In the Şahinkaya village, there are people from Trabzon. This situation makes it harder to talk about the specific cuisine and culture of Gökçeada. All newcomers bring their culture and cuisine to Gökçeada.

Although it is an island, sea products are also not dominant in Gökçeada. Meat, especially spits roasted lamb/tandoori, is the first thing that comes to mind when asked about the island’s cuisine. In line with the Greek culture that is still visible on the island, Greek appetizers are served in some taverns. Tepeköy is famous for its taverns which reflects the Greek culture of the island and in Zeytinliköy, milk puddings with black mulberry topping and mastic-gum pudding as a part of the traditional Greek recipes of dessert are usually served with gummy coffee or dibek coffee. Some projects to use these culinary resources of the Island are currently in the developing phase.

Lentisk, a special type of tree from which mastic is obtained, and the production of these trees and of black mulberry is supported by current projects. Both products are added in milk puddings, ice-cream, and they are part of the culture and cuisine served to tourists. Another reason why local authorities, such as the District Directorate of Agriculture, chose lentisk to support is because free-gazing activities are less likely to affect its production. Lentisk are also a great way to value the non-arable land. Respondent P2, a stakeholder from the local authority, added that specialists from the District Directorate of Agriculture are very careful when they choose the land to plant lentisk and they do not support its planting in cultivated land. Therefore, this points to a situation in which free grazing activities also affect the choice of agricultural production and challenge it.

Elta-Ada is the most frequently mentioned brand during the interviews. It is well-known for its olive oil and dairy products. However, other brands are producing on smaller scales and are not well-known. The respondents from the South Marmara Development Agency indicate that the agency is giving support for the geographical indication and that it is ready to help and collaborate on these issues.

P2 indicates that the bee of Gökçeada became officially registered in 2019 and that geographical indication/branding efforts are in progress. District Directorate of Agriculture are also working on the registration of Gökçeada sheep and olive oil. Another project that P2 mentioned is about wine grapes. Cabernet and local wine grapes are seen as having the potential to become prevalent. District Directorate of Agriculture are collaborating with the Tekirdağ Viticulture and Research Institute.

5.7 Organic farming activities in Gökçeada

One of the most frequently mentioned themes was the organic island project. Organic island project is based on making prevalent organic farming activities and restricting the usage of pesticides. Some respondents also emphasize that since Gökçeada is an island and closed ecosystem, the usage of pesticide will affect also almost all territory and soil. Thus, being far away from the mainland can be an advantage in terms of organic farming activities. However, it can also turn into a disadvantage if resources are used unconsciously. Some respondents add that they are suspicious about whether there is enough supervision in terms of organic farming activities. Some interviewees also mention that they have noticed and heard that there are some pesticides being used on the island. As P5 states:

When I think about the image of the organic island, organic farming is definitely far, far below its potential. I see it's never even been approached. I think that the legislation should be a little more stringent in order to call an island an organic island. Because, especially the use of agricultural chemicals is something that can affect a very large area, and there is an uncontrolled agricultural activity on the island, which may cause an organic part of the island to be harmed due to the effects of air and groundwater. Accordingly, I would not call Gökçeada an organic island.

People who are willing to apply organic farming activities are usually latecomers and conscious about the importance of healthy food. They believe in not giving to other people food that they would not eat themselves. They claim that they put ethics and good production practices first and ahead of more production. In terms of support from the government, some respondents mention sapling support and state that people who would like to do organic farming can apply for an organic farming support program. According to these individuals, despite Gökçeada's certification and audit expenses being paid by the state, participation to organic agriculture is low among settlers. P10 commented on this issue:

The supports are not bad; it is good for me. Good for someone who wants to farm here, but it is not attractive to the settlers here. Because I say, one acre of the field has been given, and now they can sell it for 5 million Turkish liras. They have an office-based work somewhere else; most of them have a few animals; everyone is doing everything. However, there is agricultural support by the state. A person who conforms to the organic certified agriculture rule, that is, a person who really wants to do organic farming, applies to this program, and the state covers all the costs related to certification and inspection. Zero liras come out of all of us right now. So, we do organic farming. What really matters is that it's certified organic. If I will take it to the mainland or if they would let me do it in Çanakkale, not here, I would have to pay 15 thousand liras annually. But the participants are those that are somewhat conscious.

According to some respondents like P6, organic farming activities are small-scaled and are based on the efforts of a few people. Nonetheless, according to data given verbally during the interview by one of the respondents from the local authority, 300 registered farmers are in the system and almost half of them are doing organic farming activities.

5.8 Resident profile, education and human resources

According to most of the respondents, there are currently insufficient qualified human resources in Gökçeada. Settlers who come from other cities of Turkey due to the settlement politics and other reasons, such as the building of the dam, have a lower educational background. The Greek population emigrated from the island to abroad due to the legal changes that were made in connection with the Cyprus crises that broke out in 1964. This migration continued in the 1970s and 1980s. Therefore, the demographic structure changed dramatically in comparison to its original state in 1964.

In addition, the profile of the local people is still changing due to the latecomers to the island from urban areas. Especially after Covid-19, there are some people who are willing to engage in agritourism and organic farming activities in

Gökçeada. Many of them came to Gökçeada in the pursuit of a life close to nature and they are mostly educated people coming from big cities. These new residents are researching about how to conduct organic farming and agritourism activities.

According to respondents, they have great potential to apply organic farming and agritourism activities and they are sensitive about ecology as well. Respondents mention that there is no educational support specific to agritourism. As stated by the respondents from the GMKA (South Marmara Kalkınma Agency), the agency has a technical support program that provides education and consultancy services. The purpose of this technical support is to assist individuals with projects that are important for regional development but who face difficulties in the preparation and implementation stages of their projects. Some of the main way in which the agency supports these individuals is through institutional capacity building, contributing to the preparation of programs and helping them write their projects, appointing temporary expert personnel, and providing support in matters such as establishing international relations.

Some respondents mention the support provided by the local public education center related to training in medicinal and aromatic plants and in apiculture.

However, P10 commented on the status of participation in those trainings:

There is no education because I don't think there is an audience that will receive much education. Within the scope of public education, there is training on medicinal and aromatic plants and beekeeping. These are appealing to latecomers like us. Otherwise, the other residents don't care.

There is the vocational school of higher education in Gökçeada and a school of applied sciences belonging to the Çanakkale On Sekiz Mart University. In this school of applied sciences, the Gastronomy and Culinary Arts department, which might be beneficial and supportive of the tourism industry, is present. There is also an Organic

Farming Management Department, which is nevertheless not accepting students currently.

P2, a respondent from the local authority, also mentions that his organization is active in the field and giving education about the pruning of oil trees. According to the general view of respondents, there is no educational support apart from courses given by public education centers.

5.9 Planning and marketing activities in Gökçeada

The main themes arising from the data about planning activities include words such, a day long, groping, unhealthy and based on personal efforts. The aforementioned words were used to describe the planning activities and indicate that there is no organized planning and marketing activities. P5 comments on planning activities:

I do not think that there is any strategy in Gökçeada in terms of both tourism and life outside of tourism. It seems to be progressing daily at the moment. And of course, unfortunately, for years it has been based on property earnings and income.

According to some participants such as P6, there are some efforts being made by the municipality in terms of planning and marketing, but they are not sufficient. There is criticism mainly about construction. P6 states:

If there was a proper planning activity, they would not give permits for construction that are not suitable to the traditional architecture of the island, especially in the center area.

The area on the coast has already been declared a development zone by the Ministry of Environment and Urbanization, who obviously wants to develop the area for tourism. However, there are some people who are opposed to the development plan, and some protests against opening the Yıldız Cove to construction have taken place. Island Solidarity, which is an initiative bringing together some local residents, was established to fight against the Yıldız Cove's construction. Currently, Island

Solidarity states opinions about the island's development and other issues related with it.

When it comes to marketing activities, some of the respondents, such as P6 and P10, defend the idea of not doing marketing activities at all, since the infrastructure of the island is limited. According to other respondents (P4 and P7), the island already markets itself with the help of its virgin image. These participants also mention that word of mouth is the way through which Gökçeada markets itself. During the high summer season, tourists are waiting in line to get on the ferry. Latecomers - people who come to the island from urban areas to live and become service providers - usually do marketing via social media. There is also a specific tourist profile of those who prefer to stay in boarding houses with their crowded family or friends around the Yeni Bademli village, where boarding house activities are prevalent. These individuals are not coming to the island as a result of marketing activities or social media. They come to the island because of word of mouth.

According to P6, tourism providers all have good intentions of doing marketing and making promotions, but they are here to provide a service: meeting daily needs throughout the season. During the winter season, these providers are busy with maintenance and preparation activities so that they are weak in terms of branding, promotion and marketing activities, failing to support the development of tourism in Gökçeada.

According to P13, tourists know Gökçeada from the comedy movie "Locked on you" (Hedefim Sensin) directed by Ata Demirer, one of the most famous comedians in Turkey. P13 commented on this situation below:

While the local government is supposed to promote it here, there are 20-25 seconds of information about the history of this place in the comedy film

made here. Based on this information, people get to know Gökçeada and come here.

And, also according to P3:

We do not have an organized tourism activity here. Everyone has set up a facility on their own. Tourists have also discovered this place, they have come, they are coming. There are no promotional activities in general. proper tourism activity, tourism promotion activity, fairs, nothing. In other words, there is currently no organization in Gökçeada by public institutions, NGOs or businesses in order to develop and spread tourism. It has been absent for ten years

The respondents from the South Marmara Development agency talked about two criteria when mentioning marketing activities. One of them is the number of tourists coming to the island and the second one is the amount of income per tourist. They indicate that there is room for improvement, especially in terms of the amount of income that tourists generate for the island.

The researcher also encountered and examined the brochure for trekking and cycling routes, which was prepared by the District Governorate almost 10 years ago and is available in this local authority's room in the City Council. However, currently trekking and cycling routes are not well-known and such a brochure is no longer available to tourists. Tourists who come to Gökçeada usually stay a few days and visit Zeytinliköy, Tepeköy, go to the sea and to a tavern for dinner and then turn back. There is no specific route designed for tourists. Nevertheless, on the 15th August, the Festival of the Blessed Virgin Mary is held each year and, at that time, some tours are organized and the island experiences its most crowded times.

Cittaslow is another theme derived from the data collection. Being the first Cittaslow island is an important aspect in terms of image, marketing and promotion. However, Gökçeada is not actively promoting the Cittaslow image and certainly not right now. P3 explains the current Cittaslow status and comments on the reasons why Cittaslow activities are not going well:

We are Turkey's first Cittaslow island in the world. Do you know what this means? It actually means a gold medal. Being the first Cittaslow island is very important in the world. We had meetings with international communities... We went to them. They also came to us. We forgot something, we skipped it. So, we didn't include the public. We did not raise awareness of the public and we did not involve the public in this Cittaslow business. Today, if we included the people in this business, if we formed an NGO, this would work without the help of the Municipality or the District Governorate. The Municipality has always led the way, the District Governorship has led the way in the previous periods. So we neglected the public a little bit. We neglected the people and they became a spectator. If only we could add them to the organizational chart. Look, we made a big mistake. Today Cittaslow would walk on its own two feet, at least.

When it comes to quality initiatives, P2 mentions that the District Directorate of Agriculture is doing some audits in terms of food. However, there are no initiatives to assess the quality of tourism activities. If farmers can do organic farming activities and obtain the corresponding certificate, there are specific regulations and audits that they need to comply with. In terms of e-commerce activities, these are on a small scale, although organic farmers are selling their products online.

5.10 Financial Support in Gökçeada

In terms of financial support, there are some financial support programs that entrepreneurs can benefit from. TKDK (Tarım ve Kırsal Kalkınmayı Destekleme Kurumu) is one of the frequently mentioned institutions during the data collection. Its mission is to contribute to national development by successfully delivering funds provided by the European Union and national sources to the target population through rural development programs. TKDK has calls for the development of farm activities and other business development. There are also subcategories of the call, such as rural tourism and recreation activities, production, processing and packaging of beekeeping and bee products, renewable energy investments, herbal production diversification, herbal products processing and packaging, etc.

Candidates to be agritourism providers benefit from the aforementioned rural tourism and recreation activities subcategory. The amount of financial support to establish an agritourism facility changes from 5.000 to 500.000 euros. To select the beneficiaries of the support program a scoring system and some specific criteria are used. For example, having a diploma in a field related to the topic for which support is to be obtained, being under the age of 40, being a women entrepreneur, confirming the strategy of local development, etc., are some of the ways in which points within the scoring system can be obtained, according to the criteria set by the TKDK. However, the amount of support only covers a maximum of 65% of the total amount required as per the budget provided. There is also an exemption on the value added tax, which provides an additional advantage. Agritourism projects usually benefit from the aforementioned support program.

Another source of financing is the support program provided by KOSGEB (Small and Medium Industry Development Organization). However, none of the respondents have enrolled in this program and they say that they do not know someone who benefits from it. There is also a financial support program provided by the Ministry of Agriculture and Forestry. Nevertheless, respondents did not know a lot about it, while it also is not specific to Gökçeada, but covers Turkey as a whole. Therefore, especially, for agritourism projects, the TKDK support program is seen as more advantageous.

According to the information given by the GMKA (during the interview, this agency also offers a financial support program to develop alternative tourism activities. So far, seven projects within the scope of the financial support program and one project within the scope of feasibility support, have been entitled to receive backing specifically for Gökçeada. The Gökçeada Earth Market, the Center for

Outdoor Sports and the New Alternative to Ecotourism in Gökçeada projects are some examples supported by the agency.

To conclude, agritourism activities and agritourism products are in initial stage in Gökçeada. Although Gökçeada has some unique resources, and has potential in terms of agritourism, general situation about agritourism development seems like accommodation based and there are some concerns about protected areas and rent seeking approach. Boarding activities are prevalent in spite of potential of alternative tourism types. Lack of support of local government and lack of marketing activities are other topics that are derived from data collection. From the ecological aspect, insufficient infrastructure, garbage problem and wastewater treatment are the issues that are highlighted. In terms of transportation, it is challenging to reach Gökçeada but this is also one of the reasons why it is also ecologically untouched. As a supporting factor, local people usually find the island safe. In the next chapter, it is possible to find theoretical and practical implications as well as limitations and further research suggestions.

CHAPTER 6

CONCLUSION

6.1 Theoretical Implications

With more practitioners and academics paying attention to agritourism throughout the world, there is a great demand for a deeper knowledge of the activity and its implications, as well as for additional cases that show different practices, particularly from developing countries (Santeramo & Barbieri, 2017; Gil Arroyo et al., 2013).

Agritourism in developing countries is in an emerging phase. Therefore, in developing countries, there is limited research done on agritourism that addresses the particular contextual situation of these places (Bhatta et al., 2019). From this perspective, this research will enrich the literature as a study conducted in a developing country and an emerging agritourism destination. In addition to these, the findings obtained from Gökçeada as an island can enrich the literature in terms of discussing the sustainability of agritourism development within an island context. This research contributes to the literature by describing the challenges that are faced within this specific situation and by pointing to the particular elements necessary for sustainable agritourism development in destinations that are both an island and within a developing country. This thesis fills an important geographical gap in within the agritourism literature by conducting a case study of an island, Gökçeada.

The literature presented in this research proposes that to create a sustainable agritourism destination a number of elements are necessary. Accordingly, a conceptual model of sustainable agritourism development was derived. As a key contribution, this study adds a number of elements to the model that are particular for the context that Gökçeada is in. That is why legal framework is removed from the

category of supporting factors and it is added to the conceptual model as a separate category. The researcher added the need of legislation and guideline for agritourism under the legal framework category because of the fact that absence of legislation and guideline for agritourism paves the way for misuse of land and resources and hinders the sustainable agritourism development. In addition to these, free grazing activities hinders the agricultural production. Controlled grazing is also added to the conceptual model as a supporting factor for the sustainable agritourism development.

The results of the study show that in the case of Gökçeada, there is a need to raise awareness about the agritourism concept and practices, and especially about how this type of tourism fits within a sustainable tourism destination. In the literature, agritourism is an alternative tourism type and it is expected to automatically be beneficial under the three pillars of sustainability (Ammirato et al., 2020). However, in the context of a developing country, the link between agritourism and sustainability is more questionable, and in some cases agritourism may even be the cause of unsustainable development. One of the main reasons for this difference, according to this research, is the lack of legal framework. The research findings reveal that the legal framework should be defined very well, otherwise agritourism activities can be unsustainable. Indeed, in Gökçeada's example, agritourism practices are mainly based on providing accommodation, and agricultural production and activities are symbolic. The main motivation for the implementation of agritourism activities is that it is a requirement to be able to obtain a construction permit in protected areas or land. There is no guideline about how agritourism activities should be carried out. This situation paves the way for a rent-seeking approach and leads to ecological damage in natural areas.

Nevertheless, the findings of the research support the existing theory discussed in the literature in two different ways. First, the current study confirms the necessity of adopting a complementary approach between tourism and agricultural activities, Tourism endeavors should not surpass agricultural activities, and should be designed in a way to support them.

Second, this research also supports the requirement of agritourism as being carried out in a working farm. Some scholars (for example Barbieri & Mshenga, 2008) mention the requirement of having a working farm in order for these tourism activities to be associated with agritourism. This study also supports this idea. However, in the agritourism literature, the concept of what makes a functioning farm has been largely overlooked, and in the majority of situations where a working farm is listed as a prerequisite of agritourism, no definition is provided. This poses a significant difficulty in the context of wider rural debates, since the farm should be seen as more than just an economic entity, since it also has a social and cultural significance. When the agritourism activity is considered mainly from an economic perspective, it is prone to misuse, resulting in a construction and rent-seeking approach. Therefore, the current research identifies the need to create a definition of the working farm that can be used to better guide agritourism in the context of destinations in developing countries. In the literature, working farm is used to mean a farm where agricultural activities are carried out (Kizos & Iosifides, 2007; Sonnino, 2004). However, this definition needs to be expanded to also include aspects related to the competence of the farmer, the motivations for agritourism, the proportion of the income that comes from agriculture, and the features of the land.

As mentioned above, in developing countries, in the absence of a specific legal framework, agritourism may very well lead to unsustainable development.

Accordingly, in the revised conceptual model, the legal framework is included as a category in its own right, instead of just being part of the supporting factors.

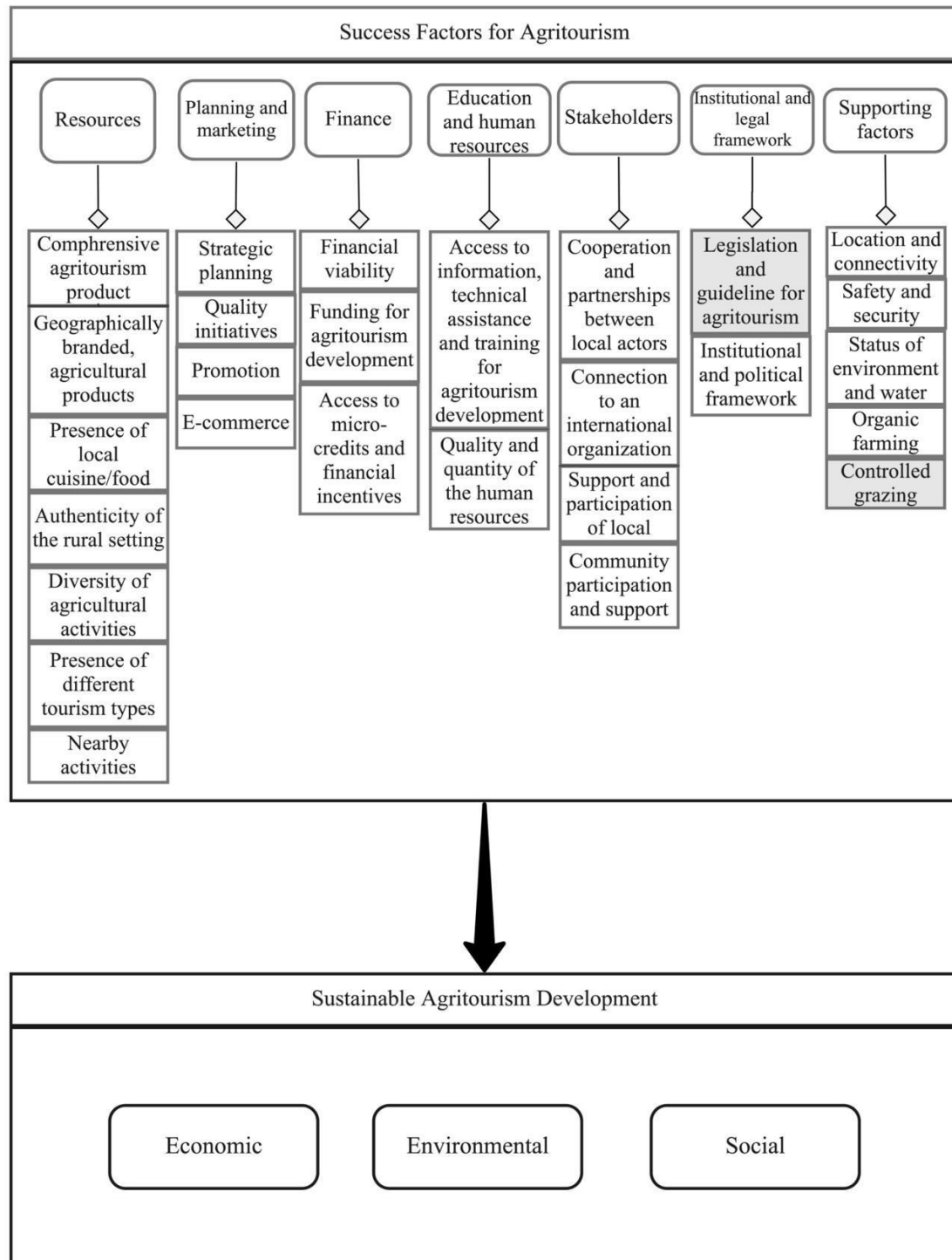


Figure 7. Revised conceptual model of success factors for sustainable agritourism development

6.2 Practical Implications

This research provides some practical implications concerning aspects related to the development of sustainable agritourism tourism destinations. Although agritourism has potential benefits, such as creating employment, preventing migration, boosting the local economy, etc., it can also lead to the misuse of resources and land if the legislation is not framed in favor of agricultural activities. When we look at the current status of agritourism development in Gökçeada, unfortunately, current practices are not sustainable and are based on rent-seeking. It can be concluded that practices are based on providing accommodation, and agricultural activities are limited. Also, building materials are not in line with traditional architecture and most of them are not ecologically friendly. Stone would be more in harmony with Greek villages that are part of the heritage of the island, and such a practice would increase the authenticity of the landscape. Therefore, some criteria should be identified, including the building materials to be used for agritourism facilities and the amount of agricultural production that is to be carried out. Alternative energy resources, like the use of solar panels can also be supported. Furthermore, there should be a system for the management and reuse of wastewater, and for the collection of rainwater for further use.

Another important issue that emerges from the research relates to the choice of the territory where agritourism activities will be applied. Not every place is suitable for these; for instance, places close to the dam have potential risks in terms of mixing wastewater with fresh water. Determining in advance agritourism territories and giving permits only for those areas will also decrease the paperwork and it will make the job easier for entrepreneurs who would like to apply for

agritourism activities. However, protected areas should be taken into consideration while choosing agritourism territories. In addition to these, in the current status, settlers are not applying for agritourism grants. They need to be informed about agritourism and its potential benefits, while consultancy should also be provided to help with the preparation of the project.

To support these attempts to make agritourism in the island more sustainable, some institutional changes may also need to be made. As such, the municipality can establish a committee to make agritourism-related projects more sustainable socially, economically and environmentally. Even finding an architect who is an expert in designing agritourism facilities and ecotourism buildings is a challenge for potential agritourism providers.

In addition to these, with the help of the District Directorate of Agriculture, agritourism providers and farmers can be supported with technical assistance and agricultural products can be diversified in line with the island's climate. Black mulberry, olive oil, almond, walnut, artichoke, wheat from heirloom seed and daily products can be made prevalent. However, free grazing activities should be under control and pasture areas should be established since the high number of sheep and goats tend to harm biodiversity and agricultural production. If Gökçeada turned those products into consumer-ready products, agricultural production would be appreciated more.

Brand recognition should be increased in order to make the products produced on the island high value-added products. Furthermore, geographical branding and indication efforts should be increased with the help of the collaboration of stakeholders such as the local government, the GMKA (South Marmara Development Agency), and cooperatives. No respondents mentioned the GMKA's

technical support program, apart from the respondents from the GMKA itself, leading to the conclusion that local people are probably not aware of it. This lack of awareness also seems to include the agency's consultancy service on geographical branding. Therefore, an informative meeting can be held to raise awareness about this issue. After putting some efforts into geographical branding activities, participation in internationally recognized competitions to promote Gökçeada products and going to fairs is of paramount importance to be well-known globally. Another issue that is strongly related to the social pillar of sustainability is the usage of locally produced products in tourism facilities. Although Elta-Ada organic products are frequently mentioned, the usage of the Elta-Ada products is not common in Gökçeada. Arrangements and negotiation in terms of the discounted price for local tourism providers can be made to make prevalent the usage of the Gökçeada brands around the island.

In addition to these, the organic island image should be promoted more, and practices should be planned accordingly. The local government can encourage organic farming activities by increasing incentives. Besides that, the local government can give consultancy and support in terms of getting the organic certificate and can establish an e-commerce marketplace to sell Gökçeada branded products. To protect the island ecologically, there should be control and audit in terms of the usage of pesticides and chemicals. Also, the local government can encourage the usage of biodegradable cleaning materials around the island. However, before these support activities can take place, measures should be taken immediately in terms of incentivizing the installment of water treatment systems to protect the environment and the use of garbage disposal measures. These are important issues that the local government needs to address urgently. A recycling facility can be

activated immediately and the open garbage dump close to Kefalos should be cleaned and organized.

Another important practical implication of this research includes the recommendation for Gökçeada to revitalize the Cittaslow appellation. The Earth market seems to be idle and there is no activity organized in terms of Cittaslow. Promotion and marketing activities should highlight Gökçeada being the first Cittaslow island in the world and support the organic island image to develop a sustainable destination. Furthermore, alternative tourism types, especially ecotourism and gastrotourism, should be promoted more to extend the season, since gastrotourism, agrotourism, and organic farming activities can go hand in hand. Having a Gastronomy and Culinary Arts department in Gökçeada is an advantage for gastrotourism. Also, the Organic Farming department which is not currently accepting students under the Gökçeada University of Applied Science should be vitalized in order to educate people and support organic farming and agritourism activities.

The trekking and cycling routes can be determined and tourists can be informed via brochures and information on relevant web sites. Also, there is no active tourism desk where tourists can have information about the island. Tourism routes can be established covering alternative tourism products. There are flamingos in Tuz Lake and this lake is suitable for bird watching. When it comes to kitesurf and windsurf activities, the island has huge potential to be famous with this alternative tourism type as well. The island has strong wind during approximately 300 days of the year. This advantage may contribute to expand the season of the island. The water sports will also provide an additional activity that agritourist can participate in. However, this needs to be managed carefully so as to complement the agritourism

activities, rather than compete with them. Especially in summertime, island may have danger to exceed its carrying capacity.

The researcher also observed the great potential in terms of astrotourism tourism close to the Güzelyalı region since the light pollution is low in this area. Another eco-tourism type that is not well known on the island and can be unique to Gökçeada is sea sparkle watching. At night, some tours to catch sea sparkles can be organized.

Another point that should be emphasized is that transportation to the island should be enhanced. Given the current state, it is hard to commute between villages. However, enhancing connectivity to the island has potential ecological damage to the island since more people will reach the island easily. There are also some initiatives such as creating an association, Ada Solidarity (Ada Dayanışması), to protect and enhance the island in terms of cultural heritage and environment. However, this association is not inclusive and does not lead to collaboration of stakeholders, since many tourism providers are not the member of this association. It might be better to establish a more specific association for tourism that encompasses most of the service providers and other stakeholders.

Last but not the least, Gökçeada immediately needs a master plan to have a guiding roadmap for its sustainable tourism development. To realize the master plan, it needs to come down to local level. The local entity can be established. As a locally, you can understand what it needed both socio-culturally, economically and environmentally. The master plan would provide a structured framework for sustainable tourism development, as well as legislation and regulation that Gökçeada are required for a more sustainable destination.

6.3 Limitations

As with so many other studies, this research has some limitations. To begin with, the researcher used judgmental, followed by snowball sampling, which means that the initial list of interviewees is chosen by the researcher, and this decision may have an impact on the final results of the study. However, the researcher did her best to choose respondents as objectively as possible among the individuals that were considered most knowledgeable and able to provide the most information on the topic of the research. Thus, the researcher conducted 14 interviews with respondents and tried to cover different types of stakeholders such as local authorities, organic farmers and agritourism providers. Therefore, the results gathered can provide some insights into the topic.

However, it should be noted that every country and every place's dynamics are different from that of others. Also, Gökçeada is a unique island with respect to socio-cultural aspects due to the settlement policies pursued by the state. Therefore, local people living on the island form a heterogeneous structure. This situation can limit the usefulness of the results obtained to other destinations that have a different context and thus the generalization of the research outcomes cannot be taken for granted.

Another limitation concerns the limited time available for the research. As a result, data collection is carried out at the end of March 2022. Not every person that could have provided with relevant information was on the island, since some of the islanders usually come to the island in the summer season. This included the Gökçeada mayor, who was absent from the island and did not respond to other requests for information. Therefore, a meeting with this important stakeholder was not possible, although the researcher was able to interview other local officials.

Another problem relates to the unwillingness of some respondents to talk about some politically controversial issues. As an example, one of the respondents conveyed the concern related to talking about agritourism. This person also told the researcher that the topic of agritourism was controversial and sensitive due to the rent-seeking approach and public works. Indeed, other respondents mentioned that Gökçeada is an island and includes a small community. Therefore, some interviewees avoided talking about the local government and its policies, despite being reminded that their anonymity would be protected.

6.4 Further Research

More research with regard to success factors to develop sustainable agritourism can be conducted especially in developing countries, since the amount of the research on the topic is still limited, even after this research adds to the existing body of knowledge in this field. However, as mentioned before, generalization of the results can be difficult due to the fact that every country and place have unique characteristics. In addition to these, investigations that highlight best practices of agritourism around the world and the requirements of the legal framework for agritourism activities to create sustainable agritourism destinations would be useful.

For Gökçeada, specific research that investigates how to develop alternative tourism types in the island to create a more sustainable tourism destination would be an interesting topic that can be elaborated on. Furthermore, the impacts of settlement policies on Gökçeada in terms of tourism activities would be useful and could be examined. In relation to agritourism, as stated throughout the research, Gökçeada is at the initial stage. Therefore, future research could take a longer-term perspective

and investigate the lasting effects of agritourism activities on sustainable tourism development in the island.

APPENDIX A

ENGLISH INTERVIEW GUIDELINE

1. Could you introduce yourself?
2. How would you evaluate the tourism activities in Gökçeada in general?
3. Could you evaluate agritourism activities in Gökçeada?
4. Could you tell us about the agricultural and livestock products in Gökçeada?
5. Could you tell us about the agritourism products of Gökçeada, what do they include?
6. Can you talk about the cuisine/food culture of Gökçeada?
7. What do you think about the nature/landscape and architecture of Gökçeada?
8. Which tourism types Gökçeada has? What activities can a tourist who comes to Gökçeada engage in other than agritourism?
9. Can you evaluate the strategic planning activities in Gökçeada for tourism in general and agritourism?
10. How do you evaluate promotion activities in Gökçeada for tourism in general and agritourism?
11. Are there organizations/initiatives that monitor the quality of organic products/tourism activities in Gökçeada?
12. Can you describe e-commerce activities in Gökçeada for agricultural products and tourism/agritourism?
13. Can you comment on the current and potential financial viability of tourism and agritourism in Gökçeada?

14. To what extent is Gökçeada supported by financial resources? Can you tell us about the financial support allocated for the development of agritourism in Gökçeada? (Is there any investment coming from outside?)
15. How do you evaluate the financial support for entrepreneurs? Are there any micro-credits or financial incentives? (Accessible, sufficient)
16. Is training or technical support provided for the development of agritourism? (promotion)
17. Do you think that Gökçeada has qualified and sufficient human resources to engage in tourism/agritourism activities?
18. How are the relations between local stakeholders/tourism providers in Gökçeada? Are there any cooperation initiatives?
19. How would you evaluate the participation and support of the local government in Gökçeada?
20. Does Gökçeada have a relationship with international organizations and networks?
21. What is the local people's perspective on tourism and to what extent do local people participate in tourism? Would the level of support differ in agritourism?
22. Could you comment on the current institutional framework for tourism and agritourism in Gökçeada?
23. Is agritourism supported politically, and legally?
24. How would you evaluate Gökçeada in terms of location and connectivity?
25. How would you evaluate Gökçeada in terms of safety?
26. How would you evaluate Gökçeada in terms of ecological/environmental pollution?

27. How would you evaluate organic farming activities in Gökçeada?

28. Do you believe that agritourism is sustainable? Why or why not?

Definition to be used: sustainable tourism is supposed to “make optimal use of environmental resources, respect the socio-cultural authenticity of host communities, and provide socio-economic benefits to all stakeholders”

(Shen, Cottrell, Hughey, & Morrison, 2009)

29. How would you ideally describe a sustainable agritourism destination in Gökçeada? (Economic, social, environmental)

30. How close is Gökçeada to this ideal? How do you see agritourism development in Gökçeada?

APPENDIX B

TURKISH INTERVIEW GUIDELINE

1. Kendinizi tanıtır mısınız?
2. Gökçeada'daki turizm faaliyetlerini genel olarak nasıl değerlendirirsiniz?
3. Gökçeada'daki tarım turizmi faaliyetlerini değerlendirir misiniz?
4. Gökçeada'daki tarım ve hayvancılık ürünlerinden bahseder misiniz?
5. Gökçeada'nın tarım turizmi ürünlerinden biraz bahseder misiniz? Sizce tarım turizmi deneyimi neler içeriyor?
6. Gökçeada'nın mutfağından/yemek kültüründen biraz bahseder misiniz?
7. Gökçeada'nın tabiatı/doğası ve mimarı yapısı hakkında ne düşünüyorsunuz?
8. Gökçeada'nın hangi turizm türleri var, Gökçeada'ya gelen bir turist tarım turizmi dışında hangi aktivitelerde bulunabilir?
9. Gökçeada'daki stratejik planlama faaliyetlerini genel olarak turizm ve tarım turizmi için değerlendirebilir misiniz?
10. Gökçeada'daki tanıtım/pazarlama faaliyetlerini genel olarak turizm ve tarım turizmi için nasıl değerlendiriyorsunuz? (Özel bir turizm güzergahı/rotası var mı, şehirlerden organize edilen turlar)
11. Gökçeada'da organik ürün/turizm faaliyetlerinin kalitesini izleyen kurum/girişimler var mı?
12. Gökçeada'da tarım ürünlerine ve turizm/tarım turizmine yönelik e-ticaret faaliyetlerini anlatır mısınız?
13. Gökçeada'da turizm ve tarım turizminin mevcut ve potansiyel finansal uygulanabilirliği/sermaye karlılığı hakkında yorum yapabilir misiniz?

14. Gökçeada finansal kaynaklarla ne ölçüde destekleniyor? Gökçeada'da tarım turizminin gelişmesi için ayrılan mali destekten bahsedebilir misiniz? (Dışarıdan gelen bir yatırım var mı?)
15. Girişimcilere sağlanan mali desteği nasıl değerlendiriyorsunuz? Herhangi bir mikro kredi veya finansal teşvik var mı? (Erişilebilir, yeterli)
16. Tarım turizminin gelişimi için eğitim veya teknik destek sağlanıyor mu? (Tanıtım)
17. Gökçeada'nın turizm/tarım turizmi faaliyetlerinde bulunabilecek nitelikli ve yeterli insan kaynağına sahip olduğunu düşünüyor musunuz?
18. Gökçeada'da yerel paydaşların/turizm sağlayıcıların birbirleriyle olan ilişkileri nasıldır? İş birliği var mı?
19. Yerel yönetimin Gökçeada'ya katılımını ve desteğini nasıl değerlendirirsiniz?
20. Gökçeada'nın uluslararası organizasyonlar ve ağlarla ilişkisi var mıdır?
21. Yerel halkın turizme bakış açısı nasıldır ve yerel halk ne ölçüde turizme katılmaktadır? Tarım turizminde destek düzeyi farklılık gösterir mi?
22. Gökçeada'da turizm ve tarım turizminin mevcut kurumsal çerçevesi hakkında yorum yapabilir misiniz?
23. Tarım turizmi siyasi ve yasal olarak destekleniyor mu?
24. Gökçeada'yı bulunduğu konum ve ulaşım bakımından nasıl değerlendirirsiniz?
25. Gökçeada'yı güvenlik açısından nasıl değerlendirirsiniz?
26. Gökçeada'yı ekolojik açıdan/ çevresel kirlilik bakımından nasıl değerlendirirsiniz?
27. Gökçeada'da organik tarım faaliyetlerini nasıl değerlendirirsiniz?

Kullanılacak tanım: sürdürülebilir turizmin “çevresel kaynakları en iyi şekilde kullanması, ev sahibi toplulukların sosyo-kültürel özgünlüğüne saygı duyması ve tüm paydaşlara sosyo-ekonomik faydalar sağlaması” beklenir. (Shen ve diğerleri, 2009).

28. Tarım turizminin sürdürülebilir olduğuna inanıyor musunuz? Neden veya neden olmasın?
29. Gökçeada'da sürdürülebilir tarım turizmi destinasyonunu ideal olarak nasıl tanımlarsınız? (Ekonomik, sosyal, çevresel) (sürdürülebilir turizm destinasyonu)
30. Gökçeada bu ideale ne kadar yakın? Gökçeada'da tarım turizminin gelişimini nasıl görüyorsunuz?

APPENDIX C

THEMATIC ANALYSIS FINDINGS

Table 2. List of themes

	LIST OF THEMES
	GÖKÇEADA AND ITS CHARACTERISTICS
1	self-sufficient in the past
2	virgin island
3	cultural diversity
4	far away from the mainland
5	forced migration
6	peaceful environment
7	mini Turkey
8	Greek culture
9	fresh water resources
10	settlement/populating
11	organic farming
12	organic agriculture
	TOURISM ACTIVITIES IN GÖKÇEADA
13	short season
14	exceeding capacity
15	Crooked
16	boarding house
17	not efficient
18	consumption based
19	Destructive
20	low value added
	TOURISM TYPES
21	Agritourism
22	trekking routes
23	sea tourism
24	alternative tourism
25	Surf
26	Ecotourism
27	bird watching
28	sea, sun and sand
29	Gastronomy
	MOTIVATIONS
30	escape from urban areas

31	being beneficial to the society
32	being a farmer
33	natural life style
34	more interest after the pandemic
	AGRITOURISM ACTIVITIES
35	agritourism activities have potential
36	accommodation-based
37	Symbolic
38	New
39	rapid development
40	not based on production
41	rent-seeking
	LEGAL FRAMEWORK
42	protected area
43	Municipality
44	Permit
45	legal status
46	intermediary firm
47	Documents
48	Grant
49	cadastral road
50	Project
51	central government
52	zoning/construction
	MARKETING AND BRANDS
53	Elta-Ada
54	boutique business
55	geographical indication
56	organic island image
57	Earth Market
58	Brochure
59	organic island project
60	Cittaslow
61	e-commerce
62	word of mouth
63	guarantee to buy products from municipality
64	social media
65	island brand
66	Fairs
	ARCHITECTURE
67	Beautiful
68	Ugly

69	eco-friendly material
70	building material
71	Construction
72	reinforced concrete
73	stone architecture
74	Unique
75	Steel
	AGRICULTURAL AND LIVESTOCK ACTIVITIES
76	Honey
77	Milk
78	Oil
79	olive oil
80	truck farming
81	medicinal and aromatic plants
82	Lavender
83	Apiculture
84	black mulberry
85	free grazing
86	Goat
87	Sheep
88	dairy products
89	lentisk tree
90	Artichoke
91	fruit and vegetables
92	agricultural land
93	Certificate
94	with low added value
95	Cooperatives
96	Wheat
97	organic grapes
98	Heirloom
99	Almond
100	Walnut
101	Bee
102	Thyme
103	pasture areas
104	CUISINE
105	Tavern
106	Tandoori
107	milk puddings
108	Jam
109	Appetizer

110	Herb
111	Calamari
112	organic meat
113	sea products
114	Cheese
115	Octopus
116	Coffee
117	Wine
	PLANNING
118	Collaboration
119	Conflict
120	local government
121	Employment
123	Insufficient
124	infrastructure problems
125	based on personal efforts
126	Groping
127	Daily
128	quality
129	Unhealthy
130	based on income
131	master plan
	TRANSPORTATION
132	Ferry
133	Airport
134	Difficult
135	Connectivity
	SAFETY
136	Safe
137	open doors in the past
138	theft of livestock
	ENVIRONMENTAL ASPECT
139	Garbage
140	zero waste
141	water treatment
142	plastic bag
143	waste water
144	Mucilage
145	Chemicals
146	Pesticides

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