
EconWorld2014@Prague

Yayla Turizminin Bölgesel Ekonomik Kalkınmadaki Rolü: Ayder Yaylası Örneği/The Role of Tableland Tourism in Regional Economic Development: The Case of Ayder Tableland

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ABSTRACT

Rural areas, where urbanization has not fully attained and have been left untouched, have been gaining importance for providing people to move away from urban environment producing negative effect and the physical beauty and cultural values of this kind of places get attention in the world. Therefore, in many countries that is developed or developing, being in existence of a large part of cultural and natural structures, which is rural and unspoiled, gets attraction in regional development. In this context, in order to reduce regional disparities, benefiting from this situation by using the potential of local government are the basis of the philosophy of the new development. These researches conducted with this subject show that understanding of tourism in the future will focus on the tourism products that integrates with the nature, is conscious to environment and allows to hold to get the lifestyle and culture. In addition to this, Ayder Tableland that provides people to have unique emotional experience with natural structure, culture, quiet and calmness is known to play an important role in economic development of the Eastern Black Sea Region. This study aims to put forward the role of Ayder Tableland, located in the eastern Black Sea region, in tableland tourism service and the regional economy.

KEYWORDS Regional Development; Tourism; Regional Economy