



Eco-Development Model for Regional Tourism Development: The Case of Silifke, Turkey

Mürsel Kaya

Selçuk University; Silifke-Taşucu VSHE, Mersin, Turkey

kayamur@hotmail.com

ABSTRACT

The purpose of this research is to reveal the processes of determining the regional tourism development dynamics and putting them into practice by using the eco-development model to ensure regional tourism development by taking into account the ecological processes and concerns. This research was carried out with a phenomenological qualitative research method, and the research pattern was enriched by being transformed into a mixed method with qualitative research. Accordingly, 13 experts were interviewed with semi-structured questions in the qualitative part of the study and content analysis was made using the licensed MAXQDA Analytics Pro version. This study is a qualitative research and the result of the research is believed to support the tourism stakeholders, consisting of the operators, local people, small and middle scaled enterprises in Silifke, managers and employees of the touristic facilities operating in Silifke. As a result of this thesis research, the “eco-development model” was terminologically brought to the literature. The eco-tourism or alternative tourism potential of Silifke has been revealed, the interest of the local people in tourism has been determined, and it has been concluded that the unique dynamics of Silifke can be activated through the orchestration and leadership of local governments with the participation and direction of all stakeholders. As a result of the research, it was understood that local governments played a key role in the success of a development model to be implemented for regional tourism development.

Keywords: Eco-Development Model, Ecological Process, Regional Tourism Development, Orchestration, Eco-Tourism Potential, Alternative Tourism