

# **THE EVALUATION OF AKÇAY VALLEY AND MADRAN MOUNTAIN AS AN ECOTOURISM RESOURCE**

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## **SUMMARY**

Tourism consumer patterns do change parallel to the fast economic, political and technological developments. The new type of tourists want to have a vacation at a clean, unspoiled and natural environment with a good room and service away from a place where usual sea-sun-sand triangle exist.

Turkey, with its topographical construction, climate diversity and different life media, has an important potential for the ecotourism activities. The main point here is, this potential must be planned and controlled according to the ecotourism principles.

Ecotourism must be a tourism type of future which is planned, developed and respects environment. During the 21 st century, with the global increase of population, environment pollution, noise and industrialization, people do want to have a free time at a silent place where they can be alone through out the nature. Because of that, ecotourism appears to be a certain type of tourism.

Madran Mountain, Akçay Valley and their circumference are very interesting places with their natural and historical wealthiness and easy transportation. This environment with its water reserves, climate, flora, geological formation and unique historical beauties are rare places which have a great potential for country-village tourism, plateau tourism and cultural tourism. Ecotourism becomes more popular each day. In this study, the concept of ecotourism, its reasons to emerge and its importance are stated. The natural and cultural potential of this local place and how this potential is used are also determined. Finally, some suggestions are given in order to improve these wealthiness affirmatively.