

**A STUDY ON ECOVILLAGES
IN THE SCOPE OF SUSTAINABLE TOURISM:
THE CASE OF TURKEY**

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**A STUDY ON ECOVILLAGES IN THE SCOPE OF
SUSTAINABLE TOURISM: THE CASE OF
TURKEY**

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ABSTRACT

A STUDY ON ECOVILLAGES IN THE SCOPE OF SUSTAINABLE TOURISM: THE CASE OF TURKEY

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Master Thesis - 2019

Department of Tourism Management

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As a result of the rapid increase in the world population and the development of technology, migration from villages to cities has increased. This increase in cities caused rapid consumption and deterioration in nature. The desire of people to meet with the increasing nature over time and differentiating demands have brought the concept of sustainability into our lives while revealing the types of tourism in rural areas. The impact of tourism on nature and its impact on nature caused the tourism sector to integrate with the concept of sustainability. Because sustainable tourism contributes to the sustainability of both ecology and economy. Unlike rapid consumption, self-sufficient societies and groups of people who adopted this form of living increased the demand for eco-villages. In this research, it is aimed to evaluate eco-villages from the perspective of sustainable tourism. Interviews were held with 16 people, eco-village practitioners and participants. The data obtained from the interviews were analyzed by Grounded Theory method. As a result of the analysis, it was explained that eco-villages have a fragile structure, different steps should be followed in planning and marketing strategies, different types of tourism and social, economic and ecological sustainability are composed of different components.

Key Words: Sustainability, Sustainable Tourism, Ecovillage, Grounded Theory

ÖZET

SÜRDÜRÜLEBİLİR TURİZM KAPSAMINDA EKOKÖYLER ÜZERİNE BİR ARAŞTIRMA: TÜRKİYE ÖRNEĞİ

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Dünya nüfusundaki hızlı artış ve teknolojinin gelişmesi sonucunda köylerden kentlere göçler artmıştır. Kentlerdeki bu artış hızlı tüketim ve doğada bozulmaya neden olmuştur. İnsanların zaman içinde artan doğa ile buluşma istekleri ve farklılaşan talepler kırsal alanlarda yapılan turizm türlerini ortaya çıkarırken sürdürülebilirlik kavramını da hayatımıza sokmuştur. Turizmin doğayı etkilemesi ve doğadan etkilenmesi turizm sektörünün sürdürülebilirlik kavramı ile bütünleşmesine sebep olmuştur. Çünkü sürdürülebilir turizm hem ekolojinin hem de ekonominin sürdürülebilirliğine katkı sağlamaktadır. Hızlı tüketimin aksine kendi kendine yetebilen toplumlar ve bu yaşayış biçimini benimseyenlerin oluşturduğu gruplar ekoköylere olan talebi arttırmıştır. Bu araştırmada eko-köylerin sürdürülebilir turizm perspektifinde değerlendirilmesi amaçlanmıştır. Eko-köy uygulayıcıları ve katılımcılarından oluşan 16 kişi ile görüşmeler yapılmıştır. Görüşmeler sonucunda elde edilen veriler Gömülü Teori yöntemi ile analiz edilmiştir. Analiz sonucunda eko-köylerin kırılğan bir yapıya sahip olduğu, yapılacak planlama ve pazarlama stratejilerinde farklı adımların izlenmesi gerektiği, farklı turizm çeşitlerini barındırdığı ve sosyal, ekonomik ve ekolojik sürdürülebilirliğin farklı bileşenlerden oluştuğu açıklanmıştır.

Anahtar Kelimeler: Sürdürülebilirlik, Sürdürülebilir Turizm, Ekoköyler, Gömülü Teori

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ABBREVIATIONS

GEN: Global Ecovillage Network

GT: Grounded Theory

SDG: Sustainable Development Goals

UN: United Nations

UNDP: United Nations Development Programme

UNWTO: World Tourism Organization

PREFACE

I would like to thank Yasar SARI (PhD) and Rasa Pranskunieune (PhD) for their support during my graduate studies and for my thesis stage, who supported me and improved me scientifically, and provided me with the knowledge and experience at every step of my thesis as a project. I would also like to express my respect to Eskişehir Osmangazi University Scientific Research Unit for the formation and acceptance of my thesis. I would like to thank all participants who agreed to interview me by submitting their opinions to my thesis.

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INTRODUCTION

Nowadays, the balance between human's existence and nature is proportional to time and relatively deteriorated in terms of space and people. Mankind has given up trying to protect the nature by keeping the living standards at an optimum level and has started to consume the nature and all resources uncontrollably, including the resources that cannot be renewed by the guidance of the consumption culture.

Unconscious tourism activities adversely affect the environment, nature and historical areas. The deteriorations that occur over the years reduce the attractiveness of tourism regions and this leads to a decrease in the income obtained from tourism. The awareness of tourists and the changes caused by global warming also affected tourism. Countries that want to earn a continuous income from tourism and want to maintain this situation have started to work on sustainable tourism. Sustainable tourism is the continuation of the assets and resources that make up tourism without deteriorating in terms of quality and quantity (Gündüz, 2004).

Sustainability refers to the balance necessary for a system to sustain itself. Sustainability has a different meaning for each area. For economists, while the economy is sustainable, it means that environment and nature are sustainable for environmentalists (yeşilist.com)

Regional development is also possible with sustainable tourism. The main objective of sustainable development provided by sustainable tourism is to define and work together in a way that protects the environment and development (Nemli, 2004).

Ecovillages are an effective phenomenon for the sustainability of environmental values and within the scope of sustainability, they are village settlements that provide rural and natural life to tourism in economic, social and environmental areas. Ecovillages are important because of the protection of nature, environment, village life and cultural heritage, ensuring social equality and bringing equal share of the welfare of the country to all segments. Eco villages are sustainable settlements with their ecological, economic, social and cultural life. For this purpose, it is aimed to protect the environment and traditional culture with new design practices that are compatible with nature, environment and traditional life style and existing texture (Karaman, 2009). The aim of this study is to reveal the structural

model of eco-villages and to evaluate the tourism potential from a sustainable tourism perspective.

Eco-villages are living spaces formed by social communities aiming at sustainable living. While the studies on eco-villages are encountered in other countries; The number of studies in Turkey is quite low. When the theses in the national thesis center are examined, there are 5 theses written on eco-villages. Only one of these theses was written in the field of tourism. However, the thesis focuses only on consumer behavior. Aim of this thesis, eco-villages located in Turkey is to uncover the structurally sustainable tourism perspective. With this study, it is tried to explain how eco-villages operate and on which foundations they are built.

SECTION 1

SUSTAINABILITY

1.1. THE CONCEPT OF SUSTAINABILITY

The relationship between human and environment is noteworthy. Environmental demolitions created by the industrial revolution have increased the awareness of people and societies on the environment. The tendency towards environmental issues has increased (Özgenç, 2013).

The problems that arise as a result of climate change effects on lives of societies and push the governments to find solutions. These breakthroughs have led to important strategies for sustainability of life by preventing global changes. In the course of time, the policies created against the climate change, which has attracted the attention of all countries and harm societies, have created the concept of sustainability.

Sustainability for the first time was officially published in 1987 by the UN-sponsored World Environment and Development Commission (WCED). The report focuses on environmental issues at national and international levels and on the solution of these problems. In addition, the definition of sustainable development was made in this report. Sustainability is defined as the fulfillment of current requirements in the report by meeting the needs of future generations without making concessions (UN, 1987).

The concept of sustainability is a complex concept with many elements, and the concept of sustainability has emerged as a result of the rapid increase in the population and the decrease of resources. The rapid deterioration of the environment and the imbalance between consumption and production have made it increasingly necessary to create a balance in the needs and consumption of people (Vatan and Poyraz, 2016).

The concept of sustainability has the main idea to ensure the efficient and careful use of natural resources in line with the needs of the people and to ensure the consumption by eliminating, preserving and improving the resources available.

Depending on the environmental, economic and social factors, it is important to use resources and to plan without compromising the requirements of future generations (Ceken, 2016).

Sustainability exercises to ensure characteristic assets and leave a decent domain for who and what is to come while addressing the present needs (Collin, 2004). Along with sustainability, it is argued that the current needs must be met, but all activities to be carried out while meeting these needs are based on nature. The scarce resources in nature are expected to be treated with minimum input and provide maximum benefit. In this way, the impellers within the ecosystem that balance the nature will be able to complete the life cycle without losing their functionality.

According to Hart; (1999), sustainability argues that society, environment and economy are considered as a whole. According to this, while the economy is in the society, the society is in the environment. In fact, the achievement of the continuity of the economy, society and the environment should be evaluated together with these three elements should not be separated from each other. This definition of sustainability is given in Figure 1.

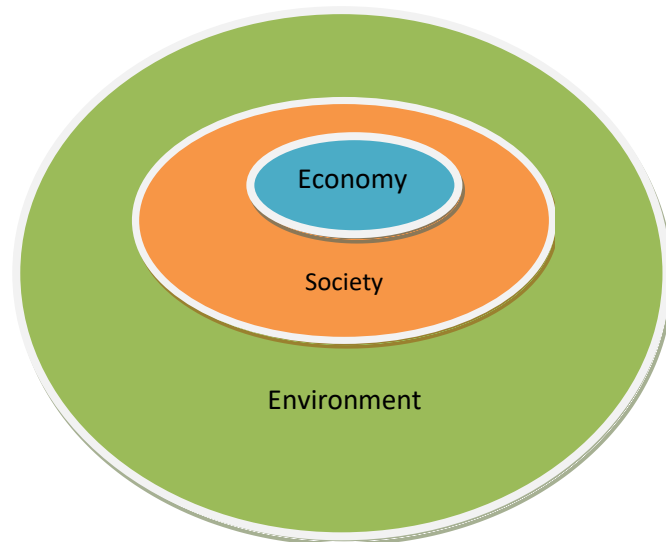


Figure 1.Sustainability according to Hart

The concept of sustainability consists of social, environmental and economic dimensions. And these dimensions are united in different points with sustainability. In this context, the dimensions of sustainability are examined as follows.

Environmental sustainability, development and development of continuity of certain arrangements to be made by placing a stable structure, with the use of renewable energy resources, development of environmental policies, consumption habits, such as changing the measures need to be taken (Karaküçük and Akgül, 2016).

Social sustainability, which focuses on the relationship between human and nature; it is an interaction that affects the stability of natural resources. (Harun, Zakariya, Mansor and Zakaria, 2014).

Economic sustainability, aims to produce prosperity in all segments of society, all economic activities to contribute to production with optimum activities. Ensuring economic sustainability provides long-term existence of initiatives and activities (Çeken, 2016).

The development of the society and its prosperity are the priority of the countries by ensuring economic sustainability. From this point of view, the studies to be carried out for sustainable development are important for the society with economic, social and environmental dimensions.

Sustainable development is the sorting out rule for gathering human development objectives while at the same time supporting the capacity of common frameworks to give the regular assets and environment administrations whereupon the economy and society depend.

In another definition, sustainable development is a development procedure that oversees regular assets, HR, physical and monetary riches, long haul success and humankind (Repetto, 1992). Sustainable development is characterized as its monetary development which will give equity and chance to all individuals of the world, not only for a specific segment without wrecking the rare assets of the world and utilizing these assets in the most proficient manner (De Kruijf and Van Vuuren, 1998).

1.2. Sustainable Tourism

Tourism consists of multi-faceted relationships that affect and affect the environment. The necessity of preserving, preserving and maintaining the natural, cultural environment in order to ensure long-lasting and productive tourism operating with such multifaceted interaction has led to its integration with the concept of sustainability.

The environment, by its characteristic, social verifiable, social atmosphere potential, speaks to the inspiration of vacationers' movements, while a spotless and unaltered environment cannot exist without rehearsing quality tourism (Stefănică and Butnaru, 2015).

The first international meeting on the relationship between tourism and the environment was organized in 1980 by the World Tourism Organization and the United Nations Environment Program. The Malina Declaration, published at this meeting called The Malina Tourism Summit, emphasized the impact of natural and local environment on tourism. While the environmental impact of economic activities on the world has been investigated along with the decisions taken at this meeting, tourism has been the subject of the most research (Kahraman and Türkay, 2014).

The dismissal of the past methodology achieved the endeavored to advance option (to mass) tourism which is a little scale environmentally agreeable tourism in the early 1980s (Gossling, Hall and Weaver, 2009).

The WTO; (2003) definition of sustainable tourism of the Brundtland report is as follow:

"Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. It is envisaged as leading to management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support system".

The concept of sustainable tourism has emerged with the emergence of a combination of environment, tourism and sustainability. Tourism which is under the influence of sustainable development has created new dynamics within itself and a different working area has emerged. This definitions implies that, sustainable tourism is related to the continuity of all components that make up tourism. The idea of

sustainable tourism is not principally a kind of tourism; it characterizes the rules that ought to be received while completing exercises for the improvement of various sorts of tourism (www.gelecekturizmde.com).

Sustainable tourism, as a model of economic development, is to improve the quality of life of the local community, to provide a high quality experience for visitors and to maintain the quality of the environment for both the local community and visitors.

Sustainable tourism activities ought to be portrayed by (Buckley 2009):

- Optimal utilization of common assets, legitimate ecological administration procedures and endeavors to protect biodiversity,
- Respect for social demeanors of the neighborhood network, the safeguarding of social and conventional qualities, just as making a move to intercultural comprehension and resistance,
- Ensuring genuine and enduring financial procedures empowering to profit society by all on-screen characters included, including stable business and salary gaining openings.
- The achievement of tourism in the long haul, relies upon whether the tourism division can oversee financial, social and natural perspectives
- The Environmental measurement - the nature of the earth and its characteristic assets, all the time, comprises a traveler allure of the spot, so any movement that unfavorably influences the earth or the common assets over the long haul, compound the appeal, from the purpose of tourism see, which prompts fewer guests and less income from tourism,
- The social measurement - the social and social legacy of the region assumes a significant job in tourism, especially in zones with high social or aesthetic esteem, or in spots where neighborhood customs and qualities assume a huge job, in such places tourism can assume a huge job, for example, making new employments positions, convey out activities to safeguard the legacy, yet in addition can prompt habit of these spots from outside organizations or traveler administrators,
- The Economic measurement - tourism not appropriately completed with the standards sustainable advancement idea, adds to the social and natural costs, which

in the long haul, can exceed money related salary because of tourism. In the event that when these expenses are not considered when the incomes from tourism are evaluated, the consequences of future projections can twist pictures and lead to wrong arranging.

Along these lines, sustainable tourism is exceedingly subject to the capacity to build the money related advantages, accomplished by all members associated with the tourism part, including the capacity to look after social, social and ecological legacy. This implies the type of tourism ought to be formed with considering different viewpoints (Weaver, 2006).

The 12 aims of sustainable tourism, published in the 2005 report “Making Tourism More Sustainable” by the United Nations Environment Program and World Tourism Organization, are as follows.

1) Economic Viability: To guarantee the practicality and aggressiveness of tourism goals and ventures, with the goal that they can proceed to thrive and convey benefits in the long haul.

2) Local Prosperity: To expand the commitment of tourism to the financial success of the host goal, including the extent of guest spending that is held locally.

3) Employment Quality: To reinforce the number and nature of nearby occupations made and bolstered by tourism, including the dimension of pay, states of administration and accessibility to all without separation by sex, race, inability or in different ways.

4) Social Equity: To look for a boundless and reasonable appropriation of monetary and social advantages from tourism all through the beneficiary network, including improving chances, pay and administrations accessible to poor people.

5) Visitor Fulfillment: To give a sheltered, fulfilling and satisfying knowledge for guests, accessible to all without separation by sexual orientation, race, in capacity or in different ways.

6) Local Control: To connect with and engage nearby networks in arranging and basic leadership about the administration and future advancement of tourism in their general vicinity, in discussion with different partners.

7) Community Wellbeing: To keep up and reinforce the personal satisfaction in nearby networks, including social structures and access to assets, comforts and life emotionally supportive networks, maintaining a strategic distance from any type of social corruption or abuse.

8) Cultural Richness: To regard and improve the notable legacy, credible culture, customs and peculiarity of host networks.

9) Physical Integrity: To keep up and improve the nature of scenes, both urban and rustic, and stay away from the physical and visual debasement of the earth.

10) Biological Diversity: To help the preservation of characteristic regions, living spaces and untamed life, and limit harm to them.

11) Resource Efficiency: To limit the utilization of rare and non-sustainable assets in the advancement and activity of tourism offices and administrations.

12) Environmental Purity: To limit the contamination of air, water and land and the age of waste by tourism endeavors and guests.

The principles and objectives of sustainable tourism affect tourism planning, sustainable tourism development, management and marketing in a region or country. These principles, which will give direction to the studies to be carried out, have great importance in the development of tourism and development.

Accomplishing sustainable tourism is a persistent procedure and it requires consistent checking of effects, presenting the vital preventive or potentially remedial measures at whatever point vital. Sustainable tourism ought to likewise keep up an abnormal state of visitor fulfillment and guarantee an important encounter to the tourists, raising their mindfulness about supportability issues and advancing sustainable tourism rehearses among them (Niedziółka, 2012).

The idea of sustainable tourism development includes adjusted financial, social and cultural development without imperiling nature, which empowers the development of the equivalent or larger amount (Angelevska-Najdeska and Rakicevik, 2012).

Tourism development is both supply-driven and demand-driven. The arrangement of tourist facilities and services may emerge as a reaction to developing demand or expect to invigorate tourist demand. Whatever the underlying stimulus,

fruitful development in the long haul requires a parity of free market activity regarding run, quality, amount and cost. A development on one side of the demand supply condition will for the most part be joined by changes in the other, regardless of whether this speaks to development, stagnation, decay or some subjective change. In addition, the nature and degree of the demand and the related offices and administrations will likewise legitimately impact the more extensive parts of development (Pearce, 1989).

Since the development of tourism in a certain area largely dependent on natural and anthropogenic attractiveness which are located in the surrounding, the practicing of sustainable development gets more and more important. In case these resources to be destroyed or degraded, the attractiveness of the destination is reduced as well, but also leads into question for development of tourism in this region, because potential tourists are interested in visiting attractive and clean destinations which offer services with high quality. However, the environment that has no attributes of a quality environment is not only unattractive to tourists, but in that environment do not feel comfortable and domestic population (Rakicevik, 2012).

While developing the tourism, local governments market the geography, topography, history, culture and traditions of the city inherited to the city but they are not enough to protect the existing ones and to give shape to them. This inability causes natural and cultural resources to be consumed unplanned and damage that is difficult to repair on the physical environment. When the changing tourist profile and the negative conditions given to the physical and social environment of the mass tourism are observed, the development of new tourism types, which can create an alternative to the mass tourism, has been brought to the agenda by minimizing the risk factor that is always present in the tourism sector and minimizing the sustainability of the tourism sector. In order to ensure sustainability in tourism, managers and planners in cities need to demonstrate an understanding of tourism that is not only addressing the quantitative demand dimension but also understanding the behavior and expectations of local people and tourists (Altanlar and Akıncı Kesim, 2011). These aspects effect to creating the plans for sustainable tourism development.

There are important considerations in sustainable tourism planning. These can be summarized as following the principles of sustainable tourism, and preparing the

planning for social, environmental and economic dimensions for sustainable development.

Soft strategies for sustainable development in terms of planning and management are applied in modified environments such as urban centres where the absence of intact natural environment makes the environmental protection an irrelevant factor regarding that highly developed tourism activities do not necessarily cause stress in the social and natural environment. The same applies to the mass degraded or modified rural areas, where the development of tourist activity may cause a significant improvement of the status quo in terms of environmental protection (Angelevska-Najdeska and Rakicevik, 2012; 212).

The environmental discussion in the tourism industry perceives the (negative) effects of the movement and the travel industry on nature. In this manner, numerous environmental ventures that limit those effects have been created and advertised under the name of manageability, eco-the travel industry and other green brands and trademarks. Practically speaking, substantially less consideration has been dedicated to the issue that different ventures can dissolve the nature of the condition that pull in guests (Mihalič, 2000). Thought of by and large environmental quality incorporates not just authority over the environmental effects of the movement and the travel industry, yet additionally limits a wide range of environmental issues and incorporates interests in environmental assurance and reinstatement of officially corrupted condition (The primary perspective normally alludes to vitality, water and other asset sparing projects and in this manner, much of the time results in cost decreases; this is likewise financially appealing for "environmental" supervisors and effectively bolstered by business and political powers situated at the goal. The second perspective requires a lot higher environmental mindfulness, more data and co-appointment, "public administration" (Socher and Tschurtschenthaler, 1998) and generous (public) monetary assets; this is substantially more demanding and costly to oversee. It likewise requires a long haul see; it brings present expenses and future advantages.

Sustainable marketing ought to add to discovering practical exchange offs among business and ecological concerns. Sustainable marketing is, in addition to other things, an intrigue to extend corporate time skylines and to esteem progression over benefit (Kleiner, 1991). Effective market division and focusing on include the

proper coordinating of traveler needs with the experience being offered, and, on account of sustainable the travel industry, the requirement for this match is especially significant (Tregear et al., 1997).

The industrialization revolution, which was effective in the development of tourism, revealed mass tourism. However, over time, the expectations and desires of tourists have changed. Differentiation of demand caused product differentiation and new alternative tourism types emerged. Today, people want to take part in activities that are not crowded and are based on experience.

Alternative tourism; It is a sort of tourism which is shaped by uniting new touristic items and made to diminish the negative impacts of conventional, old style mass tourism and city tourism (Hacıoğlu and Avcıkurt, 2008)

The recent economic, social, technological and environmental changes in the world have caused a need for differentiation of the tourism activities and services as well as the consumer habits. Such changes are characterized with the development of new tourism types, new touristic centers of attraction, and the development of the movement of returning to the nature and natural products. (Adalılar, 2014).

According to Weaver (1999), alternative tourism is an extension of sustainable tourism. Accordingly, alternative tourism, which has a structure contrary to mass tourism, is a type of tourism that can be controlled locally and that is compatible with the local structure. Alternative types of tourism support local development. Over time, different types of tourism emerged depending on the local structure.

The Ecovillages rises as one of the most significant improvements in the tourism industry. Ecovillages are in actuality human networks, with an inherent congruity, prompting structure a supportable way of life in concordance with all the living/dead arrangements on the planet and over the universe (Jackson, 2004). Moreover, these ecovillages have been gone for making a supporting sociocultural condition. The Ecovillages might be considered as the country endeavors that bring together the reasonable condition neighborly advances, natural agribusiness, and other cultivating exercises and the travel industry administrations. These are agreeing in the indigenous habitat. The Ecovillages have some one of a kind trademark. Initially, the Ecovillage speaks to a sort of way of life.

SECTION 2

ECOVILLAGES AS A SUSTAINABLE TOURISM TYPE

2.1. THE CONCEPT OF ECOVILLAGES

Pre-industrial revolution societies had a cycle in rural areas, where the soil and the ecosystem provided them with resources and lived in smaller communities. But the mass production and consumption and urbanization that emerged after the industrial revolution put people into a larger society that is not organic.

As a response to the environmental problems, it is necessary to start looking at other models and specific types of the settlements. One such alternative approach can be termed sustainable communities (Irrgang, 2005). According to Roseland (2000) *“a sustainable community is a community that uses its resources to meet current needs while ensuring that adequate resources are available for future generations. It seeks a better quality of life for all its residents while maintaining nature’s ability to function over time by minimizing waste, preventing pollution, promoting efficiency and developing local resources to revitalize the local economy”*.

As Julian Rose (2014) mentions in his book *The Ecovillages: The New Route*, societies dream of an organic society, as their ancestors lived, leaving the negativity of mass life. This imagination reflects the reality of life cycles. This reflection has created a great need: to go back! This need pushed the people who dreamed of a sustainable and egalitarian life to new searches and emerged eco-villages.

By one way or another expression "sustainable communities" simply did not pass on the correct message. Another term was required. What appeared to be normal was the esteem framework instead of physical structures. These ventures had a comparable vision of living in little communities that were both enjoyable to live in and in the meantime were firmly associated with nature and soul and exemplified the need to live more daintily on the Earth, yet the varieties were interminable (www.gaia.org).

The aim of eco-villages is to create a more social, economic and ecologically sustainable environment. Most populations have populations of between 50 and 150, but there are large populations of populations of up to 2,000 inhabitants of smaller

populations, as well as those with lesser populations. Echoes are small-scale alternative communities that offer a minimal ecological impact and a lifestyle based on renewable resources (www.kilsanblog.com).

Ecovillages which are communities consciously assembled for normal and extraordinary reason for existing, is building a sustainable network that can fathom the predominant environmental, financial and social issues. It is normal that sustainable, serene, communities which are incorporated with nature can change the unfortunate conditions in the 21st century urban areas (Güteryüz, 2014). Ecovillages are a center of attraction for people who experience a different lifestyle and adopt a sustainable lifestyle.

Ecovillages are living spaces that a group of communities come together to create a more sustainable life. This structural change, which is based on ecological principles and formed by an egalitarian order of sustainable communities, has been a different purpose in every community. However, ecovillages have different characteristics although they are different from each other.

Common features of ecovillages are as follows (www.gaia.org):

- Initiation of individuals or the Community's eco-village initiative
- Community consciousness and the adoption of an egalitarian structure
- To restore the control of the public on resources
- The existence of shared values
- To have a research and application environment.

Eco-villages are also positioned in terms of their relationship with cohousing or investor-led ecological settlement concepts. The ecological settlements under the leadership of the investor, as the name implies, are not very different from the actual housing arrangements; settlements made by the investor for the purpose of profit, without any impact on the process and any decision of each other related to the settlement. Only the investor is concerned about the least damage to the environment.

In the model of living together, the center still has a project development role; the settlement is generally planned and implemented at once. However, those living in the settlement have direct effects on the design process; a group working together

from the group design stage (Rose,2014: 52). The process from the beginning to the end of the process, the social dimension of the investor initiative is more important than the model makes it more important. In these settlements, there are common areas such as a social building and laundry where food is always shared and events are organized. As individuals or families have separate living spaces, the level of integration into the community is determined by the preferences of individuals. The inhabitants take full responsibility and share the tasks for the execution of common affairs. Decisions are taken by agreement (Rose,214;67).

Ecovillages take the social dimension one step further. Although there is a huge variety between ecovillages, it can be mentioned in general terms. Eco-villages not only design their settlements but also make their own structures. They build their placements without a central plan and timing, but still with group harmony. For this reason, organizations with highly developed structure in eco-village formations are born with ease. There is a tighter link from the social point of view. The individual area is less than the living model and more people work in half or full time in the ecovillage. Ecovillages are different from other settlements, especially because they are composed of individuals who come together for a purpose. Ecological restorations, strengthening the community, developing the local economy are the similar sense of serving a greater purpose (Dawson, 2006).

Ecovillage settlements are among the aims of sustainability, self sufficiency in order to ensure that the ecological, economic and social problems should be resolved.

2.2. ECOVILLAGES FROM WORLD AND TURKEY

Gaia Trust is a philanthropic association led by Ross and Hildur Jackson in 1987 to support the transition to a more sustainable and more spiritual society in the future In 1991, Gaia Trust called for a meeting of the representatives of ecovillages to identify strategies to develop an eco-concept. This was the first step in the formation of Global Ecovillage Network. After this meeting, in line with the decisions they made, a network development plan for ecovillages to communicate together emerged and they established a group and conducted researches on ecovillages and the definition of ecovillage began to be included (www.gaia.org).

It has been known, the principal appearance of "ecovillage" was in the readiness for a Gaia Trust workshop in Thy, Denmark in September 1991, orchestrated by Diane and Robert Gilman of the Context Institute in Seattle. The class united out of the blue delegates of a few altogether different activities that the Gilmans had recognized the world over for use in their appointed report "Ecovillages and Sustainable Communities: A Report for Gaia Trust"(ecovillage.org).

There are a total of 185 registered ecovillages on the Global Ecovillage Network. For more information can be checked on eco-villages visit www.gen.org. However, over time, communication networks related to eco-villages were divided into three groups. The Global Ecovillage Network (GEN) is a universal system of ecovillages, officially separated into three self-sufficient areas:

1. ENA: The Ecovillage Network of the Americas. ENA is additionally partitioned into 9 districts covering the Western Hemisphere from Canada to South America.

2. GEN-Europe, which is sorted out broadly with around 20 national systems dynamic right now.

3. GENOA, or GEN Oceania/Asia, which has national systems in Australia, New Zealand, Philippines and Sri Lanka and developing systems in Japan, India and different nations of the district.

2.2.1. The Examples from The World

Here is the some examples of ecovillages from the world:

Auroville: Auroville in India is a multicultural eco-city that has been supported by UNESCO. It has a wide assortment of projects and gets visiting analysts, college understudies, and worldwide volunteers. Projects exist in minimal effort building innovation and sustainable living, nourishment security and natural cultivating, preparing in compositional applications and town arranging, ecological training, seed banks, therapeutic plant gardens, conventional herbal information, experiential instruction, logic, prescription and recuperating.

Auroville's Forestry gathering chips away at land reclamation and can fill in as an instructional hub for projects like the International Earth Restoration Corps (www.auroville.org).



Picture 1: The center of Auroville

Source:(www.auroville.org)



Picture 2: Bird Eye view of Auroville

Source: (www.auroville.org)

Crystal Waters: Crystal Waters in Australia offers courses in permaculture plan, natural rebuilding, and network work. The UN Habitat Award-winning ecovillage highlights lodging in smashed earth, shaft structures, mud block, arches, and straw bunch. Exhibition locales exist for water reaping, squander water use,

water gathering, swales, dams, counterfeit wetlands, biolytic treatment, fertilizer toilets, independent and matrix associated sun oriented power frameworks, heat siphons, cell touching, land reclamation, reforestation, plantation culture, natural life passageway and rainforest applications. Cyrstal Waters has a superb scope of eco-frameworks, and plenteous and assorted untamed life, which live in amicability and closeness with people. The Eco Center is a perfect spot for a real drenching knowledge and is connected to credit-acquiring college programs (crystalwaters.org.au)



Picture 3: Photo of Cyrstal Water Ecovillage

Source: (www.crystalwaters.org.au)

Sarvodaya Ecovillage: Starting in only one town (1958) and stretching out the development to support an aggregate of in excess of 15,000 towns in the course of recent decades has been an interesting experience. At first it included instruction program that went for empowering understudies and educators to live and work with the most remote town communities in Sri Lanka, assisting and creating self improvement activities. Inside nine years the "administration learning program" had ventured into an undeniable improvement development in several towns, with the objective of an exhaustive and peaceful social change. Amid its initial 15 years, Sarvodaya developed with barely any outside guide or state support, depending on volunteer work, for the most part from the recipients themselves. The Sarvodaya Shramadana Movement has now turned out to be more grounded than at any other time. Another authoritative administration at national dimension is supporting a spurred gathering of rising pioneers at the town and region levels. Albeit just about 33% of the regions bolstered by Sarvodaya are not financed by outside accomplices, they are by the by getting by in the learning that in the long haul, advance for them

will result from organization and self-continuing improvement exercises as opposed to from philanthropy. Our significant job in peacemaking, network fabricating, and verifying a specific personal satisfaction in Sri Lanka is undiminished, and our will to accomplish development in the social, moral, social, otherworldly and monetary fields is always supported by accomplices who have the certainty that our long periods of experience including times of hardship have ageless esteem (www.sarvodaya.org).



Picture 4: Sarvodaya Ecovillage

Sources: (www.sarvodaya.org)

Ithaca: In 1991, Ithaca was one of only a handful of co-housing communities in the U.S., and about 20 intentional living communities in the world. Today, ecovillage at Ithaca is part of a global movement of people seeking to create positive solutions to the social, environmental and economic crises our planet faces. Ecovillage at Ithaca has evolved into a large, fully functioning community with buildings, landscape, roads, paths, farms, gardens, governance structures, group process and intentional relationships. Ithaca is one of the oldest ecovillages in the world (ecovillageithaca.org).



Picture 5: Ithaca

Sources: (www.covillageithaca.org)

Twin Oaks Community: Twin Oaks is a pay sharing network of 100 individuals living on 485 sections of land of ranch and forestland in Virginia. Established in 1967, our way of life mirrors our estimations of populism, woman's rights and maintainability. We welcome planned guests consistently. We are financially independent. Individuals work in the network organizations making loungers and seats, ordering books, and making tofu. These organizations give around 33% of our work; the rest goes into the assignments expected to help a provincial town of 100 individuals natural cultivating, draining cows, hardware and building support, office work, and then some. The work routines of 42 hours every week are entirely adaptable. As a byproduct of part's work, the network gives every fundamental need, including lodging, sustenance, dress, and so on. Twin Oaks has a perplexing network culture. Regular day to day existences incorporate numerous recreational exercises social and care groups, exhibitions, music, diversions, move, and workmanship. The way of life esteems resistance of assorted variety and sustainable living (www.twinoaks.org).



Picture 6: Twin Oaks Community

Sources: (www.twinoaks.org)

Vitopia: Vitopia is an ecovillage in Magdeburg, Germany. Magdeburg, the state capital of Saxony-Anhalt and one of the greenest urban communities in Germany, situated among Hanover and Berlin, is home of Vitopia. Vitopia is both a gathering of individuals and an exceptional spot in one of the city's most seasoned scene stops, the Herrenkrugpark. Vitopia has a bistro with fairtrade/territorial/ecological menu and space for gatherings, courses and group gatherings – a spot to remain and appreciate shared living space and basic hostel. The people group at Vitopia lives respectively asset sparing in regular daily existence and offers classes for example on environmental change, for people and gatherings. Open doors for activity on atmosphere security can be experienced locally. The Community at Vitopia demonstrates that CO2 utilization can be decreased to 33% of normal. This is done through the predictable and moderate utilization of demonstrated atmosphere well disposed innovations and choices for activity (www.vitopia.de).



Picture 7: The Community of Vitopia

Sources: (www.vitopia.de)

2.2.2. The Examples from Turkey

In Turkey there are 12 ecovillages which are member of the Global Ecovillages Network (GEN) (www.ecovillage.org). There are places and communities that has the same qualifications as eco-villages and are on their way to becoming eco-villages. However, it is difficult to give a clear figure because there is no registration system and statistics.

Here are the some examples of Ecovillages in Turkey;

İmece Evi Ecovillage: Founded in 2007 as an ecological camp in a rented area in Kazdağ, İmece Evi became a farm and then a learning center. In 2011, the company moved to the land in Dumanlıdağ, İzmir-Menemen and continues its activities there. The eco-village community, whose aim is to live a clean Earth in peace right now, welcomes many visitors during the year. In the paradise corner of nature, they blend ancient, local and traditional methods with modern science, produce natural products together and share them with visitors.

Olive, olive oil, cheese, which we produce a small number of economic needs, and other producers living in the village have added to the production chain and the products made are shared and sold over the internet. They also contributed to the sharing of knowledge and experience and supporting local development by including local people in their production chains. They carry out various activities in which they can share their knowledge experience with people who stay long or short term. While short-term participants can learn about concrete experiences such as agriculture, food, household, electricity, detergent, paint and many other things they need, long-term survivors and those who live at all times have the advantage of not being a supervisor-manager-boss at the beginning, with the advantage of not being a supervisor-manager-boss. They experience listening to actors in nature, being more flexible, more tolerant (www.imeceevi.org).

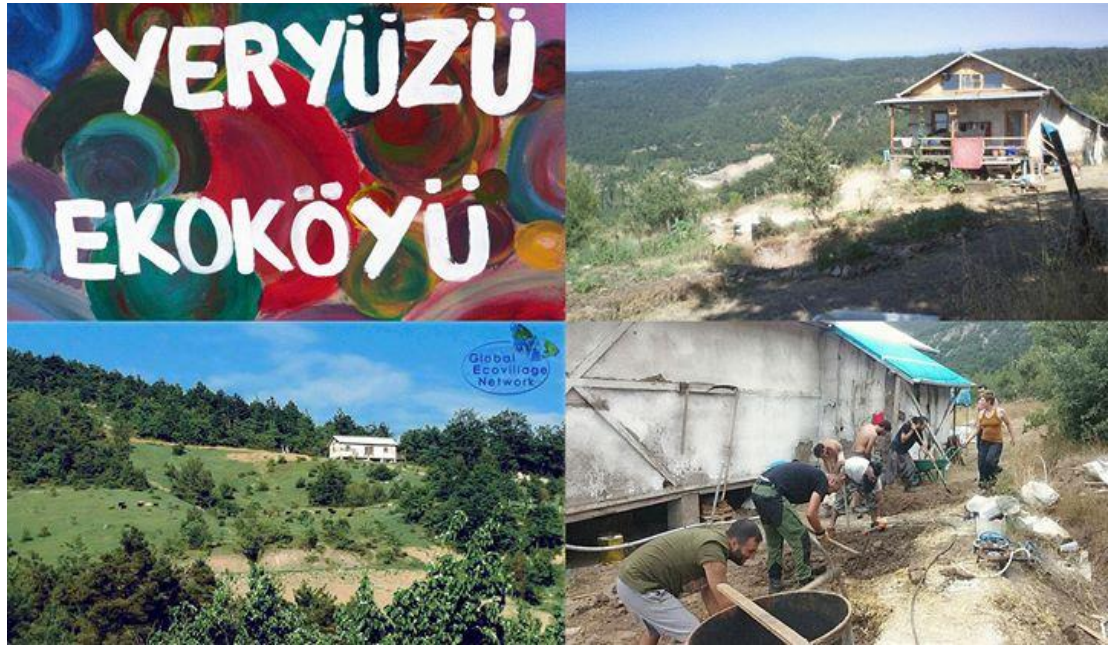


Picture 9: İmece Evi Ecovillage

Source: Author's Own Snapshot

Yeryüzü Ecovillage: Yeryüzü Ecovillage was established in 2009 in Sakarya by the initiative of the Yeryüzü Ecology Association. In the eco-village where a nature-based approach is adopted, the implementation and dissemination of

permaculture practices has been adopted as the primary objective. The aim of the establishment of Ecovillage is to become a self-sufficient society by producing organic vegetables and fruits and to improve the environment using permaculture methods. They built the village buildings with local materials and ecological architecture. Various trainings on ecological life are organized in the eco-village. All activities and accommodation are free of charge except for these trainings (www.ekokoy.yeryuzudernegi.org).



Picture 9: Yeryüzü Ecovillage

Source: (www.ekokoy.yeryuzudernegi.org)

Bayramiç Yeniköy: Bayramiç Yeniköy is a NGO planning to make a self-continuing town dependent on permaculture standards and structure in the Çanakkale Province in the Marmara locale of North-Western Turkey. Yeniköy community is notable for its emphasis on the generation of nearby seeds, the use of regular cultivating and option monetary models dependent on sharing overflow. Since its commencement, Bayramiç Yeniköy has facilitated and given a scope of hands-on trainings and workshops pretty much all pertinent parts of ecological living, for example, permaculture, network building, characteristic cultivating, nourishment security and neighborhood seed sparing, generation and trade. Its instructive

exercises address distinctive target gatherings, both nearby, national and global. Like different individuals from the Turkish EKOYER arrange, the association endeavors to pioneer an adjustment in how networks support a living all through Turkey. It effectively advances the rebuilding of horticultural creation in provincial territories around ecological settlements (www.bayramicyenikoy.com).



Picture 10: Bayramiç Yeniköy

Source: (www.bayramicyenikoy.com)

Güneş Village: Ankara Gunes Village has been set up as a helpful by 9 individuals on September 2000. A few of the individuals from our association are either from Middle East Technical University, or graduated from. The point of our cooperative is to create and apply a solid, common and ecological way of life. The exercises of our gathering will expand the improvement vitality effective houses for living, permaculture, accumulation of endangered plants in a professional flowerbed, utilization of sustainable power sources, and recycling. One of the point of our agreeable is to instruct the youngsters and the general population living in rustic regions and demonstrate to them the better approaches for reasonable living. As of now, an area close Ankara is chosen for settlement and acquiring as well as leasing of certain fields in this region is in progress (www.guneskoy.org.tr).



Picture 11: Güneşköy Village

Source: (www.guneskoy.org.tr)

SECTION 3

A RESEARCH ON ECOVILLAGES IN THE SCOPE OF SUSTAINABLE TOURISM

3.1. THE METHODOLOGY

In this study, it is aim to determine the tourism value of ecovillages, which are popular in recent years, by searching and explaining ecovillages' practitioners and participants in order to present them as a tourism product and it is tried to explain how eco-villages operate and on which foundations they are built. In the study, ecovillage practitioners and participants who have accommodated and experienced in the ecovillage were interviewed with the questions were asked and the answers were sought to explain the ecovillages as a tourism destination, disadvantages and advantages of the application areas, what contributes to the principles of ecological life and the importance of sustainable tourism. Also, in this research it is aimed to point out the structure of ecovillages to use sustainability and sustainable tourism approach as main construction.

Straussian Grounded Theory design has been adopted for the research. Pranskuniene (2018) points out, according to Bryant (2017), the GT itself first came to researchers' attention in the 1960s, when Barney Glaser and Anselm Strauss published their initial detailed grounded theory study *Awareness of Dying* (1965), soon followed by the more generic, methods-oriented book *The Discovery of Grounded Theory* (1967). Feeler (2012) notices, that over the years Glaser and Strauss developed their approaches in divergent ways; Glaser's approach (1978, 1992) has come to be known as classic grounded-theory research whereas Strauss's approach (Corbin & Strauss, 2008; Strauss, 1978) has taken the name "Straussian" (Feeler, 2012). Corbin and Strauss (1990) point out, that grounded theory has specific procedures for data collection and analysis, although there is flexibility and latitude within limits: data collection and analysis are interrelated processes, concepts are the basic units of analysis, categories must be developed and related, sampling in grounded theory proceeds on theoretical grounds, analysis makes use of constant comparisons, patterns and variations must be accounted for, process must be built into the theory, writing theoretical memos is an integral part of doing grounded theory, a grounded theorist need not work alone. Corbin (2016) notices that

techniques and procedures are tools to be used by the researcher as he or she sees fit to solve methodological problems; they are not a set of directives to be rigidly adhered to, so the analytic process is first and foremost a thinking process and it requires stepping into the shoes of the other and trying to see the world from their perspective.

Qualitative research methods mediate the collection of primary or secondary data required to construct the whole or the theory based on different information particles (Kozak, 2015). In this research, qualitative research methods were adopted and data were collected by using interview technique. Interview technique is the process which is carried out with the questions asked by the researcher to the person or persons who are prepared in accordance with the purpose of the research and whose opinion is needed (Ural and İbrahim, 2013). Since the research aims to reveal the knowledge based on the experience, the interview technique was found appropriate.

3.2. SAMPLING

The sample of the study is composed of people who has experience in ecovillage for holiday and ecovillage practitioners. Snowball sampling method was used to determine the participants. In the selection of snowball method, the choice of Ecovillages by a particular tourist profile played an important role. The Snowball Sampling method is a method which is used in researches for a specific area or for hard to reach categories. In this method, in accordance with the criterion of the research, the process which starts with the selection of the participants, and then with the help of the contact person the sample grows by finding the other participants and continuing to chain (Yolal, 2016).

Snowball sampling comprises of two stages:

- Recognize potential subjects in the populace. Frequently, just a couple of subjects can be found at first.
- Request that those subjects enroll other individuals (and afterward request that those individuals select. Members ought to be caused mindful that they to don't need to give some other names (statisticshowto.datasciencecentral.com, 2009).

Eco-village practitioners and participants were included in the study. The first practitioner and participant were interviewed by the researcher's personal connections. Other participants were reached with the guidance of these people. For the practitioner and the participant, it is necessary to have eco-village experience previously. In this study, a total of 16 people, 8 practitioners, and 8 participants were interviewed. Instead of the number of samples in the qualitative research, it is important that the sample meets the amount of information the researcher needs (Lincoln and Guba, 1985).

3.3. DATA COLLECTION

Each examination venture comprises of a few stages, starts with the determination of a point to study and finishes with the spread of the exploration discoveries. Each progression inside this exploration procedure can possibly impact the examination yield and it is significant that all analysts endeavor 'to maintain a strategic distance from however much mistake as could reasonably be expected amid all periods of the examination so as to expand the believability of the outcomes' (Barribal and While, 1994; Brink, 1989). Data collection is an important factor for the completion of the process. In this study, data was carried out by semi-structured questions with the interview form. Interview form is an improved method to ensure that all dimensions and questions related to the research problem are covered (Yıldırım and Şimşek, 2008). Semi-structured Interviews, as do all subjective research strategies, include rehearses that create, are formed, and develop with use ((Morse and McIntosh, 2015). Semi-structured interviews can utilize information delivering capability of discoursed by permitting significantly more room for following up whether edges are esteemed significant by the interviewee (Leavy, 2014).

In this research, meetings were held in the places where they were interviewed. Interviews were recorded with the permission of the participants. All interviews were carried out face-to-face with the inhabitants living at long distances. Gender equality principle is adopted in the research. Half of the 16 participants were male and half of the female participants were women. This approach represents the goal of gender equality, one of the sustainable development goals. In the interviews,

the experience period of the participants was prioritized and priority was given to the selection of participants. The interviews took place between 30 December 2017 and 22 April 2018. The reason for the long periods between the interviews is that eco-villages did not accept visitors in certain periods and the weather conditions were not suitable for visiting. During the meeting, participants and practitioners were asked 12 questions. Annexes 1 and 2 include interview questions. Interview times range from 55 minutes to 1.5 hours. The total interview lasted 17 hours and 28 minutes. Letter p used to identify participants and practitioners. Table 1 provides information about the participants.

Table 1. Information about Practitioners and Participants

| Practitioner | Age | Gender | Education | Place for Interview | Experience |
|---------------------|------------|---------------|------------------|----------------------------|-------------------|
| P01 | 57 | Female | High School | İzmir | 7 years |
| P02 | 29 | Male | Bachelor | Çanakkale | 5 years |
| P03 | 48 | Male | Bachelor | İzmir | 10 years |
| P04 | 55 | Female | Secondary School | Bilecik | 8 years |
| P05 | 62 | Male | PHD | Ankara | 12 years |
| P06 | 33 | Female | Master degree | Ankara | 4 years |
| P07 | 28 | Male | Bachelor | İstanbul | 2 years |
| P08 | 38 | Female | Bachelor | Muğla | 6 years |
| Participants | Age | Gender | Education | Place of Interview | Experience |
| P09 | 32 | Male | Bachelor | Eskişehir | 8 times |
| P10 | 45 | Female | Bachelor | İzmir | 17 times |
| P11 | 36 | Female | PHD | Izmir | 1 year |
| P12 | 23 | Male | Bachelor | Eskişehir | 6 moths |
| P13 | 30 | Female | Master degree | Ankara | 3 times |
| P14 | 52 | Male | Bachelor | Hatay | 2 years |
| P15 | 28 | Male | Bachelor | Hatay | 4 times |
| P16 | 18 | Female | High School | Eskişehir | 2 times |

In the data collection process, the necessary steps for the research to get more concrete and effective results have been determined and realized. The pilot study was carried out by interviewing two practitioners and two participants. After the pilot study, it was determined whether the questions were understandable or not and the suitability of the data obtained from the test was determined. After the improvements, data collection continued. Data analysis is performed at the same time as data collection. The data collection process is expressed as in Figure 2.

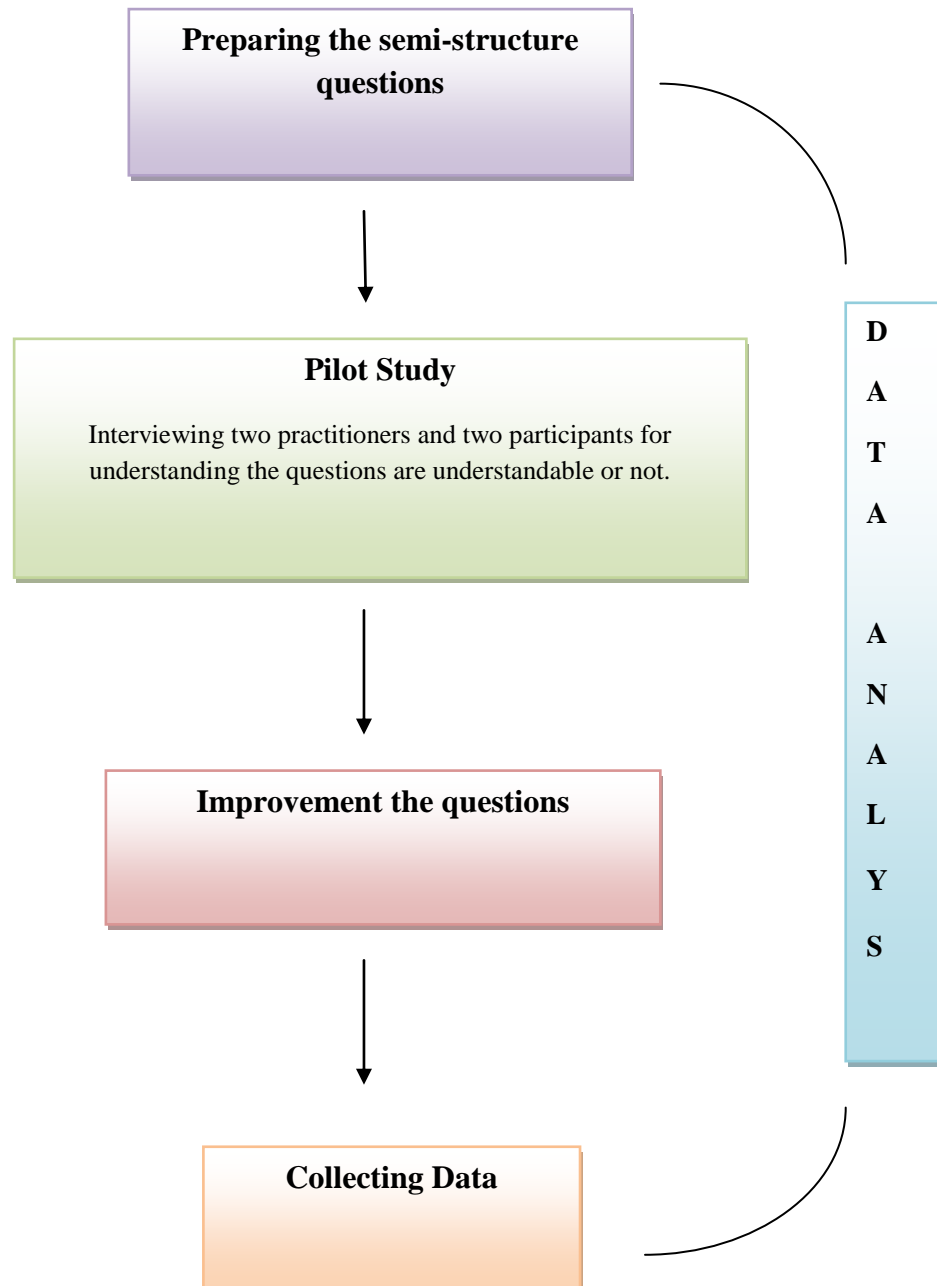


Figure2. The Data Collection Process

3.4. DATA ANALYSIS

In this study, one of the qualitative research methods, grounded theory was given. Data were analyzed according to grounded theory approach. The main reasons for choosing the grounded theory in this study are to examine the subject in depth and to reveal the model for eco-villages within the scope of sustainable tourism. Grounded theory is a sort of procedure examination strategy that can be utilized broadly over an assortment of essential science disciplines. The essential conviction that shaped this theory is that the theory originates from the information. In other words, a theory would be grounded in the information that is the reason it is called grounded theory (Feeler, 2012: 28). The technique has the implications of inductive as opposed to deductive. Consequently, the grounded theory approach is a subjective research technique that utilizes a precise arrangement of methods to build up an inductively inferred grounded theory about a procedure. The point is to build up a procedure that distinguishes the significant develops, or classes in grounded theory terms, their connections, and the unique situation and procedure (Çelik and Ekşi, 2015). The systematic design to grounded hypothesis centers vigorously around inductive reasoning. From numerous points of view, the analyst begins with the most explicit data they gathered and abridge and move to the most conceptual qualities they had the option to discover through breaking down the information (educationalresearchtechniques.com). The process was carried out in accordance with this pattern. Strauss and Corbin (1998) by the research principles and stages of the systematic theory of research embedded in the theory of a theory, the following three coding must do in data analysis:



In this study which uses system approach, a data analysis process which is suitable for open coding, axial coding and selective coding stages was carried out. As systematic comparative analysis method was used in the process, the data collection process and analysis process continued simultaneously.

Open Coding: Corbin and Strauss (1990) point out, that open coding is the interpretive process by which data are broken down analytically. Its purpose is to give the analyst new insights by breaking through standard ways of thinking about or interpreting phenomena reflected in the data. In open coding, the data is decomposed into different parts for the purpose of conceptualization and categorization. After the data in the raw data is coded, conceptual labeling is performed. While trying to explain the concepts including the categories, it is expected to be in line with the data collected (Gençoğlu, 2014). Corbin and Strauss (1990) point out, that in open coding, events/actions/interactions are compared with others for similarities and differences.

Axial Coding: Axial / axial coding is defined as the second pass over the data obtained. In this type of coding, it is stated that a set of initialized codes is started, that is to say, the themes coded initially. It is reassembled in a variety of ways to establish links between categories and subcategories. This process involves inductive and deductive thinking processes, asking questions, making various suggestions and comparing data. In axial coding, categories are associated with the subcategory. The relationship between categories and subcategories is tested based on data. However, further advanced categories are continued to be developed in axial coding. It is considered that all hypothetical relationships proposed by the deductive method during axial coding are temporary until they are confirmed by the data obtained repeatedly (Ilgar and Ilgar, 2013). In axial coding, as Corbin and Strauss (1990) notice put categories are related to their subcategories, and the relationships tested against data. Also, further development of categories takes place and one continues to look for indications of them. Through the "coding paradigm" of conditions, context, strategies (action/interaction) and consequences, subcategories are related to a category.

Selective Coding: Selective coding is the process in which a central category is selected and the other categories are systematically associated with this category, the relationships between concepts are evaluated and the categories are developed by being sieved to make a meaningful whole. In this process, a descriptive and descriptive story of the central category is created, then the other categories are linked to the central category by conceptualizing the central category that is expected to emerge. This central category is called the core category. The core category can be

identified from predefined categories, or a more abstract term may be needed to explain the underlying problem or phenomenon (Strauss and Corbin, 1990).

Conditional Matrix: Strauss and Corbin (1990:158) ask examiners to be increasingly delicate to conditions, activities/cooperations, and outcomes of a wonder and to arrange these conditions and results into hypotheses. To encourage this, they offer a helpful device called the conditional matrix. In selective coding stage, so as to finish the grounded hypothesis it is important to make a conditional matrix, a scientific gadget to animate experts considering the connections among large scale and miniaturized scale conditions/results both to one another and to the procedure (Strauss and Corbin, 1998, p.18).

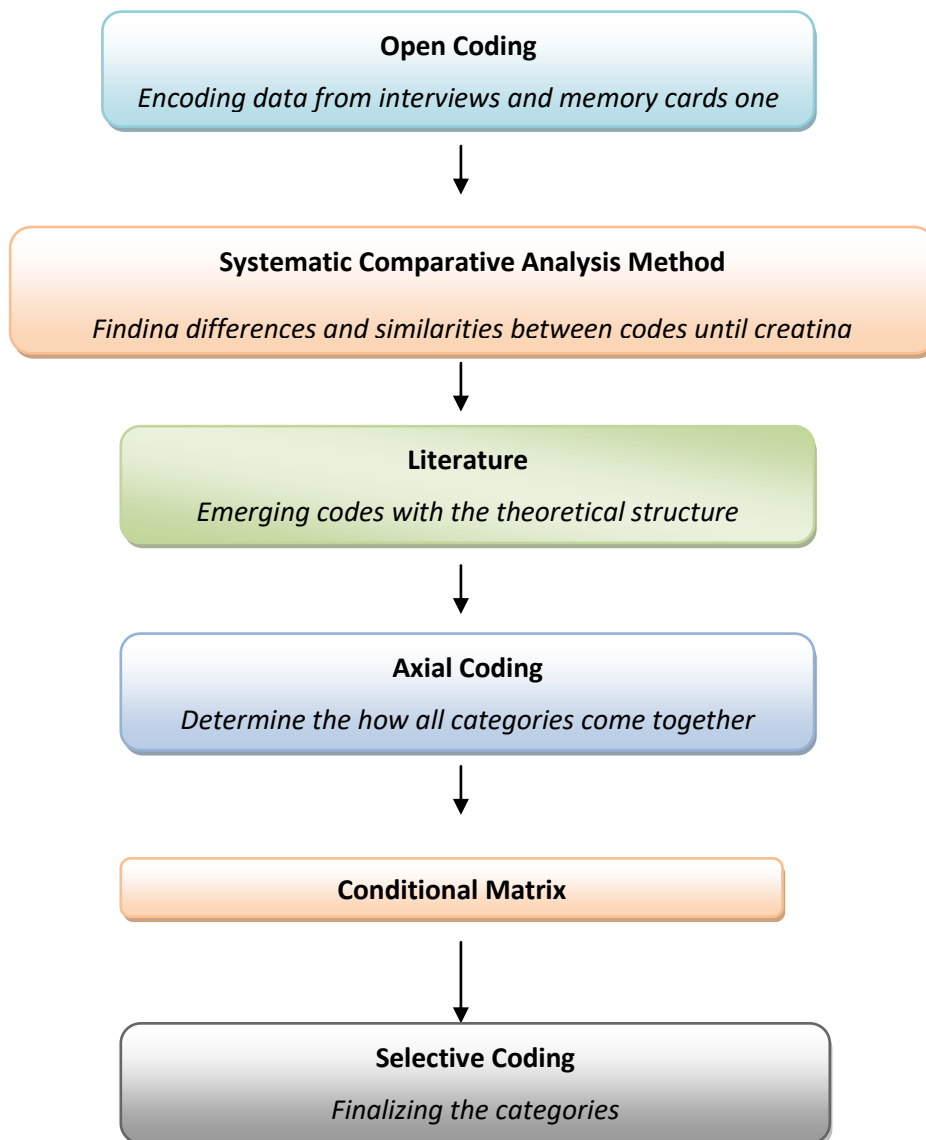


Figure 3. Data Analysis Process

All audio recordings and memory cards are decoded. As a result of deciphering, 1202 different codes were reached. All codes were systematically compared individually to provide meaningful integrity. As a result of this comparison, 9 main categories and 32 subcategories were determined in the open coding process. As a result of these categories and literature review and theoretical studies, a meaningful foundation was made and the axial coding process was completed. Of the nine main categories, a core category associated with each category was selected. All these components are made into meaningful themes and selective coding part is completed. All categories are listed in appendix 1. Then, the conditional matrix showing the whole relationship was formed in the conclusion. During the analysis of the data, 9 main categories and 31 subcategories emerged in the process of open coding, axial coding and selective coding. When 9 main categories were examined, one core category was found which could make a meaningful connection with other categories. Selective coding has been completed by creating a meaningful integrity from the other categories and subcategories that are linked to the core category. The core category process is as follows.

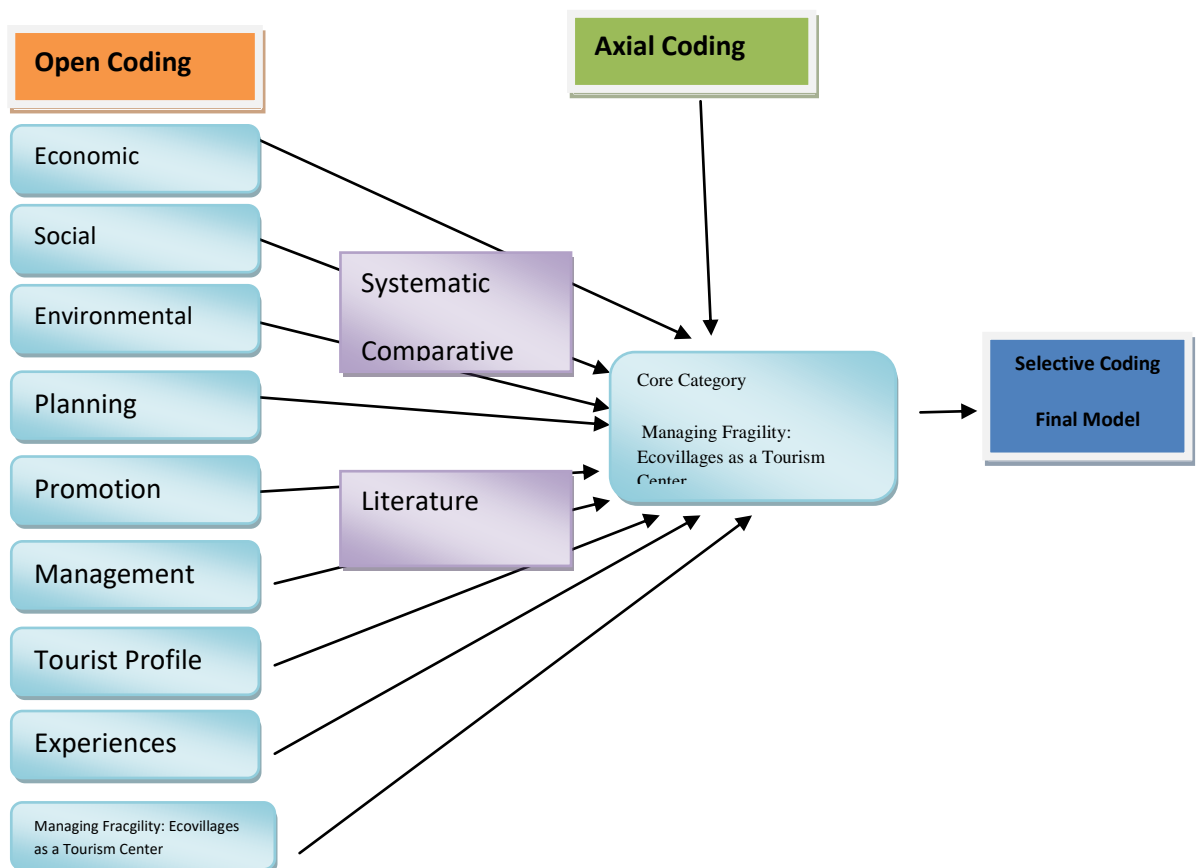


Figure 4. Core Category Process

3.5. RESEARCH REFLECTION OF RESEARCHER

This thesis was a great adventure for me. I learned a lot of new information, methods and different perspectives from the formation of the idea to its conclusion.

The emergence of the thesis as the first idea began with the education of Ecological Life Concept and Applications. The concept of Eco-village, which I met through a US teacher, pushed me to the evaluation process in terms of tourism. The process of developing and implementing the idea gave me the researcher's discipline as a result of my long research and hard work. The process of collecting and analyzing data is the most difficult part of the thesis.

The process of data collection began with the preparation of my questions. Preparing the questions was a major factor in starting this process. In order to obtain the quality and meaningful results of the questions to be asked, I consulted with expert instructors. My data collection process took about 5 months. I reached out to the practitioners and participants that I first met through my own contacts. As a result of my interviews with them, I tested the intelligibility of my questions. I visited 6 different provinces for my later meetings. During the long journeys, I kept a memo book, which later helped me prepare memorabilia cards.

Data analysis was a very difficult process for me. I have worked hard to understand and apply grounded theory. I overlooked a lot of data, and it took a long time to make that data a meaningful whole. I tried to decipher the sound recordings of about 18 hours and find meaningful categories with the help of memory cards and literature. I have created 9 main categories for the open coding process and have systematically continued to encounter the other subcategories until I have identified the core category. In my interview with the participants, they had a different attitude towards the phenomenon of tourism. Then I told them about tourism, I told them that tourism would not create a bad situation. Later, in the speeches, they explained that the eco-villages had a different balance and that nature had its limits. For crossing these limits they mentioned that we are currently experiencing global problems with climate and nature. As a result of these conversations, it has been revealed that something with borders has a fragile structure. If we accept eco-villages as a tourism center, we need to know that it has a fragile structure and make the association

accordingly. Therefore, it has been chosen “Managing Fragility: Ecovillages as a Tourism Center” as the core category.

3.6. TRUSTWORTHINESS

The determination of trustworthiness in the Grounded Theory approach reveals the validity, transferability and quality of the study (Çelik and Ekşi, 2015; 143). In order to determine the trustworthiness of this study, eight questions developed by Strauss and Corbin for systematic design were answered based on the research.

Eight basic questions are asked in the evaluation of the trustworthiness of systematic grounded theory and the basic condition is that the answers given to these questions are positive (Strauss and Corbin, 1990; 18). Answers are as follows;

1. Have concepts been created? What is important in grounded theory are the concepts created as a result of coding. These concepts were created by systematic comparison with the literature and approved after consultation with the expert after the concepts were created.

2. Are the concepts systematically related? The connections between these concepts have been systematically developed with the literature. The concepts were analyzed until a semantic category was formed. Connection points between concepts have been established. A conditional matrix was formed within this.

3. Are there many conceptual links? There are many connections between concepts. These links have been discovered in all coding processes. These links enabled the emergence of categories. The concepts constituting the main categories and sub-categories were also supported conceptually with the help of literature.

4. Are there many variations built in theory? While the structure of the eco-villages was unearthed, a sustainable tourism approach was adopted. For this reason, the concepts that emerged in the eco-villages that are structurally examined are tourism, sustainability, sustainability dimensions, management, marketing, planning and so on. supported by many working areas; the results were prevented from covering only one area and maximum diversity was achieved.

5. Were there any macro conditions and explanations related to them that could affect the phenomenon being tried to be explained? When the Conditional matrix was examined, situations affecting the core category were revealed. In addition, the concepts found are standard for all eco-villages. Many eco-villages found today are built on the foundations of sustainability.

6. Is the process taken into account? The researcher was involved in the whole process. The eco-villages were examined on-site and follow-up was made on how the process worked by keeping a memoire throughout the process.

7. Do theoretical findings seem significant? Theoretical findings are considered significant. The experts were consulted for their findings.

8. Are the theoretical findings accepted? After the dissertation process, the thesis will be shared in the related associations and the GEN and will be made public.



Figure 5: Conditional Matrix

3.7. FINDINGS

3.7.1. Ecovillages and Economic Sustainability

The subject under this title is the relationship between ecovillages and economy. It has been analyzed by taking opinions about how ecovillages provide their economic sustainability. It was discussed about the kinds of method they are following economically. The ideas of participants were combined with economic sustainability and meaningful codes are formed. The connection between ecovillages and economic sustainability is given in figure 5.

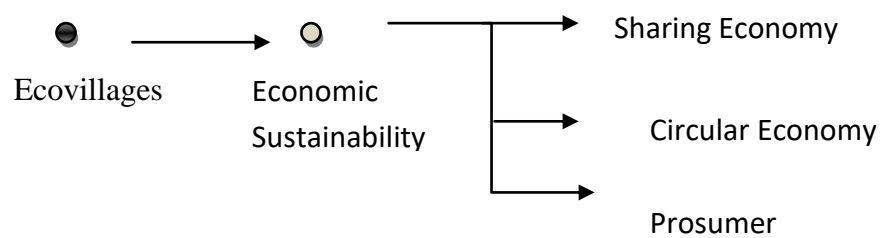


Figure 6: The Relationship between Ecovillages and Economic Sustainability

As seen in Figure 6, different approaches to economy are adopted in ecovillages. The emergence of a nature-based sustainable approach; the circular economy, sharing economy and Prosumer are the common economic models with the views of the participants.

3.7.1.1. Circular Economy

Agriculture and technology related to circular economy are used in ecovillages. The fertilizer needed by the soil, especially in agricultural areas, is also obtained from the residues from the products obtained from the soil. In addition, when the energy needed from the solar energy is taken, water can be stored by accumulating the rain water. To sum up, the basic needs needed can be met without going beyond the system and borders.

The explanation of P1 is as follows: *we can get everything we need in our living space from the ground, from the air. We use our storage for other needs. For example, we have water drums here and we do rain harvesting in these drums. We*

transfer the accumulated water to the fields with the help of a pipe. So we don't have to pay the expenses we normally have to pay.

3.7.1.2. Sharing Economy

The sharing economy emerges in eco-villages as a share of the materials or tools needed among the community. All materials used, including logic in eco-villages, are common. This also applies to people who have a car or any means of transport. The principle of sharing existing in the logic of the community has put everything in a common economic system. P14 about the subject "*Eco-villages everything is common. You use the fork to your car. If you need something curve is enough to say that one is sharing with you. When we look at the ecosystem in fact, a plant that grows in the same place is everyone's*". P05 said, "*We can think in the logic of the house. Like a crowded family. Your mother doesn't tell you that I use that plate. Here's the same nobody says it. Of course, everyone has personal belongings, but our general idea is to share.*"

3.7.1.3. Prosumer

The consuming producer (Prosuder) is the person who produces some of the products and services he consumes himself. He can be exemplified as people who sew their own clothes, make their own meals, paint their own houses. These products and services are the products and services that are sold in the market and can be consumed by purchasing. These purchases constitute the essence of being a consumer. The essence of being a consuming producer is the production of these products and services that can be purchased. The situation is the same in eco-villages. Almost everything needed is produced within the boundaries of the school. In this way, the dependency on the outside is reduced. *When I visited the eco-villages, the most common sight I saw was that the food and beverages served were among the products they produce. They offered tea in an ecovillage. They took the sage on the ground and made their tea and served it. In a love ecovillage, we gathered vegetables from the garden and made the food together. In the ecovillages they consume what they produce. P01 said "We have a big garden here and forest, in spring time we harvest and have food from the agriculture, and also we have herbs,*

in some season in the forest you can find wild plants which you can eat and we pick them and sometimes we make jelly from berries, dried the fruits and vegetables and we consume. Sometimes we sell these products at online markets for the income”

3.7.2. Ecovillages and Social Sustainability

Under this title, the relationship between eco-villages and social sustainability was tried to be revealed. Social sustainability is particularly important for the sustainability of eco-villages. Under this title, it is aimed to find out the relationship between eco-villages and social sustainability.

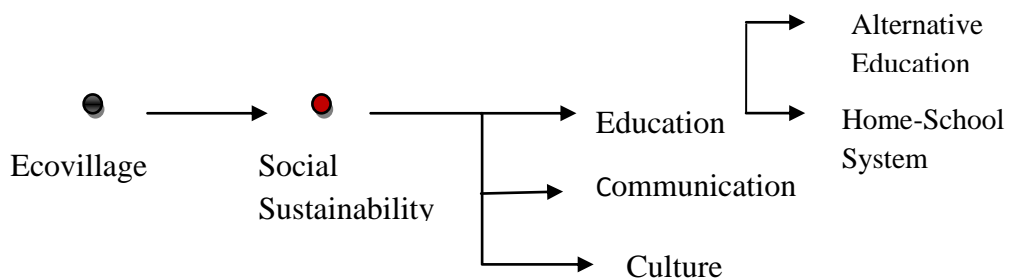


Figure 7: The Relationship between Ecovillage and Social Sustainability

Figure 7 shows the link between eco-villages and social sustainability. Based on the answers received, the results of the evaluation of ecovillages in terms of social sustainability are sharing of cultures, communication with local people and education.

3.7.2.1. Culture

The people living in the eco-villages or in certain periods as visitors, constitute a cultural link within themselves. It is of great importance both for the culture of the local region and for the people from different cultures to transfer their culture to the region. It is the emergence of an ecological culture that is actually important in societies where cultural transmission is easily done. P15 *"I had the chance to stay in an eco-village abroad and at home. Every place I go to has its own culture and operation. This difference adds a lot to you. I stayed in an eco-village in Germany, as well as the opportunity to visit Germany, and you come across people from different parts of the world. You meet many different cultures at the same time"*.

P04 said *"Eco-villages provide a great opportunity to learn about local culture. I think eco-villages are a real cultural center. While experiencing the existing culture, you can also experience that it blends with new cultures. For example, we use both the cultivation techniques of our ancestors and the techniques required by the modern world or we try systems in different countries"*.

3.7.2.2. Communication with Local Community

Eco-villages are generally settled in rural areas. The members of the community who live in rural areas are affected by the people living here and they are a model with the sustainable field they established there. The community living in the eco-village boundaries uses local products. In addition, this situation leads to rural development. P05 *"When we first came to this village, we thought that they would not embrace us because we are different from the local people. But we had a very good interaction in time. We're a little out of the village, but we're part of the village"*.

3.7.2.3. Education

The children of the community members living in the eco-village community on education send their children to the schools nearby. However, community members do not want to raise their children with the current education system of their children. They want them to grow and receive education through alternative education models that exhibit a nature-based approach. There are home education systems especially in the settlements in America. However, the lack of such an opportunity in our country is a problem for the community. *When I visited an eco-village for the first time, the eco-village practitioner dropped her daughter off at school. During this time, I saw that a child living with nature was caught between two different systems, and then P3 said, "I actually want to have the opportunity to give education at home. What my daughter has learned by doing it here is more. Experiencing is already the most important part of learning. And I don't think the current education system adds anything to my child, but instead, I will educate my daughter at home if it is possible. I have the knowledge to teach what he has to learn.*

In addition, some of the people we visit here in eco-villages are very good teachers. We call it alternative education, but the system needs to change. "

3.7.3. Ecovillages and Environmental Sustainability

Environmental sustainability is very important for eco-villages built on the desire for ecological life. For the community living according to the principles of ecological life, the conservation of nature and the sustainability of natural life resources are extremely important.

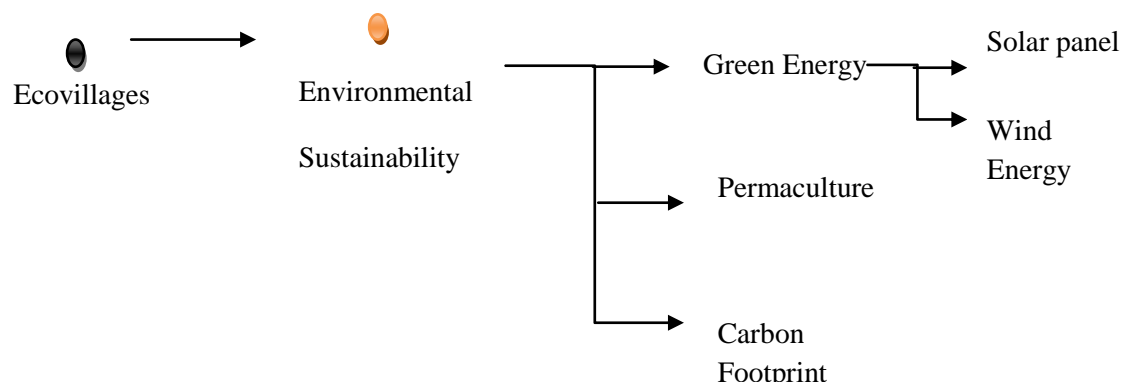


Figure 8: The Relationship between Ecovillages and Sustainability

Figure 8 presents the important concepts that emerged by the evaluation of eco-villages within the scope of ecological sustainability. In order to achieve ecological sustainability in eco-villages, green energy, permaculture practices and reduction of carbon footprint are of primary importance.

3.7.3.1. Green Energy

Energy is needed to ensure clean production and consumption, the first priority of ecological life. However, renewable energy systems are needed for energy to be clean (Boyle, 2004). The energy types considered within the scope of green energy are the systems that generate energy by getting help from nature. These systems include solar panels and wind power. *The first thing I noticed when I visited Eco-villages to do interviews solar panels and wind energy systems; and the cables and machines connected to them.* The attention to green energy in every eco-village and the efforts to establish such an infrastructure reflect the eco-village spirit. P4 said: *"The carbon emissions of the electrical systems used today are very high. This*

affects the nature. However, the use of green energy sources helps us fight this situation. Of course, although not reasonable in terms of price, its long-term profit and contribution to nature is indisputable”.

3.7.3.2. Permaculture

Permaculture applications are based on clean food production. The production of clean food is not only caused by organic fertilizer but also by the use of local seed (Mollison, 1991). Using local seeds, collecting wild vegetables and fruits, making organic fertilizers and performing permaculture practices are among the community's top priorities. P05 *"We are making permaculture applications. We are in favor of clean production and consumption, we have compost area here, we use the fertilizer obtained from there. We do planting according to the season”.*

3.6.3.3. Carbon Footprint

Struggling with climate change and stopping global warming are the problems of the whole world. Communities that adopt ecological life principles live a more rigorous life on this issue. Especially in order to reduce carbon footprint in order to reduce carbon footprint, adopt a more organic life and stay away from excessive consumption. *One of the concepts I've heard the most in all my interviews was carbon emissions. Especially in some of my interviews I came across books about carbon footprint in the homes of the people I interviewed.* As a result of the long speeches we made about the importance of the subject, some discourses are as follows;

P06 on the subject *"Carbon emission is a very important issue. All the products we use, all the activities we do, transportation, technology, both production and consumption in the carbon footprint emerges. It is in our hands to reduce ... Sustainable life emerged for this. ... Eco-villages are the places where a sustainable life is adopted and which, in my opinion, is the least likely to generate carbon emissions. "*

3.7.4. Tourist Profile in Ecovillage

Ecovillages are visited by many people every year. Ecovillages, which are frequented by people who want to have a different experience or adopt the principles of ecological life, have a tourist attraction. Because the choice of ecovillages, where an alternative lifestyle is adopted and offering a different experience from normal tourism centers, will be effective in marketing these centers. Under this heading, the profiles of tourists visiting the ecovillages were tried to be revealed.

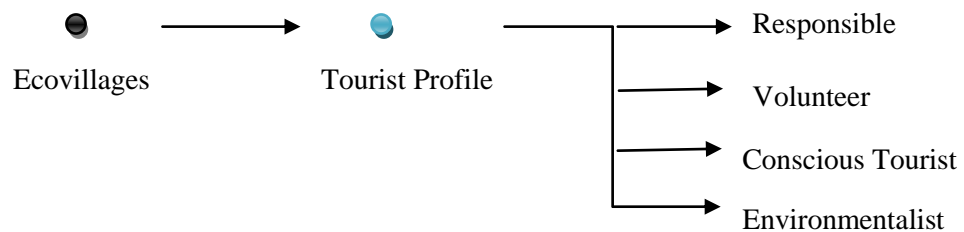


Figure 9: Tourist Profile

As seen in Figure 9, the tourists visiting the eco-villages constitute a different profile. Environmentalist, responsible, volunteer and conscious tourist..

3.7.4.1. Environmentalist Tourist

Being an environmental tourist is the person who tries to protect the environment, ensure its sustainability and raise awareness about all issues related to climate and ecology (Değirmenci, 2016). People who are aware of the importance of the environment and are interested in all aspects of sustainability prefer eco-villages. Because life here gives importance to ecological balance and embraces the philosophy of sustainable life. Related to this issue P5 *“People who come here are generally aware of the importance of the environment and people who resist to harm the environment”*. P11 said, *“People who are interested in ecology and who protect the environment, who know the importance of sustainability, live here with us and this is a place where they can integrate with the nature”*.

3.7.4.2. Responsible Tourist

Taking responsibility is part of being an individual. To be a part of the society in which we live and to take responsibility for the environment, nature and social areas are part of this. Taking responsibility also requires taking the works to be done in the living area and acting as a whole. In eco-villages, everyone in the community works together in all the necessary work. The responsibility for the work to be done is left to the individual (Dawson, 2006;56). In addition, people living or visiting eco-villages feel responsible for nature. Lifestyles have been shaped by this idea. Therefore, protecting nature, favoring the natural, and reducing the carbon footprint are the priorities of people. P9 said that *"Responsibility varies from person to person. However, what is important is the responsibility of the person to the place, nature and humanity"*. Another interviewer, P16, defined responsibility as *being for nature, being beneficial to the community and being able to assist in all necessary tasks.*

3.7.4.3. Volunteer Tourist

Volunteering appears to be a tendency to take responsibility in eco-villages. In fact, people who live or visit eco-villages do this work voluntarily both in terms of management and operation. Doing things, volunteering for nature, helping and sharing are form the basis of volunteering. Volunteering in eco-villages includes everything from responsibility sharing to ecological thinking, information sharing, production and consumption. About volunteering P08 *"I've been living here for years, I don't get any income. Everything I do is to ensure the continuity of this place. Even without a sapling for nature, it is about your voluntary spirit."*

3.7.4.4. Conscious Tourist

While the choice of destination in tourism is shaped according to the wishes and trends of individuals, it is different for eco-villages. Visitors to eco-villages are not only meeting with nature, enjoying their leisure time, joining in recreational activities, but also protecting and keeping nature alive, being part of a community and being in a different life system. P15 *"Nature is a fact that keeps us alive and we need to protect. I like to be part of a community and live in a sterile way, rather than finding myself in eco-villages. We take our responsibility towards nature. The*

pleasure of being here is different ". P12 said, "Everyone is in pursuit of nature, but no one is in pursuit of the balance between nature and nature. Yes, nature gives, we consume. So what do we contribute? I think this place offers an opportunity for people who think like us at that point".

3.7.5. Planning for Ecovillages as a Tourism Center

Today, Planning concerns that everyone and every organization, from personal lives to large companies (Angelevska-Najdeska and Rakicevik, 2012). Good planning brings the success of a company or organization. Planning of a tourism center includes many dimensions. What is affected by the planning, what will affect the planning and what needs to be considered are examined under this title.

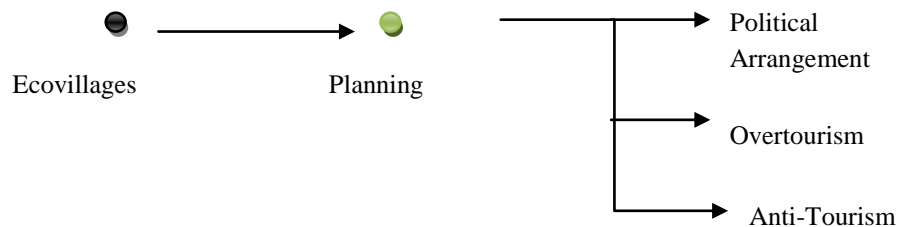


Figure 10: Planning for Ecovillages

As can be seen in Figure 10, there are points to consider when planning the eco-villages. There are some factors affecting planning. These are political regulations, over tourism and anti-tourism.

3.7.5.1. Political Arrangement

Political arrangements vary from country to country or region to region, but there are also some global regulations. These regulations include laws, policies, development goals and guidelines. In Eco-villages there are some criteria that they create in their communities. However, if it is considered as a tourism center, it will be important to act in accordance with both tourism policies and tourism strategies of the countries.

P07 said *"If we think of it as a tourism center, planning will be extremely important. The most difficult process in planning is bureaucratic regulations. A strategy based on nature should be created". During my research process, the*

concept I encountered most frequently in the literature was sustainable tourism policies. If eco-villages are to be considered as a tourism center, sustainable tourism policies should be followed.

3.7.5.2. Overtourism

Along with being a newly emerging concept of Overtourism, the meaning it embodies is extremely important. Over tourism refers to the problems that can arise due to inadequate demand and excessive tourist demand (Hall, 2019). Among these problems, the response of the local people can be seen as disruption of ecological balance and lack of social carrying capacity. *In my research, the topic generally discussed was the fragile nature of eco-villages and nature. This fragility has brought some limitations.* For this reason, these limitations have become important in planning. P13 on the subject said: *"Nature has its own balance. Eco-villages have their own limits and balance. If more than 1 person comes to the place where 30 people can stay, then this situation turns into a problem. Constantly crowded groups also come to the problem. Asking for more disrupts the balance. In addition, being too crowded, lack of space reduces communication between the community and reactions".*

3.7.5.3. Anti-Tourism

Anti-tourism is the negative attitude and behavior of local people towards tourists or tourism phenomenon (Smith, 2017). These behaviors sometimes go back to violence and cause serious problems in countries. *During my research process, I contacted many people to interview Ecovillage practitioners and participants. Some practitioners and participants refused to meet with me politely. The reason for this was that they did not adopt the phenomenon of tourism and their approach to this phenomenon was negative.* As can be seen from this event, even though tourism is a sector that generates income for countries, some individuals and communities see tourism as a capitalist order. According to them, ecovillages cannot be a tourism center. In addition, the response of the local people to this issue is a tourism opportunity for some important people, while for others it is a fact that should be

avoided. When these two cases are examined, it is revealed how to call ecovillages as tourism centers as a center which includes tourism mobility.

3.7.6. Management of Ecovillages as a Tourism Center

The models of management in ecovillages and how they operate are examined under this title. Management is also effective in successful planning of ecovillages based on their limitations. A good management model affects communities both socially and environmentally and contributes to the stability of their balance.



Figure 11: Management Systems in Ecovillages

Subcategories related to management are divided into two as holacracy and sharing of responsibilities in the codes obtained from data. This distinction is shown in Figure 11.

3.7.6.1. Holacracy

Holacracy is a different way of management. In Holacracy, there is no need for a manager or administrator and the work is done according to the skills of the people. In eco-villages we can also talk about holacracy. Because there is no hierarchical structure in the ecovillage thought structure in the community. *When I visit the ecovillages, the people who usually set up the Ecovillage or later voluntarily take responsibility for that region live there to ensure general functioning. However, they are not involved in any hierarchical order, but they work with the community or visitors and take equal responsibility.* There has often been a discourse of "anti-hierarchy" in conversations about management. The lack of hierarchy matches Holacracy, which takes its place among flat management models.

3.7.6.2. Sharing Responsibilities

Responsibilities are needed to be taken for managing ecovillages and to ensure that things go smoothly. According to the results of the interviews, the people staying in the eco-villages share the work to be done in the ecovillage and help each other. P01 said *"I've been here voluntarily for years to keep things going and life. In some periods nobody comes. Then I do all things. How many people we are, we always share the responsibilities"*. P12 said *"When I am in the ecovillages, I try to take responsibilities because I am living in there. Even small things you have to help, otherwise you cannot feel that you are a part of something"*.

3.7.7. Promotion for Ecovillages as a Tourism Center

Under this title, it was aimed to reach information about the promotion and marketing process of eco-villages. Questions were asked to the interviewees about the current promotion and marketing of the eco-villages and what way to follow in the future. Categories were formed by coding the answers given to these questions.



Figure 12: Promotion for Ecovillages

Promotion related sub-categories are given in the figure 12. The observations of the participants related to these categories are given under the following titles.

3.7.7.1. Niche Market

Marketing for eco-villages does not involve becoming more popular venue and to be heard more. *Because the possibility of many tourists coming to the ecovillages disturbed the current ecovillage practitioners said during the interview.* Visiting ecovillages with smaller masses will help to keep the ecological balance and prevent any damage to the fragile structure of ecovillages. For the marketing of ecovillages, it is useful to turn to a particular group because the tourist profile

visiting the ecovillages has a certain idea of life. In order to prevent conflicts that may occur due to differences in thought, it is important to accept them as a relative market and to market them as such. P03 said *"We don't have the idea of being a place that everyone visits. We want to be visited by people who will keep up with life and have the same mindset as us"*. P12 said *"It is very difficult for us to live with people who do not have the same idea and come in normal holiday mode. It can create conflict."*

3.7.7.2. Green Promotion

When interviews were made in terms of the promotion and recognition of ecovillages, it was emphasized that the registration of eco-villages to the Global Ecovillage Network was a step towards recognition from the data obtained from practitioners and participants. In addition, the ecovillage community participates in ecology-based meetings and events to increase their visibility. At the same time, the sale of the products also contributed to the recognition of ecovillages. In addition, it was emphasized that the promotional activities to be carried out should be ecology based. P11 on the subject *"The recognition system in ecovillages is due to the ecology-based structures that we are already in. That is, recognition is recognized in a limited area and by those who are interested in these issues. While it is good to stay that way, it also brings some handicaps. For example, if investment is made or further assistance makes it possible for ecovillages to have the same standards as ecovillages abroad "*.

3.7.8. Experiences in Ecovillages

It expresses a charm experience for tourists in tourism destinations. Facilities in tourism destinations increase the demand for tourism. Under this title, the experiences of ecovillages, which we define as tourism centers, are examined.

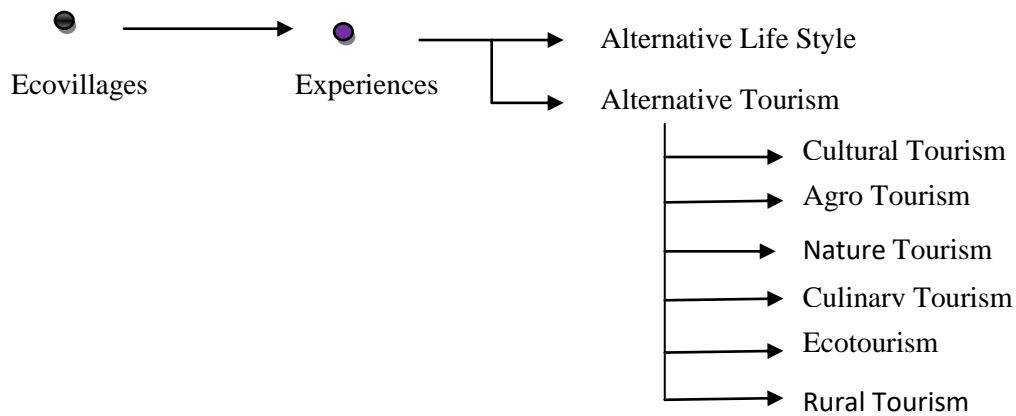


Figure 13. Experiences in Ecovillages

When the Figure 13 is examined, the tourist experience is divided into two sub-categories. There are two sub-categories: alternative lifestyle and alternative tourism. Alternative tourism covers different types of tourism in itself.

3.7.8.1. Alternative Life Style

As a result of globalization, the consumer community structure has destroyed the ecosystem. The societies that have always consumed have become uniform over time. However, this search of people who are in search of outside society and who actually miss the life styles of pre-industrial societies has brought out ecovillages. Today, eco-villages have been frequented by alternative life. People living and visiting here have adopted an unusual way of life. This lifestyle is based on ecological justification while meeting the needs of the society. Ecovillages, which are alternative habitats for these communities, are extremely important. The ecovillages offer a different way of life to those who want to visit them, where they can be part of the experience. P15 *"There is a consumer approach in today's society. Thinking, staying in the moment, listening to nature became alienated to us. The consumption habits of the societies are increasing day by day and the damage to nature and environment is increasing at the same rate. There is a social structure in ecovillages that produces, consumes and transforms what it produces"*.

3.7.8.2. Alternative Tourism

Each eco-village offers different experiences and activities. Eco-villages are a place that includes the flow of experience and has cultural, social and ecological

activities. Eco-village visitors benefit from all activities and are also involved in the work of the eco-village community. When the activities in the eco-villages were examined, alternative tourism types emerged. The alternative tourism types categorized as a result of the interviews are as follows:

Cultural Tourism: Cultural interaction, cultural sharing and recognition of new cultures, visiting cultural sites are one of the experiences eco-villages give to their visitors and practitioners. Culture and tourism are interrelated concepts. Because tourism contributes to the emergence, promotion and maintenance of cultural values. P10 said *"It is very important for us not to forget and continue the local culture, we also introduce the traditions of the village people"*, P16 said *"A place where different cultures come together and blend"*.

Agro Tourism: Agricultural activities such as permaculture, use and storage of local seeds, agriculture, fruit and vegetable cultivation, pruning, collection and cultivation are carried out. Both practitioners and tourists visiting eco-villages can participate in these activities. One of the alternative tourism types is agro tourism comes up with these agricultural activities P02 said *"Our main resource for living is agriculture; we are planning the whole year planting process. When the visitors come here they can join the agricultural activities"*.

Nature Tourism: Contributing to the protection of natural areas, trekking, forest walks and nature-based information sharing are among the activities in ecovillages. Nature tourism also includes protection of nature and activities in nature. P08 said *"We do long nature walks. Then we collect products we can eat in natural areas"*.

Ecotourism: Ecotourism includes tourism activities in natural areas as well as supporting local development. It is emerging as an ecotourism center in ecovillages. *Throughout my research, I came across a different title called eco-tourism villages in eco-village species in the Global Eco-village Network.* It has ecotourism practices of eco-villages based on nature.

Culinary Tourism: Culinary tourism includes local eating and drinking habits, cooking methods and experience of local cuisine. In this culinary culture where the local is at the forefront, ecovillages coincide with the local use principle. Because in ecovillages, meals are made with local techniques and local products are

used. An ecovillage in China is an example of the experience of Chinese food made with locally grown products. P07 said "*We consume local seed, we prepare local food for our visitors what local community cook*". P16 said "*I travel a lot of the year, when you are in some cities you can find only popular and common food on the streets. When I was in an ecovillage in Izmir, I eat local food which the recipe is very old*".

Rural Tourism: Supporting rural areas and contributing to their development are among the main objectives of rural tourism. Tourism With rural activities, tourism in the city attracts rural mobility. Eco-villages are usually established in the countryside. *The eco-villages I visited have been abandoned or located in small populations.* This prevents the village population and forgetting of eco-villages.

CONCLUSION

Ecovillages are generally formed by smaller communities and aim to live in accordance with the principles of nature conservation and sustainable living. The planning of eco-villages that address a certain segment and small groups in terms of capacity is also made on this limitation. In the conclusion part of this study, more detailed information about the structure of eco-villages is given and information is given about the structures that should be applied.

When the eco-villages are examined in terms of political arrangements, it is found that they are affected by the laws, rules and strategies established at local, regional, national and international level. Political arrangements are very important in the planning and development of eco-villages. Because the continuation of the planning within a legal framework may provide the opportunity to identify the problems that will occur in advance.

Planning is not only the coordination of a space, but also the evaluation of the results reached by a scientific research technique and the suggestion of implementation possibilities in order to bring solutions to the problems that may be encountered in the future (Arslan, 2005). In the main category of the research, there are results depending on the future planning and current conditions of the ecovillages. In the study, the three factors affect the link between ecovillages and planning. These are political regulations, over tourism and anti tourism.

The following political arrangements can be used when planning eco-villages by the governments, stakeholders and planners;

- * Legal regulations of the country
- * Turkey 2023 Tourism Strategy
- * Sustainable Development Goals
- * Global Sustainable Tourism Criteria

Planning does not only consist of political arrangements. While planning, a model should be chosen in accordance with the capacity of the place to be designed as a tourism center (Bajdor, 2013). When a study on planning is adopted, all stakeholders should work with the local community and local governments.

The challenge of managing tourism sustainably for individuals, tourists and day guests has been perceived for a long time. Be that as it may, the predominant worldview has been of tourism as to a great extent unchallenged "great" with feasible and sustainability generously connected to console antagonistically affected networks and faultfinders (Gössling And Hall, 2002). Over the most recent two years, there has been an extreme change in the impression of nearby individuals of tourism, in numerous goals a tipping point has been come to and mass tourism has turned into a neighborhood political issue, in some cases overflowing into the road (Hall, 2000). Overtourism portrays goals where hosts or visitors, local people or guests, feel that there are such a large number of guests and that the personal satisfaction in the territory or the nature of the experience has crumbled inadmissibly. It is something contrary to Responsible Tourism which is tied in with utilizing tourism to improve spots to live in and better places to visit. Frequently the two guests and visitors experience the crumbling simultaneously and oppose it (Goodwin, 2017).

As can be seen from the findings, ecovillages are a tourism center that tries to survive in a small area and does not harm the ecosystem. The arrival of more than the normal capacity of tourists to this region and participation in activities will become a major problem for ecovillage practitioners. This problem also raises the danger of disrupting the ecological balance. In order to prevent an attitude towards tourism and to prevent the deterioration of the balance, capacity studies should be carried out primarily. Sustainability consultants, ecovillage practitioners and environmentalists should be supported to carry out these activities. Planners and local authorities should also come together. Confusion due to overcapacity attracts local people's reaction. This reaction grows in time and causes them to exhibit an attitude towards tourism and brings the concept of anti-tourism. In the ecovillages, too many tourists or different types of tourists can cause the reaction of the ecovillage community. The reason for this reaction is that communities living in ecovillages have an ecologically based thinking. Therefore, it is useful to measure the response of local people in the planning of tourist destinations.

It is important to adopt sustainability dimensions in the marketing of tourist destinations. Marketing should include more than the promotion of the region. In terms of sustainability, many factors are faced in the marketing of tourist destinations

in the administrative process. Sustainability, promotion of tourism resources in environmental human communication, utilization of resources, potential customers and local public relations should be evaluated in this process (Sezgin and Karaman, 2008). When the relationship between marketing and ecovillages is examined, the introduction of eco-villages as niche markets and promotion of ecovillages through green promotion techniques are mentioned.

In the tourism sector, niche marketing techniques are used to market the types of tourism in the special interest tourism that fewer people demand. In the tourism sector, niche marketing is realized with the presence of people demanding the tourist product (Güreş and Akgül, 2010). The differences in demand and profile of tourists visiting eco-villages make a difference in their marketing strategies. Because visitors;

- * They are responsible for resting, exploring and spending time in nature as well as efforts to protect nature and reduce their carbon footprint,

- * They do not have the concern of purchasing services, on the contrary they work equally in production and consumption of services,

- * Responsibility sharing is extremely important,

- * Ecological living principles are extremely important,

- * They want to live with people who are open to cooperation.

The integration of ecovillages with nature and the struggle for survival by keeping up with nature expects the tourists coming here to keep up with this struggle. It is extremely important to keep up with life in the community. In villages where an alternative life is adopted, it is frequented by people who want to live outside the standard and do not have many expectations while spending time here. Within the framework of these features, ecovillages should be designed as niche markets and people with special interest should visit them. Promotional activities in ecovillages are carried out in very limited areas and within certain groups and activities. Ecovillages known by people who know the concept of eco-village or are engaged in ecological activities do not make much effort for promotion activities. They are mostly present on certain websites and online shopping platforms. The introduction of the ecovillage with the data obtained in the research brings many advantages and also causes disadvantages and concerns. According to this, promotion, increasing the recognition of the ecovillage, strengthening in the economic sense, visible,

contributing to the attention of local authorities and infrastructure works, but on the other hand, there is a possibility that some of the disadvantages of over-recognition will occur.

- * Doing promotional activities that harm nature

- * The emergence of excess demand

- * Negative reaction of local people

- * The deterioration of the system within the ecovillage is an example of these disadvantages.

It is very important that the strategies to be made in order to prevent the negative effects of the promotion of the ecovillages are made in accordance with the nature, ecological, sustainable and in line with the wishes of the local people and not to exceed the flat and niche market limits and to take care of the capacity vaccination. Furthermore, the limitations of ecovillages should be paid attention to by marketers. It is recommended that green promotion practices and strategies be used in the promotion of ecovillages. Green marketing includes activities that are carried out during the design of the strategies and practices for marketing without harming the nature and minimizing this harm (Erbaşlar, 2012). It is very important to follow the names that do not harm the nature of the marketing stage and to select the materials accordingly.

The management model in ecovillages is shaped differently than other tourism centers. Based on the idea that every living thing in the nature is equal, the communities rejected the hierarchy structure within ecovillages (Rose, 2014). Contrary to the hierarchical structure, they have adopted streamlined management models in which everyone can be involved and responsibilities can be shared equally. In ecovillages a flat organization model emerges. A flat organization has an organizational structure with few or no dimensions of center management among staff and executives. A flat organization has an organizational structure with few or no dimensions of center management among staff and administrators.

In the ecovillages where the single family lives continuously takes on responsibilities. Responsibilities are shared equally in many family groups or ecovillages with more populations. Contrary to the hierarchical structure, an egalitarian structure has been adopted in which responsibility sharing and solidarity

exists. In the literature, this type of management approach is Holacracy. Holacracy is another method for organizing and running the organization that replaces the traditional management progressive system. Rather than working top-down, control is dispersed all through the organization, giving people and groups more opportunity to self-oversee, while remaining adjusted to the organization's motivation (www.holacracy.org). The management of ecovillages is egalitarian, communal and sharing. It acts with the sense of individual responsibility without the need of any manager or responsible and has a harmony within itself. People who want to visit ecovillages can be involved in the management process by sharing responsibilities.

Eco-villages offer an alternative way of vacationing. In ecovillages, which have an ecological, natural and participatory form of holiday, tourist demand is influenced both by ecological, social and economic variables, and also by these dimensions and the planning, management and marketing strategies that vary depending on these dimensions.

The tourist profile of the eco-villages consists of responsible, environmentalist and volunteers. In eco-villages visited by people with these characteristics, visitors are involved in the whole process and have their holidays. They are part of the Holacracy system and can share responsibilities. Visitors, such as ecovillage residents, are also environmentally conscious and have information about environmental practices. They can purchase other activities on a voluntary basis as well as other ongoing activities.

The difference in the tourist profile also affected the demand for tourism. People who visit ecovillages prefer smaller, ecological and participatory places, which pay attention to ecological living principles and sustainability. This preference attracts demand by making ecovillages a tourism center. Eco-villages respond to the expectations of visitors who are interested in nature, who are environmentalist, sharing, helpful, willing to participate in the eco-village system.

Environmental sustainability is extremely important for ecovillages. Increased global warming and climate change decrease in natural resources, unplanned construction and destruction of forest and water resources are issues that environmentalists try to find solutions. The emergence of eco-villages is that people who seek solutions come together and initiate an ecological trend. In terms of

sustainability, ecovillages make a great contribution to the use of green energy, blending permaculture and traditional agricultural practices and reducing carbon footprints.

The return of the ecovillages to nature and the effort to live in the nature and accumulation has been shaped on the protection of nature and the feeding of nature.

The applied agricultural methods do not contain the chemicals which are called clean agricultural applications and are used today. The use of local seed, monitoring of seasonal agricultural practices and the use of organic fertilizer obtained by composting protect the nature. Ensuring sustainable development; In order to improve living standards and realize economic or production-oriented activities, it is necessary to meet the increasing energy demand due to population growth and economic growth (Seydioğulları, 2013). The community, which meets the energy needs by utilizing solar panel and wind energy, argues that renewable energy sources contribute to ecology. In ecovillages that adopt green life and implement waste management in a very good way, they control carbon emissions and the community acts with this awareness.

Instead of using natural riches, protected areas, special environmental protection areas as a direct tourism area in order to develop sustainable tourism that is sensitive to environment; taking into account the characteristics of these areas, structured and conservation-based planning integrated with other areas, including local communities, also applies to ecotourism. Instead of particulate approaches that harm the environment according to a certain system and process, a planning approach that integrates living units, protects the environment and makes natural, cultural and historical values sustainable is maintained (Kaypak, 2010).

The dynamic nature of tourism and the changing demand for tourism have pushed tourists to different quests. Eco-villages have attracted tourists in recent years and offer a different experience. With the analysis of the data obtained as a result of the interviews, it was seen that eco-villages contributed to tourism and the sustainability of tourism with its economic, social and environmental dimensions. With the economic income of tourism, it is forgotten that the villages that live in the rural areas and host the tourism activities, and that they earn income by selling their

own products, and the use of both the traditions and the local seeds which are disappearing, have considered the environmental and social contribution.

Societies consist of a complex grouping of people. Every society needs many tools to solve problems and meet the needs of individuals in specific situations. According to the environmental conditions of the person and their relations with the people they live collectively, these tools are limited and changing (Duran, 2011). When the relationship between social sustainability and eco-villages is examined, three dimensions emerge. Home schooling is a piece of a wide development where private gatherings and people are figuring out how to give benefits that used to be left to public administrations (Hill, 2000). Culture is one of the concepts we encountered in the discussions about eco-villages. When the social structure of eco-villages is examined, cultural interaction The social structure in eco-villages is more holistic but communication is based.

The economy refers to the use of the resources necessary for the societies to sustain their lives. In eco-villages with an ecologically based thinking, different economic models are used to ensure economic sustainability and to meet the necessary needs. These economic models contribute to ecological sustainability. The transformation economy aims to meet the needs of the system from the system itself. In the eco-villages, the studies on the transformation economy are in the form of water;

1. Performing waste management
2. Evaluation, sale and recycling of products obtained from soil
3. Reuse, recycling and renewal applications

Another economic model is the sharing economy. Share is one of the basic life principles of eco-villages. The sharing economy applied here includes the gift chain. It is within the gift economy to give unused and non-needed goods to someone else. In addition, the share of all materials used in the economy is included.

Eco-villages, which can be cited as examples of self-sufficient societies, produce and transform production and consumption in a balanced way. In this model called prosumer, the products produced in the eco-village are produced with the participation of local people. They have created a model that consumes their own needs from the products they produce themselves.

Even if the eco-villages that put the economy on the ecological basis of self-sufficiency at the present stage, it can be seen as risky to go through these systems economically only with the start of tourism in the coming years. In order to eliminate this risk, it is possible to establish a sharing network, to develop the product sales network and to enter eco-villages at a reasonable price (Hall, 2019).

Eco-villages have a self-sufficient society structure outside the normal living standards. A different life and questions await those who want to stay in eco-villages. This way of life expresses responsibility sharing, nature-based living and volunteering. Activities in eco-villages are nature-based and sustainable. Participation in these activities makes everyone living there responsible. As can be seen in the data obtained in the study, alternative tourism forms are found in eco-villages. Protecting nature, ensuring sustainability and promoting local development are common to these activities.

- * Rural tourism which brings with it many activities such as supporting rural areas, providing development and consuming from local areas,

- * Culinary Tourism, experimenting with local foods and experiencing the continuation of the local cooking techniques,

Ecotourism, including ecological balance, ecology-based activities and sustainability,

- * Agro tourism, including agricultural practices, permaculture and local seed awareness

- * Nature tourism including activities such as protection of nature areas, trekking and forest walks,

- * Cultural tourism, including cultural interaction, contact with local people and experiencing different cultures, has emerged.

The emergence of sustainable tourism with the development of the countryside contributed to the localization of tourism (Ceylanlar et al, 2017). However, the difficulty of access to the region and the lack of infrastructure are negative for tourists. It is suggested that municipalities and tourism stakeholders should direct their investments to these regions in order to eliminate them.

The attractiveness of the eco-villages as an investment center will attract new business opportunities in this region and prevent the migration. However, too many

tourists coming to the region will also force their social carrying capacity and endanger the sustainability of the region. Therefore, the flow of tourists needs to be controlled. Failure to meet excess demand will reduce the income from tourism by damaging the image of the region (Roysen,2019).

It is of utmost importance that the investments and activities to be carried out in the region be conducted in a controlled manner and experts are consulted. The decisions to be taken and the strategies to be taken should be local and to protect the nature.

As an area of application for rural tourism, eco-villages have evolved, especially in recent years, with the change in social structure and the differentiation of socialization expectations of the communities that want to bring traditional village life into life.

The eco-villages, in which the first examples are seen in Europe, are each defined as a core village. The architectural character that integrates with the social content of the eco-villages considered along with concepts such as environmental problems, sustainable development and environmental sustainability can be considered as the most important indicator of its emergence against standard regulations.

Eco-villages have a great variety, size and capacity, unique architectural style and location value in acquiring socialization experiences. The way to make a village a tourist attraction center is to create small micro enterprises that will provide tourism services. This includes volunteering, participation, support from the authorities and assistance from national and international funds. The enterprises in the eco-villages will also be small-scale enterprises, suppliers of each other. A cooperative-style enterprise structure will enable these enterprises to use their full capacity. Considering financial opportunities, access to international funds, turnover and tax advantages, the cooperative is seen as the most appropriate legal status for investors (Alkibay, 2006).

In order to determine how eco-villages and sustainable settlements should be formed, firstly, it is emphasized that the problems and difficulties faced by these settlements should be determined. An attempt to interpret social, economic and ecological problems together and to find solutions to these problems is often handled

in studies on eco-village. It is stated that adopting the traditional lifestyle of the villages and returning to the traditional knowledge is not enough to create an ideal ecovillage, therefore, the traditional knowledge should be interpreted within the new technological developments.

Local information is a collection of traditional information previously experienced by local people. For example, each region has its own unique lifestyle, construction, agriculture, animal husbandry technique, and argues that a planning approach that interprets local knowledge and traditional planning techniques will have a positive effect on eco-villages.

Therefore, the Ecovillages should not be designed to be used by only tourists. Instead, they should be designed to include the people who permanently reside in the village and/or in the area. This will distinguish an Ecovillage from other tourism destinations in a way that the some of the villagers could manage the operators, while the other villagers and the visitors could serve as voluntary employees to care of the chores and needed activities in the village. As a result, this could be one of the ways to increase local people participation, even up up to one hundred percent, in the Ecotourism. However, it is necessary to establish an Ecovillage and make it fully operational before developing a tourism attraction center. An Ecovillage should be based on three basic activities, which are organic farming, ecological architecture and renewable energy (Adalilar et al., 2015).

As a result of the model to be created; planning and marketing of eco-villages with a fragile structure to make them a tourism center, contributing to ecological, social and economic sustainability; a strategy should be developed for the management model and ideas of local people. In the planning and marketing part, especially the local people should act together. The eco-villages, which should be presented as a niche market, should take into account the tourist profile and make the activity planning seasonal.

The aim of this study is to be a guide for all stakeholders, eco-village practitioners, sustainability experts, local governments and academia who wants to create projects or study about ecovillages.

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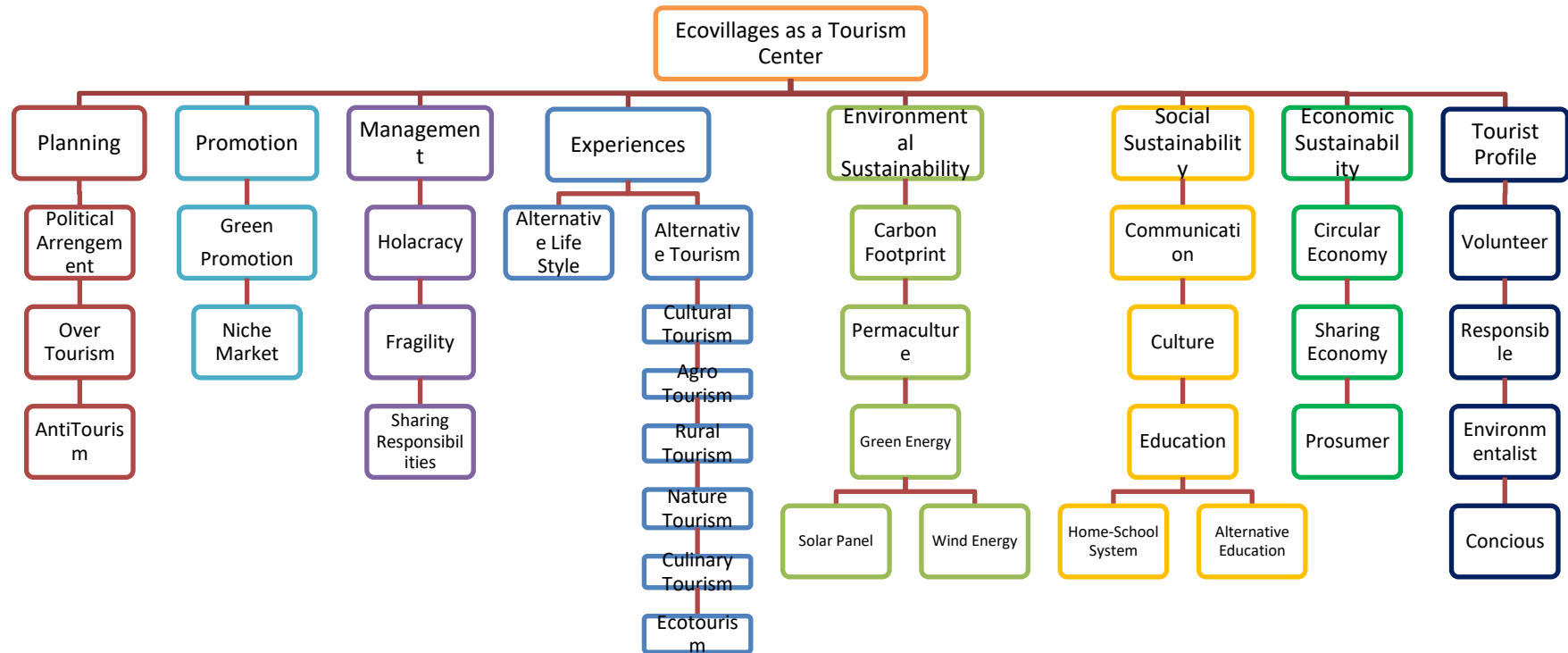
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Annex 1: The Model of Ecovillages



Annex 2: Semi-Structure Questions

1. .What is sustainable tourism?
2. Do you think that eco-villages can be regarded as ecotourism centers? How?
3. What should be done for eco-villages to become tourism centers?
4. How does eco-villages have an impact on sustainable development when we evaluate them in terms of tourism?
5. In terms of tourism, what are the strengths and weaknesses of eco-villages?
6. What are the opportunities offered by eco-villages? (in terms of local community, economy and tourism)
7. Is there any threat to disrupt the sustainability of eco-villages?
8. What are the activities of eco-villages and the types of tourism resulting from these activities? (eg camping = camping tourism, etc.)
9. What are your reasons for choosing eco-villages?
10. How are eco-villages promoted? What should be the future promotional activities?
11. How does the eco-village system work?
- 12 How can we examine eco-villages in terms of economic, social and environmental aspects?