OFF-ROAD TOURISM: AN ALTERNATIVE WAY FOR SUSTAINABLE TOURISM IN ÇANAKKALE, TURKEY

Figen SEVİNÇ595
Erol DURAN596

DOI: https://doi.org/10.31410/eraz.2018.898

Abstract: The number of the tourists participating in tourism activities as an extreme adventure in nature in the world is gradually increasing. The off-road tourism, having emerged from people travelling by off-road machines according to their own motives, is becoming more popular, off-road routes are getting enlarged, and projects are developed for off-road activities day by day. Therefore, the elements constituting the off-road tourism have come into prominence and the motivations of the off-road tourists participating off-road activities and its relation on satisfaction with life have been studied. Thus, the aim of this study is to find out the importance that off-road tourists give to and the level of the interest they show for off-road tours. The central question of the study raised on is; what is the level of interest and importance on off-road tourism and how can it be an important touristic attraction for Çanakkale tourism? For this purpose, in-depth interview technique was used on 22 off-roaders at different via off-road association in Çanakkale, Turkey. According to the results of the analyses, developing off-road by its philosophy and structural requirements in Çanakkale can be feasible in sustainability perspective because of its meaning on off-roaders like exploring, challenging and conflicting with the wild and socializing with the others. At the same time, a positive relation has been determined between attending off-road activities and satisfaction with life.

Key words: Sustainability, recreation, off-road tourism, satisfaction with life