

EXAMINATION OF GENERATION Z'S PREFERENCES OF AGRO TOURISM TYPE: ANALYSIS IN İZMİR DURING COVID-19

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Abstract

Although agro tourism has been a topic that has been discussed in the tourism literature for a long time, the relationship between agro tourism types and generations has been associated relatively recently. In this study, tourism and agriculture practices are integrated into the Agro tourism type preferences of generation Z members in the context of farm accommodation, farm catering, participatory agro tourism, farm retailing, therapy at the farm, holiday in the farm and farm entertainment is aimed to be examined. During the pandemic, 322 volunteer generation Z members, who contributed greatly to the harvest that could not be collected in the farms during the solidarity process, was reached in İzmir. In total, the data obtained using the MAXQD2020 program of face-to-face interviews with 30 people from 30 different districts of İzmir were interpreted. Based on these findings, the Agro tourism market can be segmented according to these differences that occur depending on Generation Z.

Keywords: Agro Tourism, Circular Agriculture, COVID-19, Generation Z, İzmir, Types of Agro Tourism.

Jel Classification: H53, I3, Q1, Q130

Z KUŞAĞININ AGRO TURİZM TÜRÜ TERCİHLERİNİN İRDELENMESİ: COVID-19 SÜRECİNDE İZMİR ANALİZİ

Öz

Agro turizmi, turizm literatüründe uzun süredir tartışılan bir konu olmasına rağmen, agro turizm türleri ile nesiller arasındaki ilişki nispeten yakın zamanda ilişkilendirilmiştir. Bu çalışmada, turizm ve tarım uygulamaları, çiftlik konaklaması, çiftliğin yiyecek ve içecek servisinden yararlanma, katılımlı agro turizm faaliyetleri, çiftlik ürünlerinin perakende satışı, çiftlikte terapi, çiftlikte tatil ve çiftlikte eğlence bağlamında Z Kuşağı üyelerinin Agro turizm tipi tercihlerine entegre edilmiş ve incelenmesi hedeflenmektedir. Salgın sırasında dayanışma sürecinde çiftliklerde toplanamayan hasada büyük katkı sağlayan 322 gönüllü Z Kuşağı üyesine İzmir'de ulaşıldı. Toplamda, MAXQD2020 programı kullanılarak İzmir'in 30 farklı ilçesinden 30 kişi ile yüz yüze görüşmeler yapılarak elde edilen veriler yorumlanmıştır. Bu bulgulardan hareketle Agro turizm pazarı, Z kuşağına bağlı olarak ortaya çıkan bu farklılıklara göre bölümlere ayrılabilir.

Anahtar Kelimeler: Agro Turizm, Agro Turizm Türleri, Başka Bir Tarım Mümkün, COVID-19, İzmir, Z Kuşağı.

Jel Sınıflaması: H53, I3, Q1, Q130.

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1. Introduction

Agro tourism, which integrates the common features of agriculture and tourism and gathers them on a common denominator, is one of the tourism types that countries attach importance to within the framework of sustainable tourism. In recent years, instead of people vacationing in big hotels or in unnatural environments; the prominence of the desire to rest by consuming more natural foods, living in more natural environments and living quite calmly has revealed a new form of tourism, "slow tourism". Agro tourism practices also overlap with the components of slow tourism. It is thought that the slow city model also makes important contributions to local development as an example of a good "agro tourism" practice (Hekimci, 2014). Lowry & Lee (2011) slow tourism; can be evaluated in both urban tourism and rural tourism. Agro tourism is seen as a tool to ensure the economic and socio-cultural development of local people, especially in rural areas.

Moving forward to be the pioneer of agro tourism, İzmir makes a difference both in tourism strategies and agricultural strategic activities. According to the Izmir Tourism Promotion Strategy and Action Plan 2020-2024, the holistic management of the attraction centers in different regions of Izmir within themselves and in relation to each other is one of the important steps to be taken in order to develop the tourism potential of Izmir. In this direction, the second pillar of the tourism-promotion cycle is the 'Destination Management' strategic objective. The spread of activities that are concentrated in similar date ranges in different tourism regions throughout the year and their communication in a single language are among the most important issues. The strategic purpose of Destination Management covers not only organizational planning but also activities that require physical interventions. The 'Destination Management' pillar, which includes activities such as the dissemination of İzmir visual identity work throughout İzmir, the arrangement of orientation and information boards for tourists, and the planning and communication of events in line with a common calendar, consists of five strategic objectives. In order to achieve these goals, it will bring İzmir to the forefront from other destinations, especially in domestic tourism. The main aim of the project is to increase the tourism potential and accordingly employment in these areas through physical and organizational interventions and routing studies. Among these five strategic goals, the place, importance and development of agro tourism are studied (Soyer, 2021).

According to the Strategic Plan of Izmir Metropolitan Municipality 2020-2024, among the strategic objectives and targets, reducing poverty, ensuring food security, improving nutrition, supporting sustainable agriculture, making progress in İzmir by supporting tourism, developing agricultural areas in a way that will protect the ecosystem, developing natural areas, It is the most accurate place where agro tourism practices can be observed, as there are efforts to stop the loss of biodiversity (Soyer, 2021).

It is very important to be dynamic in a process where service and consumption are almost simultaneously in the tourism sector. The most important factor that will bring dynamism to the effective and efficient market segmentation. Market segmentation is to bring together consumer groups with similar needs or similar demand structures, similar perceptions about goods and services, and similar purchasing tendencies and behaviors, and dividing the market into subgroups (Blocker and Flint, 2007: 811).

Although the tourism market is segmented at a micro level, such as the socio-demographic and behavioral characteristics of individuals, and at a macro level, such as the shelf characteristics of countries (Lin et al., 2019), the concept of generation, which is an age-based but not limited to this, is also a meaningful segmentation criterion. However, it is seen that the subject of generations and agro tourism is not sufficiently addressed in tourism researches. However, the studies carried out on generations from various perspectives will provide important clues in understanding the unique tourism preferences, attitudes and behaviors of different generations (Özel, 2017: 3).

However, with the pandemic process, our behavior and preferences are changing. It has been seen that the effects of this process on Generation Z, who prefer agro tourism, are not sufficiently related as a research subject and it is aimed to fill this gap with this study. From this point of view, the relationship between the types of agro tourism put forward by Sznajder and Przezbórska (2014) generation Z tourists in this study during the pandemic process was examined. In addition, İzmir's agro-tourism practices were examined.

2. Literature Review

Labels such as agro tourism, farm tourism, farm-based tourism and rural tourism are often used interchangeably (Phillip, et al. 2010: 755). This type of tourism is seen as a type of agriculture-related rural tourism and conceptually it is generally considered a part of the rural tourism concept (Faganel, 2011:27). Although these concepts are often seen as the same terms, they are separated from each other (Zoto, 2013: 210). Rural tourism is a more general term and generally the activities carried out in this type of tourism are based on the rural environment. Agro tourism activities, on the other hand, are based on farms and farmers, and this concept is considered to be a more limited concept than rural tourism (Kosmaczewska, 2008: 145). Agro tourism is a multi-functional type of tourism that provides tourists with the opportunity to participate and obtain information about agricultural areas, agricultural professions, local products, traditional cuisine and people's daily life. This type of tourism offers tourists a variety of rural activities where they can enjoy traveling, learning and exploring. Agro tourism deals with leisure activities organized by farmers in order to appeal to visitors and refers to various forms of tourism related to agricultural activities or agricultural facilities (Dinçer and Emiroğlu, 2017:2). Agritourism, also called agri tourism or agro tourism, is a type of tourism carried out in regions where agricultural production is intense. With this feature, agro tourism creates an additional income source for producers. Thus, instead of replacing agricultural production with tourism, it may be possible to integrate with tourism. In other words, agro tourism gains importance as a new field of tourism activity that does not destroy agricultural areas, which are frequently seen in developing regions, in the name of tourism management, but on the contrary develops tourism together with agriculture (Küçükaltan, 2002: 151).

The development of tourism and the gaining in importance of different types have not been able to have the same rate of increase in recent years. It is known that some terrorist incidents, epidemics and natural disasters have negative effects on regional tourism and international tourism movements (Bahar and Kozak, 2008). If an evaluation is made for Turkey, tourism should be diversified, agro, eco, farm tourism and organic agriculture should be integrated with tourism and the product should be marketed and presented.

The new facilities owned by the country should be constantly emphasized on social media, with all advertising channels where guests can spend their holidays comfortably and safely on issues such as cleanliness, hygiene and health. Thus, the historical artifacts in the country and the rich and unique variety of agricultural products should be used well and marketed with a very good strategy (Bahar and Çelik, 2020: 127).

According to another study, which deals with the difficult process experienced by the tourism industry and makes predictions, Khalilzadeh (2020) states that the effects of Covid-19 are more negative than other epidemics; It was stated that many airlines, hotel chains, theme parks and casinos were closed and thousands of employees were temporarily laid off. On the other hand, it has been stated that one or two years after the end of the epidemic, the tourism sector will be good, but structural and functional changes will occur in the sector. It is stated that these changes will increase the tendency of localization, many young workforce will be employed, tourism will shift from existing destinations to different destinations and new airline brands may emerge. Hall et al., (2020) stated that Covid-19 will cause changes in the tourism sector, and in this context, countries will re-plan their domestic economies and education systems and turn to local and more sustainable forms of tourism, and international tourism will also continue.

Apart from the studies carried out to create predictions in the tourism sector, there are studies that include predictions for the Z generation after Covid-19. According to Buheji (2020), it is emphasized that Generation Z will be very careful about living or spending like minimalists and this generation will reshape products and services. It is thought that as they suddenly experience the reality of how fragile this world is, they will become more careful about taking financial risks. It is thought that most of the post-Covid-19 generations will find it difficult to be optimistic about the future. Despite this picture, it is thought that the youth of this generation will turn to other possibilities that will lead to global change, a change that will respect the environment, health, quality of life and eliminate capital-based economic control. However, it is also mentioned that after the emergence of this essence of life crisis, after Covid-19 there will be a more dynamic and resilient generation that is more ready and agile to unforeseen challenges and capable of surviving and thriving in potentially adverse events. The amount and extent of changes witnessed in the Covid-19 pandemic was unprecedented in many generations before that, and certainly not for those born after 2000. These experiences have taught younger generations how things can suddenly turn around quickly and sharply. Many of these generations have survived this crisis, or have changed or will change as a result of this crisis. Another unexpected global crisis that youth generation has learned and continues to learn is that they may emerge suddenly and they need to be resilient in order to overcome them (Mpaata, 2017).

3. Methodology

3.1. Purpose and Importance of the Research

The aim of this study is the current situation of the agro tourism activities of the Z generation carried out throughout the province of İzmir, the reasons for choosing agro tourism, the activities selected within the scope of agro tourism, which tourism type or activity is selected when agro tourism is not preferred, how Covid-19 affects the choice of agro tourism type, whether there are factors that negatively affect agro tourism, and what activities are necessary for the development of agro tourism for İzmir.

The study is important in terms of determining all these and giving suggestions in this direction, strengthening the development of agro tourism activities in the region and shaping the agro tourism activities according to the preferences of the Z Generation, by raising awareness of agro tourism operators and all other stakeholders in this direction and taking precautions where necessary. It is very inclusive and up-to-date because it includes the effects of Covid-19.

3.2. Population and Sample

As a result of the literature review, it is observed that such farms are increasing rapidly throughout İzmir, apart from the conclusion that agro tourism activities in Turkey are most effectively carried out in Tatuta farms, which are a part of the Tatuta project and carried out by the Wheat Association. For this reason, the research population is the province of İzmir, which is rapidly developing in terms of agro tourism activities. While determining the sample in qualitative research, the relevance of the sample to the research subject is taken into consideration rather than its representativeness. In this type of research, more multi-purpose sampling method is used. In this study, easily accessible case sampling was chosen from purposive sampling methods. This sampling method brings speed and practicality to the researcher. In this method, the researcher chooses a situation that is close and easy to access. For this reason, Seferihisar, where agro tourism activities are the most intense in İzmir and even prioritizing for the first time in the research sample, Bergama within the scope of the Ruritage project, which will make a great contribution to the development of Northern İzmir, Urla, which integrates the best examples of wine tourism with agro tourism applications, Tire, which offers live, living, good, clean and fair food, Cesme, which is slowly transforming, Kemalpaşa, which presents the best examples of solidarity in harvest, all the districts where Tatuta farms are located and even 30 districts of İzmir constitute working with thematic routes. In the research, semi-structured interviews were conducted with 9 people with the conscious youth of generation Z to get information about the current situation of agro tourism in İzmir, the reasons for preference, their activities in the Covid-19 period, the situations that will be adversely affected and the activities necessary for agro tourism development.

3.3. Research Method

In the research, semi-structured interview technique, which is one of the data collection methods for qualitative research, was used. The research was carried out in May and June 2021. In the study, face-to-face interviews were conducted with people representing the conscious, environmentalist and solidarity volunteer Z generation, who work voluntarily in order to prevent the harvest from remaining on the farm in İzmir, each of which lasted for 40-45 minutes. Within the scope of the interview, 9 open-ended questions were asked to the participants, and in addition to the questions asked in the interview form, provided that they do not go beyond the boundaries drawn with the pre-determined subject headings, in order to fully determine the thoughts of the participants; why, how, what exactly did you mean, do you have any other suggestions? In the form of questions, it was tried to give deeper information to the questions. The questions asked to the participants within the scope of the interview are as follows:

Question 1: Could you give information about the general operation and current status of agro tourism activities in İzmir?

Question 2: Can you explain the main reasons why you prefer agro tourism?

Question 3: What is the activity you like to do most during the agro tourism holiday?

Question 4: What type or activity would you prefer when you do not use the type of agro tourism?

Question 5: Did you participate in agro tourism before Covid-19?

Question 6: Did you participate in agro tourism during the Covid-19 process?

Question 7: Did you participate in agro tourism after Covid-19 ended?

Question 8: Are there any factors that negatively affect the development of agro-tourism activities in İzmir?

Question 9: What should be done first for the development of agro tourism activities in İzmir?

In the research, it was seen that the data repeated itself after a point, data saturation was reached and the interview was completed with 9 people. Morse (1995) saturation defined data adequacy and stated that it functions as the collection of data until no new information is obtained. Descriptive and content analysis techniques were used in data analysis. The data obtained in the descriptive analysis can be summarized and interpreted according to the previously determined themes. The data can be organized according to the themes revealed by the research questions, or it can be presented by considering the questions or dimensions used in the interview and observation processes. In this type of analysis, direct quotations are included in order to reflect the views of individuals (Yıldırım and Şimşek, 2011). In the content analysis method; Similar data are brought together within the framework of certain concepts and themes and interpreted in a way that the reader can understand. In this study, the themes were presented by considering the questions used in the questionnaire consisting of open-ended questions. In this direction, the meaning of the data collected with open-ended questions in terms of the research question, their relations with each other and the patterns they exhibit as a whole were tried to be revealed. The results obtained were constantly compared and interpreted by the researcher (Yıldırım and Şimşek, 2006). The "expert review" method was used as a second strategy to ensure credibility in the research. In order to determine how functional the created categories are, four documents (participant forms) were randomly selected from the data set and sent to academician who is expert in the field of Tourism Management and are also experts in using the MAXQDA 2020 program. The codes made by the experts were compared with the codes made by the researcher, and the necessary arrangements were made by reviewing the codes in line with the suggestions from the experts. In line with the feedback received, the code list was revised and necessary changes were made on the MAXQDA 2020 program. The data obtained within the established themes and focal points were handled without making any changes in the expressions of the participants, and each participant was given codes as P:1, P:2, P:3,... while collecting and analyzing the data.

4. Results

The demographic information of the participants participating in the research is presented in Table 1. 44.44% of the participants participating in the research are women and 55.55% are men. Looking at their educational status, 88.88% are university students and 11.11% are high school students. He is 100% single as of his marital status. Looking at their age, 55.55% are 21 years old and 44.44% are 20 years old. The frequency and percentage distributions of the answers of the participants participating in the research are shown in Table 1

Table 1: Descriptive Information on the Demographic Information of the Participants

GENDER	FREQUENCY (f)	PERCENT (%)
Women	4	44,44%
Male	5	55,55%
TOTAL	9	100%
EDUCATION LEVEL	FREQUENCY (f)	PERCENT %
High School	1	11,11%
University	8	88,88%
TOTAL	9	100%
MARITAL STATUS	FREQUENCY (f)	PERCENT %
Single	9	100%
TOTAL	9	100%
AGE	FREQUENCY(f)	PERCENT %
20 years	4	44,44%
21 years	5	55,55%
TOTAL	9	100%

The views of the participants on the current situation of agro tourism activities in the region and their thoughts on this issue are shown in Table 2. As it can be understood from Table 2, the participants are mostly informed about agro tourism activities in İzmir, that exemplary activities in agro tourism accelerate, respect for ecological balance occurs with agro tourism, people of İzmir have a high level of awareness about agro tourism, volunteerism and solidarity in agro tourism and agro tourism It has been stated that we take care of our essence, our food and our culture. The statements of the participants about the current situation of agro tourism activities in the region and their thoughts on this issue are shown in Table 3.

Table 4 shows the reasons for choosing agro tourism. Participants mostly think that it is the best way to be alone with nature. Apart from this, they stated that they support a balanced life with the ecological system, being a partner in solidarity and understanding the labor of the farmer, reaching healthy food, integrating and protecting the soil, healthy and dynamic lifestyle and rural development. Table 5 shows the statements of the participants about the reasons for choosing agro tourism. As can be seen from Table 6, the preferred activities in agro tourism are indicated. Participants can enjoy beekeeping, consuming healthy food on the spot, meditation and sports, festivals and events, herb collection, aromatic plants, dealing with vineyards, cycling tours, walking on village paths, enjoying the sea in deserted bays, fishing, vegetable and fruit growing and farm animals. expressed as interest. The expressions of the activities preferred by the participants in agro tourism are shown in Table 7. In Table 8, which tourism type or activity is selected instead of agro tourism is given. The participants stated that they are cultural tourism, wine tourism, cycling, mountaineering, fishing, meditation or yoga, trekking, motorcycle trip and backpacking. Table 9 shows the statements of the participants about which tourism type or activity they choose instead of agro tourism. Table 10 includes the selection of agro tourism before, during and after the pandemic. All of the participants stated that they would prefer agro tourism after covid 19. Table 11 shows the statements of the participants regarding their selection before, during and after covid 19. In Table 12, clean energy facilities, traffic, lack of promotion and information, zoning policies, price increase in the region, controlled promotion and advertisement, and migration, which negatively affect or may affect agro tourism, are given.

The statements of all participants about the factors that negatively affect or may affect agro tourism are shown in Table 13. Necessary activities for the development of agro tourism in Table 14; employment creation, municipality, NGO, City Council etc. where young generations can take initiative. support of all stakeholders, legal regulations, inspection of agro tourism facilities, flexible working in institutions, adaptations from foreign examples, organization together with the public to increase common awareness, domestic and international promotion, clean energy facilities, traffic, lack of promotion and information, which may or may affect negatively, zoning policies, price increase in the region, controlled promotion and advertisement, and migration are included. Table 15 shows the statements of all the participants about the activities necessary for the development of agro tourism.

Table 2: Current Situation and Operation of Agro Tourism Activities in İzmir

CURRENT SITUATION AND OPERATION OF AGRO TOURISM ACTIVITIES IN IZMIR	f
Agro tourism activities have gained momentum	8
Respect for ecological balance is created with agro tourism	5
The level of awareness of those participating in agro tourism is high	3
Volunteering and solidarity in agro tourism	1
Protection essence, food and culture with agro tourism	1

Table 3: Quatations of the Current Situation and Operation of Agro Tourism Activities

CURRENT STATUS AND FUNCTIONING IN AGRO TOURISM	FOCUS POINTS
<p>P1: "We meet with all my friends and go to farms where agro tourism practices are in place. We generally prefer Karaburun. I really like the functioning and current situation of agro tourism activities in Karaburun. Being in the cultivation of agricultural products and being able to do this with a discipline is our biggest gain. We make our accommodation in our tents. There is a separate shower and toilet for us, as well as a washing machine. Apart from that, there is an area where we can cook for ourselves from the fruits and vegetables we collect. The information we learn about agriculture and animal husbandry every day is very valuable, and being able to socialize with my friends is invaluable."</p> <p>P2: "I am originally from Muğla. Although it is thought that agro tourism practices are more developed there and in the Mediterranean, I do not agree with this. There is such an opinion because the awareness of foreign tourists coming to these regions is more about agro tourism. Of course, they are all the same. Efes-mimas road, olive road, vineyard road and efeler road, which have been and will be actively implemented, will improve existing formations and enable many more new ones to come to life."</p> <p>P3: "Seferihisar is the land where I was born and grew up. This is where you first hear citta slow. Citta means city in Italian and slow means slow in English. It is used to mean the Calm City and is part of the Slow Movement. The Citta slow philosophy advocates living life at a pace to be enjoyed. The Citta slow movement has set out with the goal of being a realistic alternative to cities where people can communicate with each other, socialize, are self-sufficient, sustainable, protect their handicrafts, nature, traditions and customs, but at the same time do not have infrastructure problems, use renewable energy sources and benefit from technological conveniences. All these were tried to be realized in Seferihisar. Producer markets with healthy, carbon footprint minimum have been opened. Thanks to the Can Yücel seed center, our ancestral seeds have been reproduced. Our ancient seed, karakılçık wheat, has been multiplied and healed many people. We witness that the slow city practices that started in Seferihisar spread all over İzmir thanks to Mr. Tunç Soyer. Can Yücel Seed Center, which was opened in the Bornova Aşık Veysel Recreation area, ensures the preservation, production and reproduction of seeds in all districts of İzmir. In this center, trainings are given on agriculture, soil, compost, and beneficial insects. The awareness of every individual living in İzmir about the environment and ecology is increased. Seed exchange festivals, the collection of the harvest left in the farm with the volunteer army during the pandemic period, the increase in the number of the people's grocery store, where the products coming through the rural cooperatives are sold, actually constitute the big outputs of the small activities of agro tourism."</p> <p>P4: "Thematic routes started to gain momentum. Ephesus-Mimas and Efeler Road are among the ones I know now. These routes will lead to an increase in agro tourism applications, as they allow the existing agricultural activities to be combined with tourism. The fact that the producer's markets established in many districts are preferred by the conscious people of İzmir and that they are purchased from the People's Grocery are an indication of the desire to reach healthy food through the cooperative."</p>	<p>Agro tourism activities have gained momentum</p>

<p>P5: "I also experienced the farms in Karaburun, Foça, Urla, Bayındır and Menemen. The information I learned about agriculture and soil, especially in Karaburun Bozköy, opened my horizons. Especially in this farm, the first goal was learning and self-development by living before rest and relaxation. In Seferihisar and Alaçatı, besides TATUTA farms, I had the opportunity to see businesses engaged in agro tourism."</p> <p>P7: "My grandparents' grandparents also lived in Tire. The lands of my roots have never lost their essence from past to present. The market, which was established on Tuesday, is gaining more importance and value with each passing day. I think I grew up in a magical place where fresh fruits, vegetables and herbs are transformed into delicious meals first hand, with no carbon footprint. It started to integrate these features with tourism. There are activities that combine agricultural production and gastronomy in Derekahve, Topçu and Kaplan. You must be here once in the spring festival, nowruz. It is very important for everyone, big or small, to celebrate this holiday as a festival in the most beautiful way in nature cannot be explained but lived".</p> <p>P8: "Agro tourism practices in Urla are not only wine-based. With the cooperation of cooperatives and women, agricultural products are produced in the healthiest way, delivered to the consumer in the most direct way and added value to the products. Artichoke, Melon and herb festivals are very remarkable. This region, which combines agriculture and tourism, also has a jazz festival and artistic works made by the hands of women. The best examples of agro tourism emerge when the TATUTA application, producer markets, thematic routes, viticulture, the power of cooperatives are blended with the natural and cultural heritage of İzmir. Another important reason for this success is the high level of consciousness of the people of İzmir. The most obvious proof of this is that the number of people's grocery stores exceeds 5, the number of producer markets is increasing day by day, and it is the CittaSlow Metropolitan, with the belief that the food is healthy and the effort of the cooperatives. Agro-tourism reshapes rural life with the right direction of this potential by the municipality".</p> <p>P9: "There are many places that perform agro tourism. It is possible that we can encounter such a practice in almost every district of İzmir. The practices that combine the understanding of hosteling, in which traditional Turkish hospitality is exhibited, with agriculture are both warmer, sincere and high quality. Soaps made from rain water and fresh olive oil in Seferihisar, bottling of centaury oil for healing, transforming tangerine or lavender into cologne and pure oil show that agro tourism is not just a recreation but a tool for revealing innovations".</p>	<p>Agro tourism activities have gained momentum</p>
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<p>P2: "First of all, vacations that used to be thought to be only in ultra all-inclusive hotels where you can interact with the sea and the sun showed the fact that they can turn into a small but boutique and stylish holiday in Alaçatı. Now, there are even businesses that stay in wonderful bungolavs and make agro tourism in Alaçatı. You can even collect bees and take care of the bees. Everything is changing and İzmir can see these changes in the fastest way and adapt itself to them.</p> <p>P3: "...It is used as a Calm City and becomes a part of the Slow Movement. The philosophy of Citta slow advocates living at a pace where you can enjoy living. The Citta slow movement is a renewable energy system where people can communicate with each other, socialize, self-sufficient, sustainable, protecting their handicrafts, nature, traditions and customs, but at the same time without infrastructure problems. It set out with the goal that cities using ivory and benefiting from technological conveniences would be a realistic alternative.... "</p> <p>P4: "Pergamons take their animals and go to the highlands without the hot times raging. Our President came to the plateau this year. We stayed in bristle tents. Singing our most beautiful songs together.</p> <p>P5: "Importance and goals of TaTuTa Strengthening the communication between groups, individuals and different cultures in the ecological life movement, Creating and reproducing healthy examples for ecological production to create a permanent source of life, friendly to natural cycles, primarily for the rural population, By experiencing life, internalizing the responsibilities of ecological life and putting them into practice more in their daily life, First-hand ecological method, experience and knowledge sharing in consumer and producer activities, By supporting nature-friendly production and consumption models, soil, air, water quality, biological diversity, climate and contributing to the healthy continuation of other natural cycles".</p> <p>P6: "We were grateful for the blessings of mother earth offered to us every new day and we experienced the joy of feeding our animals naturally".</p>	<p>Respect for ecological balance</p>
<p>P1: "Even though İzmir is a big city, I feel like I live in a small, sincere, self-sacrificing small town that respects the environment and animals, and is compassionate with its matriarchal structure. Not just me, but my age group all feel almost the same. We see that there are changes that we can learn by diversifying the places we go for agro tourism and by being involved in different activities. While getting to know the vineyards in a farm, we can learn about the cows in one place and the life of the bees in another place. I am sure that all these will be different in İzmir."</p> <p>P4: "The fact that the producer's markets established in many districts are preferred by the conscious people of İzmir, and that they are purchased from the 'Halkın Bakkalı' are an indication of the desire to reach healthy food through cooperatives".</p> <p>P5: "The people of İzmir, who have a high level of consciousness, reach out to the countryside and try to convey this knowledge to those in the farthest corner and give trainings".</p>	<p>The level of awareness of those participating in agro tourism is high</p>
<p>P5: "When you like this tourism, I don't think these places need advertising. In any case, those who set their heart on this work convey these activities to each other by ear. Volunteering is essential in both the advertised work itself".</p>	<p>Volunteering and solidarity in agro tourism</p>

<p>P7: "Thanks to the thematic routes that have been implemented and are still being implemented, it is possible to travel around İzmir in a much more comfortable way by bicycle. I hope that the beauties of dash, Ödemiş and Bozdağ will come to the for even more through Efeler route. If I try not to think about my attachment to the place where I was born, not just here, every hidden rural area of İzmir reveals itself. Thanks to these routes, we will be able to feel our culture, local food, customs and traditions in the most accurate way again".</p>	<p>We protect our essence, food and culture with agro tourism</p>
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Table 4: Preferred Activities in Agro Tourism

PREFERRED ACTIVITIES IN AGRO TOURISM	f
Beekeeping	2
Consuming healthy food on the spot	2
Meditation and sports	2
Festivals and events	2
Picking herbs	1
Growing aromatic plants	1
Growing plants in the garden	1
Cycling tour	1
Walking on village paths	1
Enjoying the sea in deserted bays	1
Fishing	1
Vegetable and fruit cultivation	1
Taking care of farm animals	1

Table 5: Quotations Regarding Preferred Activities in Agro Tourism

PREFERRED ACTIVITIES IN AGRO TOURISM	FOCUS POINTS
<p>P2: "Now, there are even businesses that stay in wonderful bungolavs and do agro tourism in Alaçatı. You can even collect lavender and take care of the bees". P3: "I can't remember Einstein's words, 'If the bees disappear from the face of the earth, man will only have 4 years to live'".</p>	<p>Beekeeping</p>
<p>P1: "I always remember the smell of pancakes prepared by my grandmother in the wood fire, and the happiness of breakfast with fresh vegetables." P3: "It makes me feel very lucky to be able to smell the honeycombs they make and even consume them for breakfast."</p>	<p>Consuming healthy food on the spot</p>
<p>P4: "Breathing exercises increase our energy and brain functions, enable us to move to a happier and more enjoyable state emotionally and mentally. Being able to do this activity in a place within the agro-tourism activity in the countryside and to be able to integrate this knowledge in this way will make it much more special. P5: "The biggest activity that provides my inner peace is yoga. The clean air of nature, the sound of nature's creatures, finding the balance of the body and reaching the healthiest mind are very important to me".</p>	<p>Meditation and sports</p>

<p>P7: "You have to be here for Nowruz in the spring festival. The fact that everyone, big or small, celebrates this holiday as a festival in the most beautiful way in nature is very unspeakable, but it is experienced".</p> <p>P8: "Artichoke, Melon and herb festivals are very remarkable. This region, which combines agriculture and tourism, also has a jazz festival and artistic works made by the hands of women".</p>	Festivals and events
<p>P9: "Gathering aromatic plants and herbs are my favorite activities".</p>	Picking herbs
<p>P8: "I saw how a wide variety of herbs turned into healing".</p>	Aromatic plants
<p>P8: "Working in the hanging gardens all day and watching the sunset".</p>	Gardening
<p>P7: "Cycling is a lifestyle for me, being on the saddle, feeling the wind, being aware of all the colors of nature, new places the way you want".</p>	Bike riding
<p>P6: "Walking in the forest and on the village paths without thinking about anything, inhaling the smell of pine forests, thinking about the animals that you may encounter gives energy to me".</p>	Trekking in village
<p>P5: "During the pandemic process, my frequency of participation in agro tourism types has increased even more. As long as the weather allowed, my father and I always sailed on our small boat. This time, we caught fish not only for ourselves, but also for other villagers who could not go out, and gave it to them. The more we share, the greater the abundance of our fish. In fact, in the future, I aim to both participate in these activities and do this job with those who buy a small village house and set their heart on fishing. I want to do agriculture in the small garden of our village house and combine two activities".</p>	Fishing
<p>P6: "Being able to swim in the private coves that I discovered with untouched, desolate sea creatures, diving and observing the natural life".</p>	Enjoying the sea in deserted bays
<p>P5: "The sea and fish are indispensable in my life, and it is unique to be able to see them together with the vegetables and fruits that I helped to grow".</p>	Vegetable and fruit cultivation
<p>P1: "I know how to milk a cow very well. Getting the eggs from under the chickens and spending time with them were very precious memories for me".</p>	Taking care of farm animals
<p>P6: "It is very special for me to smell the peace that comes from simplicity, to light a fire outside and have warm conversations with my friends around it and sleep in a warm tent".</p>	Otantic experience in tent

Table 6: Which Tourism Type or Activity Is Selected Instead of Agro Tourism

WHICH TOURISM TYPE OR ACTIVITY IS SELECTED INSTEAD OF AGRO TOURISM	f
Culture tourism	1
Wine tourism	1
Cycling	1
Mountaineering	1
Fishery	1
Meditation or yoga	1
Trekking	1
Motorbike tour	1
Backpacking trip	1

Table 7: Quotations on Which Tourism Type or Activity to Choose Instead of Agro Tourism

WHICH TOURISM TYPE OR ACTIVITY IS SELECTED INSTEAD OF AGRO TOURISM	FOCUS POINTS
P9: "When we did not prefer the agro tourism type, we were participating in cultural tours with my family".	Culture Tourism
P8: "I worked voluntarily in many farms in Spain, France, Italy and Portugal in order to live and experience wine tourism".	Wine Tourism
P7: "Cycling is a lifestyle for me, being on the saddle, feeling the wind, being aware of all the colors of nature, being able to travel to new places as you want without harming the ecological balance is very different and special".	Cycling
P6: "There are plenty of hiking and mountaineering clubs in our city. It is possible to go from village to village and to camp every weekend as part of these groups".	Mountaineering
P5: "Actually, we went fishing with my father in small boats in the early morning. It's our family tradition".	Fishery
P5: "When we can't go fishing, the biggest activity that gives me energy and gives me inner peace is yoga. The clean air of nature, the sound of nature's creatures, finding the balance of the body and reaching the healthiest mind are very important to me".	Meditation or yoga
P3: "The moments when we took shelter in nature instead of staying at home during the pandemic process have increased. But I was trekking before the pandemic. With the pandemic process, I continued my trekking activities and tried to stay in agro tourism businesses as long as possible".	Trekking
P2: "In my spare time, I travel by motorbike".	Touring by motorcycle
P1: "Before agro tourism, I was taking my backpack and exploring new places and staying in a tent".	Backpacking trip

Table 8: Selection of Agro Tourism Before, During and After the Pandemic

AGRO TOURISM SELECTION BEFORE, DURING AND AFTER THE PANDEMIC	f
Choice after the COVID-19	9
Choice during the COVID-19	12
Choice before the COVID-19	8

Table 9: Quatations on the Choice of Agro Tourism Before, During and After the Pandemic

AGRO TOURISM SELECTION BEFORE, DURING AND AFTER THE PANDEMIC	FOCUS POINTS
<p>P1: "We have always participated in activities where we can be in touch with nature, and before the pandemic, we were participating in agro tourism. We participated in the name of solidarity during the pandemic process. After the pandemic, we will participate in order to contribute to the environment".</p> <p>P2: "I will continue to participate after the agro tourism pandemic process".</p> <p>P3: "Apart from continuing agro tourism activities after the pandemic is over, I will struggle to find a place for myself in the lands where you grew up so that this can be my way of life. At first, I wanted to find a good job and work in the big city, but I experienced the pain of not being able to catch up with the hustle and bustle of the big city, and the fast-moving life at the workplace I wanted to work at while I was studying in Istanbul. All my day wasted in traffic, the strict rules of the workplace, unnecessary superior-subordinate relations felt very suffocating".</p> <p>P4: "I want to deal with agro tourism activities after the pandemic is over, but my greatest desire is not only to participate in their activities, but also as a participant and even as a business owner".</p> <p>P5: "I want to deal with agro tourism activities after the pandemic is over, but my greatest desire is not only to participate in its activities, but also as a participant and even as a business owner".</p> <p>P6: "Of course, I can't wait to escape to nature".</p> <p>P7: "I want to have a holiday like this after the pandemic is over, anyway, the purpose of choosing this type of holiday was not to be isolated due to the pandemic. It was to benefit from the services offered to us by agro tourism".</p> <p>P8: "Although we need all kinds of tourism, agro tourism will reshape our future. It will ensure access to good, clean and fair food. I think that the preference of this species will increase after the pandemic is over. Although they preferred this type more in order to be protected from cov-19 at first, they started to be abandoned after this type of recreation was adopted. The increase in caravan sales and the fact that they can only raise the supply until 2022, and the increase in bungalow-style house sales are the most striking examples of this".</p> <p>P9: "I want to participate in agro tourism activities after the pandemic is over. Although we have been going through difficult times due to the pandemic for about 1.5 years, these closing times have taught me very valuable information about how to process aromatic plants. Actually, the pandemic has been an advantage for me. It revealed what I could do next and my hidden talent. In the future, I want to start a business that provides added value related to aromatic plants".</p>	<p>Choice after the pandemic</p>

<p>P1: "During the pandemic, my frequency of camping increased even more in order to be isolated from people. I was able to camp and breathe during the weekend curfews. I have been to many farms, helping with chores as a family and staying in my tent".</p> <p>P2: "I tried to reach the places that were open during the pandemic process. While help"ing with the cherry harvest in Kemalpaşa, a good farmer hosted me in his own home, even though his farms were not ready for agro-tourism. We became friends, even relatives, with people who were rich enough to open their homes to me. I think these are actually a part of agro tourism. Although there is no special accommodation activity in the farm life, their hosting in their home is much more special".</p> <p>P3: "I went to Seferihisar with my mother when there was a total closure during the pandemic process. During harvest times, I supported the farmer as much as I could, helped raise livestock and grow fruit and vegetables. Even those who are not interested in these businesses understood the importance of healthy food and nature. First of all, I adopted agro tourism practices as my lifestyle for 78 days. I lived a much more peaceful and calm life. It took all my bad thoughts and future worries to the ground".</p> <p>P4: "During the pandemic process, my frequency of participation in agro tourism types has increased even more. I live in Bergama. I work hard with my elders so that the required efficiency in all of our stuffed pines can reach the desired level again, and at the same time, we are getting ready to switch to house boarding with the new projects of our Municipality. I have been interested in these issues without stopping".</p> <p>P5: "During the pandemic process, my frequency of participation in agro tourism types has increased even more. As long as the weather allowed, my father and I always sailed on our small boat. This time, we caught fish not only for ourselves, but also for other villagers who could not go out, and gave it to them. The more we share, the greater the abundance of our fish. In fact, I aim to both participate in these activities and do this job with those who buy a small village house and set their heart on fishing. I want to combine two activities in agriculture in the small garden of our village house. We were participating in activities where we could do even one of these activities in nature every time we got out of full closures. It is very meaningful to be able to take my bike and travel on special routes and interact with the local people".</p> <p>P7: "Every time we came out of total closures, we were participating in activities where we could do even one of these activities in nature. It is very meaningful to be able to take my bike and travel on special routes and interact with the local people".</p> <p>P8: "I want to participate in agro tourism in my spare time. Although I am in the management section of this type of tourism, it is necessary to closely follow the agro tourism practices abroad".</p> <p>P9: "I want to participate in agro tourism in my all spare time".</p>	<p>Choice during the pandemic</p>
<p>P1: "I used to prefer it before the pandemic process. I think this is the type of tourism that will make the future more livable. I think that it will not only protect the soil, seeds and the environment, but also support small producers and bring the handicrafts that are on the verge of extinction to the surface and take the necessary importance".</p> <p>P2: " I was participating before the pandemic process".</p> <p>P3: "The moments when we took shelter in nature instead of staying at home increased during the pandemic process. But I was trekking before the pandemic. With the pandemic process, I continued my trekking activities and tried to stay in agro tourism businesses as long as possible".</p> <p>P4: "Before the pandemic process, I preferred agro tourism. Apart from agro tourism, I also benefited from sea tourism, but we did not stay in ultra all-inclusive hotels, which were intended to consume everything quickly. We preferred smaller hotels, hostels, campsites or caravans".</p> <p>P5: "Before the pandemic process, I preferred agro tourism. We actually went fishing against the sabha in small boats with my father. This is our family tradition. Still the smell of the sea and waiting patiently for hours were the most precious moments of my life. Since we were very tired after getting off the boat, we used to have a wonderful feast in the evening together in the mansions of our relatives in the village we went to".</p> <p>P7: "I was participating in the harvest activities voluntarily when there was no total shutdown during the pandemic process. P8: Before the pandemic, I preferred agro tourism. I worked voluntarily in many places in Spain, France, Italy and Portugal in order to live and experience wine tourism".</p> <p>P9: "Before the pandemic, I preferred agro tourism".</p>	<p>Preferred before the pandemic</p>

Table 10: Reasons for Preferring Agro Tourism

REASONS FOR PREFERRING AGRO TOURISM	F
Being alone with nature	9
Balanced living with the ecological system	3
Join the solidarity	3
Reaching healthy food by understanding the farmer's labor	3
Integration and ownership of the land	2
Reaching and owning ancestral seeds	1
Reaching a healthy and dynamic lifestyle	1
Supporting rural development	1

Table 11: Quotations on the Reasons for Preferring Agro Tourism

REASONS FOR PREFERRING AGRO TOURISM	FOCUS POINTS
<p>P1: "It is very valuable for me to be alone with nature, to achieve something with effort and to understand the value of hard work".</p> <p>P2: "Actually, there is no single reason for this. Being in touch with nature".</p> <p>P3: "They work and strive for environment and health together with the environment, without destroying nature".</p> <p>P4: "Nature is the only type of tourism that I can realize".</p> <p>P5: "My most special moments when I feel integrated with mother earth emerge in this type of vacation".</p> <p>P6: "I feel that nature is embracing me".</p> <p>P7: "I can get away from the noise of the city and focus completely on nature".</p> <p>P8: "The most special type of holiday where we can hear all the sounds of nature".</p> <p>P9: "Being able to act with nature apart from being with nature"...</p>	Being alone with nature
<p>P4: "The existence of bees is essential for the continuation of the ecological system, and in order to maintain this, beekeeping must be given importance".</p> <p>P7: "Agro tourism is not only a recreation and relaxation, but also the most important element that establishes the balance of the ecological system".</p> <p>P9: "It is the preservation of the ecological balance by revealing the medicinal herbs that mother earth offers us and ensuring that the groves can create added value".</p>	Balanced living with the ecological system
<p>P1: "I want to be a partner in the farmer's work with my friends from the same age group and see what's wrong with one hand and how two hands have a voice".</p> <p>P3: "Solidarity seems like an action you offer when someone is not enough, while solidarity is joining forces together. To be able to share intelligence, effort and self-sacrifice".</p> <p>P6: "I want to be able to create and produce something with teamwork. My biggest goal is not to listen to the memories of such experiences of my friends, but to collect these memories on my own".</p>	Join the Solidarity

<p>P2: "I don't think it needs to be organic in order to reach healthy food. The places where these agro-tourism practices are established with the experienced farmers who have been working in agricultural production for years and the professionals from whom the competent business owners receive the necessary agricultural information support, fully comply with good agricultural practices. While doing all this, we become aware of what is going on in the countryside, its culture, and our customs and traditions that are on the verge of being forgotten. Past methods or experiences do not mean that they are outdated, in fact, they have been tested with thousands of years of experience and experience and the truth has been reached, the most valuable, the most valuable, has been put into the acid test many times and as a result, the most suitable form for that environment is extracted. When these experiences and methods are combined by agro tourism operators with professionals who blend today's knowledge, even more solid results emerge".</p> <p>P3: "Even though it is thought that we live in virtual reality, participatory activities in which we can feel the value of labor are very valuable for us".</p> <p>P5: "Especially the pandemic has shown how difficult it is to reach the healthy food we eat, and reveals the necessity of acting together with the farmer".</p>	<p>Reaching healthy food by understanding the farmer's labor</p>
<p>P3: "First of all, I adopted agro tourism practices as my lifestyle for 78 days. I lived a much more peaceful and calm life. It took all my bad thoughts and future worries to the ground".</p>	<p>Integration and ownership of the land</p>
<p>P5: "The most important reason why I prefer agro tourism is that I can be involved in the activities while resting in a participatory manner. I would like to touch the tangible and environmental benefits of these activities. There is no place in the pleasure of buying a big slice from the oven made in the stone oven, which makes the tomato smell really good, and the ancestral seeds, especially the karakılıç wheat, which keeps the stomach healthy and does not tire the stomach".</p>	<p>Reaching and owning ancestral seeds</p>
<p>P1: "I like the dynamism we are in while helping the growth of fruits and vegetables and seeing the growth of healthy food and growing them".</p>	<p>Reaching a healthy and dynamic lifestyle</p>
<p>P4: "First of all, agro tourism provides a healthier and more natural nutrition opportunity without disturbing the nature, apart from helping rural development. I think it is the most environmentally friendly tourism model with its ability to provide a more peaceful holiday and rest and protect the ecosystem, so I prefer it".</p>	<p>Supporting rural development</p>

Table 12: Activities Required for the Development of Agro Tourism

ACTIVITIES REQUIRED FOR THE DEVELOPMENT OF AGRO TOURISM	f
Creating employment where Z generations can take initiative	9
Municipality, NGO, City Council etc. support of all stakeholders	2
Legal regulations	2
Inspection of agro tourism facilities	2
Flexible working in institutions	1
Adaptations from overseas examples	1
Organization with the public to raise shared awareness	1
Domestic and international promotion	1

Table 13: Quotations on Activities Required for the Development of Agro Tourism

ACTIVITIES REQUIRED FOR THE DEVELOPMENT OF AGRO TOURISM	FOCUS POINTS
<p>P1: "Although I think that cultivating the soil is very valuable, I think that while doing all these, I should have gains in the future. It is very important for me to be responsible for the management of the place where they will serve healthy food or to be able to receive a part of their income when I create a value-added product. I think that he should also provide financial support to sustain my life on my own".</p> <p>P2: "I already have a lot of future concerns. I even had to deal with epidemics caused by natural events. It is very necessary that at least I have a place to stay where I can feel safe, a gold bracelet where I can learn and succeed "...</p> <p>P3: "I am very lucky because being young and dynamic showed me as a person with forward-looking dreams and vision, not inexperienced. I owe a lot to the farm owner who really saw me and gave me value and responsibility "...</p> <p>P4: "I can improve myself, learn a profession and earn money. Apart from that, I help our veteran farmer, who was sentenced to wait for the harvest for six months, to open extra income doors so that he can earn money. I can make great meals from the fruits and vegetables we grow".</p> <p>P6: "...I also needed to feel that I was making money and securing my future. As part of agro tourism activities, I learned how to make wine and had the opportunity to market this special product ".</p> <p>P7: "As I learned how to create wonderful aromatic products from the healing power of plants, I also opened different marketing areas for myself and the farm owner by using the power of social media and reached many audiences ".</p> <p>P8: "I socialized, earned money and felt very important ".</p> <p>P9: "Not only can I spend time with my friends, but I also help them complete their inner journey, and at the same time I can earn money. Yoga and meditation is the meaning of life ".</p>	<p>Creating employment where Z generations can take initiative</p>
<p>P1: "We can see that the municipality support is given in full, apart from all these, I think it is necessary to make the necessary promotions".</p> <p>P3: "However, these individual efforts should also be supported by Chambers of Agriculture, District Agriculture Directorates, City Council and NGOs (Non-Governmental Organizations). It already receives very serious support from the Izmir Metropolitan Municipality. The fact that it is a metropolitan CittaSlow for the first time is the most concrete indicator of this. The adoption of solidarity, unity and holistic movements away from individuality by the people who have a say in İzmir will make agro tourism more permanent".</p>	<p>Municipality, NGO, City Council etc. support of all stakeholders</p>
<p>P4: "I think that the pace of development of agro tourism activities has accelerated, but after this point, the most important thing to pay attention to is the preservation of the natural texture at the points where tourism and agriculture are intertwined. It should have applications that make life easier without going into luxury, but while balancing this, we should not harm the cycle of the environment. Decisions of the Ministry of Culture, the Ministry of Environment and Urbanization, and the City Council should always emerge in this way".</p> <p>P5: "Decisions of the Ministry of Culture, the Ministry of Environment and Urbanization, and the City Council should always emerge in this way".</p>	<p>Legal regulations</p>

P6: "Caravan camps, modern camp centers are important in terms of supporting thematic routes and agro tourism activities". P7: "Of course, it is also important to operate and supervise these facilities with an understanding in line with the spirit of nature".	Inspection of agro tourism facilities
P2: "My company said that I can continue to work remotely after the pandemic is over. Since I don't have to be at work, I decided to live in the rural areas of İzmir right now. I would like to support agro tourism activities in terms of accommodation in the place where I will settle. I think that starting a structuring in this way can pave the way for agro tourism activities in İzmir".	Flexible working in institutions
P8: "Adaptations should be made from foreign examples of agro tourism. While doing these, our local characteristics should not be overlooked and our essence should be preserved".	Adaptations from overseas examples
P9: "The people of İzmir, who are already conscious, should be provided to sign organizations together, and the common consciousness should be spread".	Organization with the public to raise shared awareness
P1: "Although me and my friends and our environment know these, agro tourism facilities should be brought to the forefront with promotions. This should be done not only in the country but also abroad".	Domestic and international promotion

Table 14: Factors Negatively Affecting Agro Tourism

FACTORS NEGATIVELY AFFECTING AGRO TOURISM	f
Clean energy facilities	2
Traffic	2
Lack of publicity and information	2
Reconstruction policies	1
Price increase in the region	1
Controlled promotion and advertising	1
Immigration	1

Table 15: Quatations on Factors Negatively Affecting Agro Tourism

FACTORS NEGATIVELY AFFECTING AGRO TOURISM	FOCUS POINTS
P4: "The most important factor to be considered is the HEPP or JES that are planned to be established in these regions under the name of clean energy. Renewable power plants should not be established in any district of İzmir. Such practices reduce the fertility of the soil, and have harmful effects on the smell of sulfur, waste water and the migration points of birds". P5: "Renewable power plants should not be established in any district of İzmir".	Clean Energy Facilities
P7: "...of course traffic". P9: "Traffic increases in places where agro tourism accelerates".	Traffic
P1: "Although we share a lot with my friends by word of mouth and even on social media, we think that more information should be given to the places that make these applications". P2: "This type of tourism, which is best described in another agriculture-possible policy of the municipality, will be overcome when people become familiar with these practices".	Lack of publicity and information

P6: "Unfortunately, immigration, wrong and ambitious reconstruction policies and of course traffic".	Reconstruction policies
P8: "The emergence of price increases in places where agro tourism accelerates may affect this development".	Price increase in the region
P3: "We missed all the beauties of life, even the smallest details, when we were free, free and able to share, socialize, work and produce together, when we did not experience even the smallest details during the pandemic process. All these events showed how precious his life was. At the same time, we all know that we should be more respectful to the ecological system that the increase in such epidemics is due to the deterioration of the balance of nature. One of the ways we can somehow maintain this balance will be agro tourism instead of mass tourism. There may be a lack of advertising and promotional activities that may adversely affect agro tourism, but this should have a certain limit. There should not be a prolonged traffic, an area flooded by people, activities where the soil and nature are pushed into the background in order to achieve absolute happiness as a result of the fact that the business where the agro tourism activity takes place gives a lot of advertising and promotion. It is necessary to make promotion and advertisement, but maintaining it in a controlled manner should be the most important management tool".	Controlled promotion and advertising
P6: "Unfortunately, immigration, wrong and ambitious zoning policies and of course traffic".	Immigration

5. Conclusion and Recommendations

In the tourism sector, the continuation of development and the opening of new profit areas for the continuity (sustainability) of the sector have revealed the concept of sustainable tourism. For this purpose, tourism types such as alternative tourism, ecotourism, nature tourism, consciousness tourism, responsible tourism, green tourism, agro tourism have been created. According to this environmentalist tourism discourse, new types of tourism have emerged that use nature without changing, spoiling and consuming resources. But to use means to transform, to change, to influence. Therefore, behind this environmentalist discourse, there is the reality of expanding the market by selling new investments, goods and services in rural and natural areas for the tourism sector and finally reaching new profit areas (Erdoğan, 2010: 43). Tourism; In developing countries, their share in the tourism market is not high enough. It is stated that they should diversify the tourism services and products they offer in order to increase their market share (Öztürk and Yazıcıoğlu, 2002:184).

In this direction, this study, which divides the agro tourism product and service specified by generation Z and Sznajder and Przezbórska (2004), who voluntarily came to collect harvests in the province of İzmir in 2021, in seven separate sections, also asks open-ended questions, and the Z generation-agro tourism presents important findings on the relationship between tourism types.

First of all, according to Sznajder and Przezbórska (2004), types of agro tourism products or services, which are divided into seven: farm accommodation, catering to the farm, participating agrotourism activities, retail sale of farm products, therapy on the farm, vacation on the farm and entertainment on the farm.

The answer to the open-ended question "What should be done primarily for the development of agro tourism activities in İzmir?" shows that the answer of all the participants to create employment in agro tourism by using the initiative has gained the same meaning in the same direction. Generation Z is result, productivity and career oriented; have the understanding of providing work and life balance; who likes to work while having fun and constantly learning; prefers flexible working hours; willing to work with inspiring, democratic and honest leaders; dislikes authority; looking for a large number of job changes and flexible job opportunities in short periods; the most important job motivation tool is to love and adopt his job, with social opportunities; appears to be innovative and creative. Generation Z employees expect leaders and managers to be encouraged, motivated, and appreciated for their achievements. It also hopes to take the initiative according to its responsibilities by considering its active responsibility in management and management (Taş and Kaçar, 2019: 668).

Generation Z expects to grow up quickly because they are young, active, energetic and fast-adapting individuals. At the same time, Generation Z prefers to work in a social and collaborative manner. This generation adopts a more democratic and leadership structure; does not like authoritarian management (Taş and Kaçar, 2019: 669). Ultimately, a manager acting as a coach to guide the Z employee and provide emotional support reduces their stress and anxiety while helping employees develop. By implementing these strategies, managers can reduce turnover by increasing workplace satisfaction and productivity by successfully integrating new employees into the workplace (Schroth, 2019: 14). Unlike other classical career models, although employees can be motivated by salary expectations, having a meaningful job is the most important motivation for Generation Z. The business itself is not a goal, it should have a deeper meaning to achieve and achieve certain goals (Alp, 2019: 806). For today's younger generation, innovative work is more motivating than money. Generation Z members find that their parents work hard, spend less time at home, and are more likely to fire themselves. That's why they believe that life is more than a high salary. Therefore, external rewards are of lower value for Generation Z members (Twenge, 2010). Participating as a participant in the activities that should be done as a priority for the development of agro tourism activities in İzmir, by using the initiative, is a dream come true when examined in depth. Instead of spending their lives in the part-time service sector, which they think will not add much to them, they can participate in agro tourism activities and learn to work the soil, contribute to the care of pets, and in the retail sale of on-site farm products, which are expected to bring extra income within the scope of agro tourism with their technological skills and broad vision, or the food and beverage of the farm. It is revealed that they are satisfied with the support they receive in their service and in return they receive the reward of their efforts, both financially and in terms of accommodation, enough to sustain their own lives. Generation Z rejects authoritarian rule that supports independence and freedom. For this reason, it is thought that the democratic management style is more suitable for the Z generation (Taş and Kaçar, 2019: 668). They stated that municipalities, NGOs, city councils and all stakeholders should participate in the development of agro tourism activities. Apart from this, the importance of legal regulations, the supervision of agro tourism facilities, the introduction of flexible working in institutions, adaptations from foreign examples, organizing organizations with the public to increase common awareness, increasing domestic and international activities were mentioned.

Regarding the current situation of agro tourism practices in İzmir, it was emphasized that the activities gained momentum, the level of awareness of the participants was high, volunteerism and solidarity were effective, and that we protected our essence, our food, and our culture thanks to agro tourism. When the type of agro tourism is preferred, the preferred activities are bee breeding, activities to consume healthy food on the spot, meditation and sports, festivals and activities, collecting herbs, aromatic plants, dealing with vineyard or garden, bicycle tour, walking on village paths, enjoying the sea in deserted bays, fishing. It has been stated that growing vegetables and fruits, taking care of farm animals and having an authentic experience in the tent. When the type of agro tourism is not preferred, it is stated that the types and activities they prefer are cultural tourism, wine tourism, cycling, mountaineering, fishing, meditation and yoga, trekking, motorcycle trips and backpacking trips. It has been revealed that the participants will participate in agro tourism activities before, during and after the pandemic. The reasons for choosing agro tourism are to be alone with nature, to live a balanced life with the ecological system, to be a partner in solidarity, to reach healthy food by understanding the farmer's labor, to integrate with the soil, to reach and own the ancestral seeds, to reach a healthy and dynamic lifestyle and to support rural development. has been emphasized. The factors that can negatively affect agro tourism are expressed as clean energy facilities, traffic, lack of promotion and information, reconstruction policies, price increase in the region, lack of controlled promotion and advertisement, and migration.

Based on these findings, it guides the professionals by revealing the reasons why the tourism marketers and decision makers in the sector prefer agro tourism of the Z Generation, the activities they want to be in the most, and what they do when they do not accept this type of tourism or activity. It offers clues that may lead to the reshaping of the agro tourism type, which will be preferred after the Covid-19 epidemic, from the perspective of Generation Z.

Agricultural activities in the world have undergone great changes since it started in 8500 BC (Diamond, 2018: 110). Agricultural activities that contributed to the formation of civilizations experienced a transformation called the "Green Revolution", again with the technological innovations brought by the modern era. Farmers, who have been planting different products every year to maintain the balance in the soil for millennia, have focused on growing products with high financial returns today. This revolution, which is indexed to the global trade of agricultural products, also suggests that agricultural areas should be expanded in order to increase food production even if it is not needed. Therefore, forest areas must be destroyed first for the Green Revolution. It should be noted that the conversion of forested lands into areas where agricultural production will be carried out, in particular, paves the way for water scarcity (Shiva, 2016: 18). Although the basis of all this green revolution is the principle of ending hunger, researches show that every country in the world has the capacity to meet its own food needs. Despite this, the source of an ongoing hunger problem should not be sought in the lack of food, but in the fact that people who took control of large agricultural lands by purchasing the lands of local farmers after industrialization, instead of producing agricultural products to meet the food needs of the local people, tend to produce more profitable products for export (Capra, 2018: 303). It is a priority to take political and economic measures in order to establish fair rules in the fight against hunger. In these research, the question of which of the 17 sustainable development goals is the most important for you was also asked. The answer of all participants is a healthy and quality life, which again shows how conscious and visionary Generation Z is.

The change and transformation that started with the slogan of Circular Agriculture, especially in İzmir, will set an example for the whole of Turkey with the contribution of Generation Z and the guidance of professionals. Both tourism and agriculture will re-emerge with this slogan, and together they will turn into a holistic movement.

Finally, the fact that the study was conducted only in İzmir can be seen as a limitation. It is a suggestion that will enrich the literature to include all Z Generation tourists in Turkey by taking İzmir as a model. Although nine people were reached in the depth interview, 322 volunteers were interviewed one by one. In line with the strategies that emerged with the vision of another agriculture possible in İzmir, the awareness level of the generation has increased a lot, and they both want to participate in agro tourism and also want to earn their living from agriculture. To sum up, this desire of the Z generation can be shaped in the best way, both rural employment and the cycle of agriculture, tourism and the ecosystem as a whole can be achieved.

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