

Preface

This edited book seeks to inventory and evaluate the available resources for the development of alternative tourism in Turkey. We will also examine the role of alternative tourism in future tourism development plans and will propose public policies necessary to assure sustainability. We do not mean to argue for the replacement of mass tourism with alternative tourism. Mass tourism has played an important role in the development of the country and, given its scale, cannot be replaced by alternative tourism operations which, by definition, are much smaller in size. We see alternative tourism not as an “alternative” to mass tourism but rather as “complementary” to the mass tourism system, a way to reduce the effects of seasonality, to bring more benefits to the local communities and to expand tourism to areas which possess considerable tourism resources that are currently underutilized.

The main objectives of this edited book are as follows:

- To highlight the challenges of rapid mass tourism development.
- To argue for the development of alternative forms of tourism in order to reduce over-reliance on mass tourism with documented impacts on the environment and on local communities.
- To document the development of alternative forms of tourism and how they have contributed or could contribute to reducing the negative effects of tourism development in the country and amplifying the positive effects.
- Using a geographical perspective, to examine the potential for (further) development of alternative types of tourism.
- To examine the sustainability of alternative forms of tourism.

To our knowledge, this is the first book to map and evaluate the potential for development and the sustainability of alternative tourism in one of the top ten destination countries in the world. The analysis is an interdisciplinary one as the contributors come from various scientific interests, such as: Geography, Political Science and International Relations, Planning, Management, Marketing, Tourism, and Hospitality. The book is divided into three parts and 22 chapters. Each part starts with an introductory chapter in which concepts and ideas linked to the topics discussed in the other chapters of the part are defined and explained.

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