



A Study on Attitude and Perceptions of the Local People in Trabzon Towards Ecotourism**

Gizem KARTAL^a , *Mehmet Mert PASLI^b

^aGiresun University, Institute of Social Sciences, Giresun/Turkey

^bGiresun University, Bulancak Kadir Karabaş School of Applied Sciences, Department of Tourism Management, Giresun/Turkey

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Abstract

As the desires and needs of individuals are growing, so the significance of ecotourism is becoming more prominent. Ecotourism, which is one of the cornerstones of the sustainability of natural resources in the tourism sector, supports the relationship between natural areas, local people, and tourism, and thus it is a concept that can help to ensure natural and cultural values are used without damage and to strike the balance between conservation and development. The purpose of the study is to determine the awareness of the local people in Trabzon and evaluate their attitudes towards ecotourism. The data regarding the research has been obtained by the survey method and the population of the study is the local people of Trabzon. The results of the research determine that the local people living in Trabzon have a positive attitude towards the economic, socio-cultural, and environmental development of ecotourism.

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* Corresponding Author

E-mail: mert.pasli@giresun.edu.tr (M. M. Paslı)

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