



## Evaluation of the Botanical Tourism Potential of the Protected Areas in the Central Black Sea Region

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### Abstract

When examining developed and developing countries, it is evident that the tourism industry holds significant importance due to the high returns from foreign exchange. Countries striving to increase their share of international tourism are engaged in various efforts. The behaviour of present-day local and foreign tourists in participating in tourism activities or purchasing tourism services indicates that alternative tourism activities could replace mass tourism. Therefore, countries aiming to enhance their international tourism revenues should preserve alternative tourism values and ensure sustainability. Developments in industry have brought about specific environmental issues. Due to natural balance problems, people are more interested in clean air and wildlife. This situation leads individuals and societies towards ecotourism. Botanical Tourism is also gaining prominence in this process. When considering this tourism activity, it is evident that our country has significant geographical potential. Turkey, located in the world's temperate zone, stands out with its unique plant diversity compared to many surrounding countries. However, it is quite challenging to say that this potential is adequately recognised, protected and utilised for tourism purposes. This study aims to identify the elements related to botanical tourism in the protected areas of the Central Black Sea Region, one of Turkey's rich regions in terms of natural and cultural structures. The aim is to contribute to promoting and developing botanical tourism. Sustainable tourism practices, particularly botanical tourism, should be given priority to ensure the region's development.

### Article Type

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