

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

Figen SEVİNÇ<sup>595</sup>  
Erol DURAN<sup>596</sup>

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.*

**Figen SEVİNÇ** is lecturer at Bartın University, Bartın Vocational School, and phd. Student at Anadolu University, Faculty of Tourism. Her research fields are Consumption and Tourism, Alternative Tourism, etc.



**Erol DURAN** is Assoc. Prof. Dr. At Çanakkale Onsekiz Mart University, Faculty of Tourism. His research fields are, Sustainable Tourism, Alternative Tourism, Sociology of Tourism etc.



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

<sup>595</sup> Bartın University, Bartın Vocational school. (Turkey)

<sup>596</sup> Çanakkale Onsekiz Mart University, Faculty of Tourism (Turkey)