

**SÜRDÜRÜLEBİLİR TURİZMDE:
DÖNÜŞÜMSEL TURİZM
VE
DÖNÜŞÜMSEL SEYAHAT**

Doç. Dr. Hakan AKYURT

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Kitap Adı

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ÖNSÖZ

Turizme olan ilginin dünya genelinde artan bir ivme ile süremesi nedeni ile hem turizm işletmeleri hem turizm sektörü ile çalışan diğer işletmeler hem de ülke yönetimleri yeni arayışlar içine girmektedir. Turizm gelirlerinin dünya genelindeki ekonomik krizlerden en az etkilenen sektörlerden biri olması, turizmin önemini ve değerini daha da arttırmaktadır. Bu kapsamda turizme katılacak insanlara yönelik olarak yeni turistik ürünler ve cezbedici turizm destinasyonlarının araştırıldığı ve sürekli olarak bu konuda çalışmalar yapıldığı görülmektedir.

Turizmin ülke ve işletmelere sağladığı gelir oranının her yıl artması neticesinde, farklı turistik ürünlerin turistlere sunulması, turistik talebi sürdürülebilir bir biçimde arttırmak en önemli turizm hedeflerinden biri haline gelmektedir. Dünya genelinde benzer turizm çeşitleri ve destinasyonlarının rekabet gücünün azalması, turizm gelirlerinden alınan payların düşmesi ile ülke yönetimleri ve turizm işletmeleri farklı turistik ürünleri ortaya koymak zorunluluğundadır. İstihdam bakımından da ülkeler açısından en önemli sektörlerin başında gelen turizm sektörü, yeni turistik ürün arayışını sürekli olarak gerçekleştirmektedir.

Dönüşümsel seyahat ve dönüşümsel turizm kavramları özellikle yabancı literatürde yer alan ve de farklılığı ortaya koymayı amaçlayan bir turizm çeşidi olarak ortaya çıkarılmaktadır. Bu

kitap ile amaçlanan, henüz ülkemizde yeni kavramlar olarak literatürde yer bulmaya başlayan dönüşümsel seyahat ve dönüşümsel turizm kavramlarının net olarak hangi unsurlardan oluştuğu, niteliği ve turizm sektörüne kazandıracaklarının ortaya konulmasını sağlamaktır. Her iki kavramda ülkemiz turizm literatüründe ve sektörel alanda yeni kavramlardır. Dönüşümsel seyahat ve dönüşümsel turizminin içeriğinin ve turizm sektöründe uygulamasının nasıl yapılması gerekliliğinin alt yapısının kurulması amacı ile ortaya çıkarılması amaçlanan bir eser olacağı düşünülmektedir. Bu eserin, hem turizm akademik literatüründe yapılacak yayınlara yol göstermesi hem de turizm sektörüne yeni bir yaklaşım olarak faydalı olması beklenmektedir.

Hakan AKYURT

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