

## **A Proposal of Farm-Based Tourism within the Context of Rural Tourism: Zeytinseli**

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**Abstract :** In this research, with reference to specialization of travel agencies being an important part of tourism industry, a project has been presented about a small-scale enterprise, called as Zeytinseli, contributing actively from the beginning to the end of the production process of olive and olive oil within the context of rural tourism. For this purpose in the research done, firstly, conceptual framework has been formed about travel agency, tour operatorship, specialized travel agency and rural tourism and the necessity of specialization on tourism has been emphasized in today's world. Afterwards, "olive", having an important role in both mythology and divine religions, has been handled within the scope of rural tourism. The cost of accommodation units about Zeytinseli operating in Didim, being a district of Aydın, has been calculated within the context of the project and a fifteen-day's tour to this enterprise has been presented at the end of this project. The research may be said to be an original research on account of embodying not only ecotourism, agro tourism but also cultural tourism and special interest tourism.

**Keywords :** agro tourism, rural tourism, specialization of travel agency, special interest tourism

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