

A VILLAGE OF HIGH RURAL TOURISM VALUE: CIVLER (CANAKKALE)*

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Abstract

Rural areas are important areas in terms of their natural and cultural resource values. These areas create attractive areas for individuals living in the city with their rural tourism and recreation identity. Rural tourism is a type of tourism based on the sustainable use of natural resources and cultural heritage integrated with rural areas. In addition, rural tourism has a great importance for the rural development process by contributing positively to the regional economy. For this reason, the conservation-use balance of rural areas must be well established. The natural and cultural landscape values of rural areas should be preserved and the lifestyles of the region should be evaluated in line with today's needs. In this context, Civler village of Canakkale Central district, which has a tourism potential with its rural character as well as its historical and cultural richness, was selected as the study area. In the study, the method of examining the natural and cultural values of the village through field work and observations and determining the rural tourism values with the information form directed to the local people was adopted. In addition, in line with the data obtained, the area was evaluated by performing a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis in terms of rural tourism use of Civler village. The results obtained from this study are aimed to form a basis for rural development and rural tourism planning.

Keywords: Kemerdere, Rural Development, Rural Landscape, Cultural Landscape

KIRSAL TURİZM DEĞERİ YÜKSEK BİR KÖY: CİVLER (ÇANAKKALE)

Özet

Kırsal alanlar, sahip oldukları doğal ve kültürel kaynak değerleri açısından önemli alanlardır. Bu alanlar barındırdığı kırsal turizm ve rekreasyon kimliği ile kentte yaşayan bireyler için çekici alanlar oluştururlar. Kırsal turizm, kırsal alanlarla bütünleşmiş doğal kaynaklar ve kültürel mirasların korunarak sürdürülebilir kullanımının esas alındığı bir turizm çeşididir. Ayrıca kırsal turizm bölge ekonomisine olumlu katkı sağlayarak kırsal kalkınma süreci için de büyük bir öneme sahiptir. Bu nedenle kırsal alanların koruma kullanım dengesinin iyi bir şekilde kurulması gerekir. Kırsal alanların doğal ve kültürel peyzaj değerleri korunarak bölgenin yaşam biçimleri günümüz ihtiyaçları doğrultusunda değerlendirilmelidir. Bu bağlamda, çalışma alanı olarak kırsal karakteri yanı sıra, tarihi ve kültürel zenginliği ile turizm potansiyeline sahip, Çanakkale Merkez ilçesine bağlı Civler köyü seçilmiştir. Çalışmada, köyün doğal ve kültürel değerlerinin arazi çalışması ve gözlemler yoluyla incelenmesi ve bölge halkına yönlendirilen bilgi formu ile kırsal turizm değerlerinin belirlenmesi metodu benimsenmiştir. Bunun yanı sıra elde edilen veriler doğrultusunda, Civler köyünün kırsal turizm kullanımı yönünde GZFT (Güçlü Yönler, Zayıf Yönler, Fırsatlar, Tehditler) analizi yapılarak alan değerlendirilmiştir. Bu çalışmadan elde edilen sonuçların kırsal kalkınma ve kırsal turizm planlamalarına altlık oluşturulması amaçlanmıştır.

Anahtar Kelimeler: Kemerdere, Kırsal Kalkınma, Kırsal Peyzaj, Kültürel Peyzaj

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1. INTRODUCTION

With the Industrial Revolution, there was a transition from an agriculture-based economy to an industry-based economy. While some countries have made significant social and economic progress, rural settlements with an economy based on agriculture have not developed sufficiently. As a result, factors such as migration, changes in agriculture, economic diversification, infrastructure development and social changes have shaped the transformation of rural areas (Çetin et al., 2017). In this process, the resources and cultural characteristics of rural areas have been ignored.

Rural settlements are typically defined as areas with low population density and a predominantly agricultural economy. Rural areas are characterized as dispersed settlements compared to urban areas (Yardımcı, 2023). These settlements differ in terms of size, texture, social structure and economic functions and can be classified in different ways depending on these factors.

Agriculture is often the primary economic activity in rural areas, but other industries such as mining, forestry and tourism are also present. These areas can also face social challenges, such as limited access to health and education, and higher unemployment rates than urban areas (Partigöç, 2018; Yoloğlu and Zorlu, 2020; Yüksel, 2022).

In terms of tourism, rural areas are an attraction area with their socio-cultural structures, historical and natural values (Erdem, 2012). While discovering new places, visitors experience local lifestyles and structures, food cultures and entertainment on site. They also have the opportunity to benefit from the production activities in the region and get to know the economic situation and all cultural activities. With the increasing number of tourists heading to the countryside, different uses are formed in line with the needs and wishes. Thus, these activities enable rural tourism to become a tool in rural development. The correct promotion and use principles of natural and cultural resources, which play a fundamental role in this development, are gaining importance. Because settlements rich in natural resources may be exposed to irreversible damage when used beyond their carrying capacity. Their cultural resource values, on the other hand, will be lost as long as they are not used and cannot be transferred to future generations. For these reasons, the regions' cultural heritage values, land use patterns, agricultural products, their processing and traditional lifestyles should be evaluated taking into account today's needs. In this context, the protection of the regional landscape, the determination of the cultural landscape inventory and the scientific determination of the measures to be taken will determine the land use criteria.

As stated by Kayın (2012), considering the connections of rural areas with nature, their importance in environmental, vital and spatial aspects is inevitable. At the same time, rural settlements offer users the culture-nature relationship with different functions and uses. Considering these features, Civler village has international importance with its rural settlement style and natural and cultural resources. For this reason, the study aimed to determine the usage possibilities of Civler village, which has a high potential for natural and cultural values, in terms of rural tourism.

Rural Tourism and Rural Tourism Activities

Rural tourism is a form of tourism that takes place in rural areas, allowing visitors to experience and learn about the local culture, traditions and way of life. It includes activities that center nature, agriculture and the countryside, and offers visitors the opportunity to escape from the hustle and bustle of city life and enter a peaceful and natural environment (Demircioğlu, 1993).

The concept of rural tourism encompasses a number of constituent elements with the rural tourism community at its center. Rural tourism depends on the cultural and natural heritage, culture, rural activities and rural life of the rural area that a region offers. MacNulty (2004), defined rural tourism components by bringing them together in 5 different dimensions, with society at the center, rural areas, rural life, rural heritage and rural activities (Figure 1).

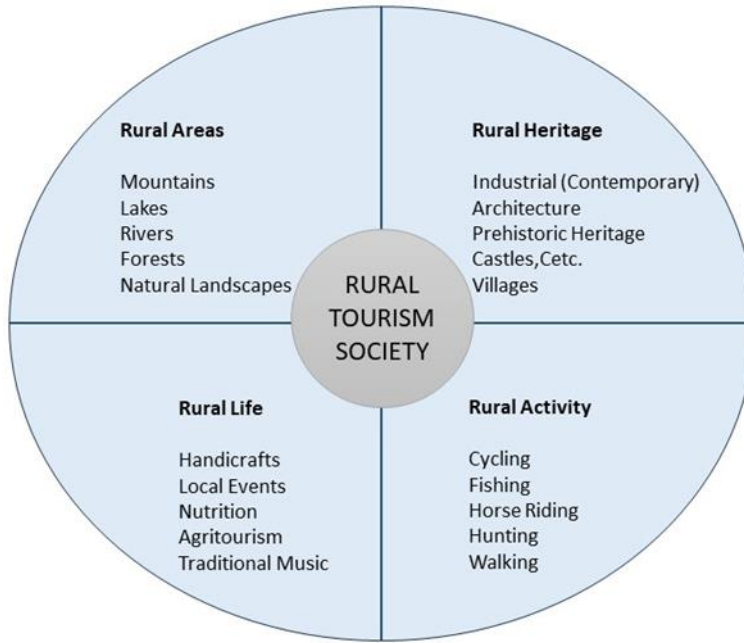


Figure 1. Rural Tourism components (MacNulty, 2004)

In the rural tourism community, rural areas such as mountains, lakes, rivers, forests, nature landscapes; rural life including handicrafts, local activities, nutrition, rural tourism, traditional music; rural activities such as cycling, fishing, horseback riding, hunting and hiking; rural heritage features such as contemporary architecture, prehistoric heritage, castles, churches and villages come to the fore.

There are a various range of rural tourism activities that visitors can undertake according to their interests and preferences. Some of the most popular rural tourism activities include hiking, bird watching, fishing, camping, horseback riding, visiting local farms and markets. Cultural activities such as traditional dance and music performances, handicraft workshops and cooking classes can be offered to visitors. Rural tourism also provides opportunities for visitors to participate in ecotourism activities such as nature conservation and wildlife observation (Demirtaş, 2015).

Rural tourism activities are not only enjoyable but also provide various benefits to visitors. These activities help visitors to relax and reduce stress by giving them a break from the fast-paced and stressful city life. They also offer visitors the opportunity to learn about different cultures and lifestyles, broadening their perspectives and increasing their understanding of the world. Rural tourism also contributes to the development of sustainable tourism practices and the protection of natural and cultural heritage (Çeken et al., 2012). It can help preserve local cultures and traditions as well as strengthen social ties within communities (Kuter and Ünal, 2013). Rural tourism can also attract visitors who want to learn about local cultures and lifestyles, which results in a better understanding of rural areas (Kaya et al., 2012). Therefore, rural tourism contributes significantly to the social development of rural communities.

For the region where rural tourism is located, sustainable use of natural resources is encouraged and the protection of local ecosystems is supported (Ongun and Gövdere, 2014). However, it is important to ensure that the negative impacts of tourism on the environment are minimized. This can be achieved through responsible tourism practices (Kaya et al., 2012). Rural tourism to be developed in this way contributes to the environmental sustainability of rural areas and can increase the awareness of visitors.

A study conducted by Ongun and Gövdere (2014) revealed that rural tourism can make a positive contribution to rural development, especially if it is planned to maximize its potential. However, rural tourism can help diversify local economies, reduce dependence on traditional agricultural activities and increase the resilience of rural communities against economic fluctuations. Therefore, the economic benefits of rural tourism can be an important factor in supporting rural development.

Rural settlements make significant contributions to local and national economies through tourism and industry. Rural tourism has become an increasingly popular type of tourism by emphasizing the importance of natural, cultural and historical values that constitute the source of tourism. Rural tourism creates markets and economic value for businesses that do not directly contribute economically to the local people. Therefore, rural settlements are of vital importance for the economic and social development of local and national economies (Toymak and Sever, 2018).

It is clear that rural tourism can provide many benefits to rural communities. The potential benefits of these uses can be summarized under the following headings (Table 1) (Kanadalı and Yazgan, 2012).

Table 1. Potential benefits of rural tourism (Kanadalı and Yazgan, 2012)

Economic	Social	Environmental
• Opportunity to create employment • To be able to help sustain existing businesses in rural areas through rural tourism activities. • Contribution to local government through taxes/rates	• Maintenance and support of local services, • Opportunity for local people to benefit from new facilities developed for tourists (museums, restaurants, etc.). • Opportunity to meet tourists (cultural exchange) • Revitalization of customs, traditions and crafts	• Sustainable tourism helps protect and sustain both the built environment and the natural environment

Cultural Landscape

The traditions created over time in rural settlements exhibit various landscapes by creating integrity with the interaction of culture and nature. These settlements are characterized by human-society elements as they are included in a way of life that evolves almost imperceptibly slowly with the traditions passed down from the past to the present. The concept of “cultural landscape” is used to explain the characteristics and values of rural settlements. Cultural landscape is defined as “areas formed as a result of people’s use of nature for various purposes” in a context that includes activities such as building construction, agriculture, etc., as well as mythological, religious, etc. meanings (Kayın, 2012).

In terms of alternative use, cultural landscape elements enable the development of tourism as the most important touristic product in the area (Kaya, 2002; UNESCO, 1999). Cultural landscapes thus offer very different economic opportunities (Besculides et al., 2002; Aas et al., 2005; Varnacı and Somuncu, 2011). In order for these opportunities to be used by taking into account the dynamics of the region and to be protected by all stakeholders, the concept of sustainability should be included in the understanding of tourism. Cultural landscapes; It reflects the sustainable use of areas, the consideration of different characteristics Cultural landscapes reflect the sustainable use of areas, the consideration of different characteristics, the boundaries of the natural environment established by humans and the rational relationships to be established with nature through special techniques (UNESCO, 1999).

Wascher (2005) categorized cultural landscapes into three main categories: 1- Landscapes designed by humans (parks and gardens, public buildings or groups of buildings). 2- Landscapes that develop and evolve naturally (Geological heritage areas - remnant landscapes) and landscapes that have continuity. These are areas that have been functionalized by human beings for social or economic purposes since ancient times and have developed until today. Rural settlements that still preserve and maintain the natural and traditional aspects of the land around them and the harvesting of products from this land are included in this category. 3- Auxiliary landscapes (purely natural formations of a religious, artistic or cultural nature) (Erduran et al., 2012). Considering these definitions, the village of Civler, which is the subject of the study, falls into the second category. The resources of the village in terms of rural cultural landscape are historical and the traditional life that continues today offers wide opportunities.

2. MATERIAL AND METHOD

The study area was determined as Civler village in the central district of Canakkale (Figure 2). The village is located 34 km from the center of Canakkale and has an important tourism potential with its natural and cultural features.

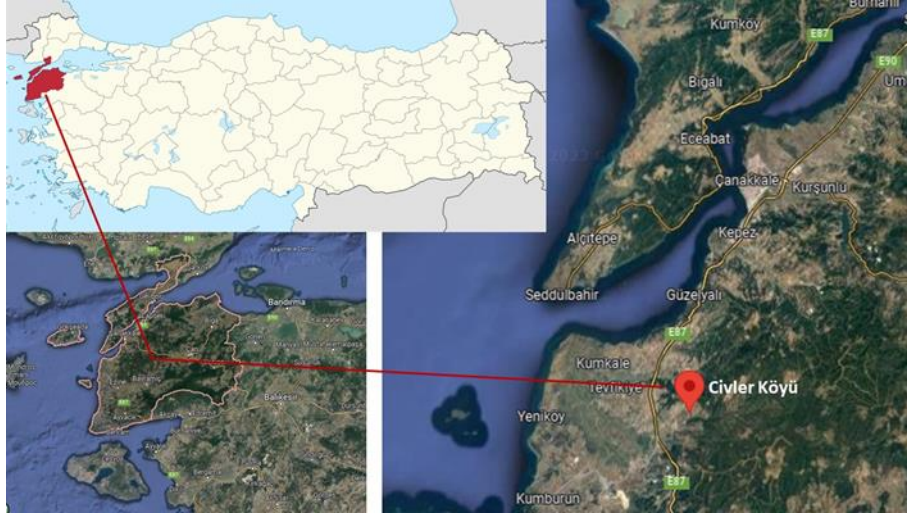


Figure 2. Study area location (Modified from Google Earth, 2023)

In the study, on-site examination, observation, interview, literature review and SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis methods were used. In the first stage of the study, the concepts of rural area, rural tourism and cultural landscape were introduced by scanning the literature. In the second stage, investigations and observations were made in the study area and the village information form was directed to the local people regarding the rural tourism potential of the area. In the last stage, the rural tourism aspect of the area was evaluated by making a SWOT analysis with the data obtained. Thus, bases were created for rural tourism planning and rural development.

3. FINDINGS

Civler Village

Civler village is located among the villages of Canakkale Center. The name of the village is mentioned as Civelir in 1928 records and Civiler in 1946 records (URL-1, 2023). The village has a total population of 167 people and is 34 km away from Canakkale city center (URL-2, 2023). There are approximately 30-40 households in the village and the village has received immigration from Van, Tunceli and Bulgaria.

Throughout the village, people make a living through crop production and animal husbandry. As for plant production, there are various alfalfa, almond, olive, barley wheat, pine nuts, cauliflower, melon, watermelon and cabbage cultivation areas (Tarım ve Orman Bakanlığı, 2021). In their study, Turgut and Koca (2023) examined the soil series of agricultural enterprises in Civler village and the surrounding villages and determined that there were drainage problems. This situation also causes the production areas in the village to shrink. In addition, studies conducted in the field show that planting activities cannot be carried out sufficiently due to the high drinking and irrigation water problem.

A stream flows through the village, fed by the mountains of Ovacık and Kayışlar village. This stream extends to Kemerdere, which is the lower district, and becomes a lake. The arch located here was built on steep and rocky terrain to carry water during the Roman period. While the Kemer Stream flowing from the pond forms the Kemerdere dam, the stream divides the villages of Akçeşme and Akçapınar and joins the Küçükmerderes Stream, which flows into the Dardanelles (URL-3, 2023). However, today, due to drought, the water in the pond has decreased significantly.

Kemerdere Aqueduct, which is located in a deep valley on the Kemerdere (Tymbros) Stream and connects the two parts of the valley, is located approximately 1 km southeast within the borders of Kemerdere District. This arch was made of rubble stones in the upper part and cut stones in the lower part in order to carry water to Troy in the early Roman period (Figure 3) (Tombul, 2015).



Figure 3. Fox-Strangways illustration of the northwest face of the bridge (Aylward et al., 2002)

Kemer is the most intact architectural structure of the Troas region (Figure 4) (Tombul, 2015). Along with the large aqueduct built to carry water, the Kemerdere Small Aqueduct and Suçıktı Stream Aqueducts were built to maintain the system (Aylward et al., 2002).



Figure 4. The big bridge in the Kemerdere valley (Aylward et al., 2002)

A 20 meter section of the bridge on the northwest shore collapsed towards the northeast, and the total preserved length of the bridge in its final form is approximately 87 m. The thickness of the piers is 1.40 m and both ends of the bridge expand to approximately 1.60 m (Figure 5). The length of the bridge from the base of the piers to the preserved top of the water channel is approximately 16 m, and the top of the structure is approximately 27.50 m above the river bed (Aylward et al., 2002).

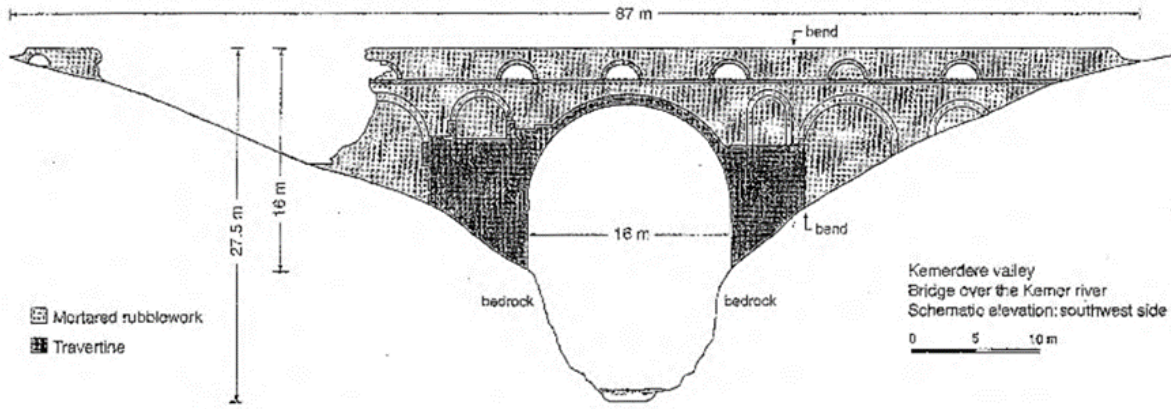


Figure 5. Cross-section of Kemerdere bridge (Aylward et al., 2002)

The areas where the aqueducts are located were declared as 1st Degree Archaeological and 1st Degree Natural Sites by the decision of the Bursa Cultural and Natural Heritage Preservation Board dated 28.02.1993 and numbered 3050. In the decisions taken as a result of the official studies, no movable cultural assets that could fall within the scope of the Law No. 2863 on the Protection of Cultural and Natural Assets, other than ancient aqueducts and water systems, were found within the declared borders, and the region was excluded from the scope of the 1st Degree Archaeological Site. In accordance with the decision dated 31.01.2019 and numbered 5183 by the Board, Kemerdere Great Aqueduct, Kemerdere Small Aqueduct, Suçıkı Stream Aqueducts and Kemerdere Aqueducts Ancient Water Systems were registered as immovable cultural assets (URL-4, 2023). However, in the studies carried out in the field in 2015, it was reported by a person who is a tourism operator in Canakkale that he bought a large piece of land in Kemerdere District. In the interview with this person, he was determined that the local people in the neighborhood could not come to an agreement because they did not sell their houses and lands for tourism operation. Today, the fields purchased by the deceased are leased to an agricultural enterprise and small cattle breeding is carried out. This person established a family business serving food for visitors in Kemerdere District (Figure 6).



Figure 6. Family business named Dedenin Yeri (Original, 2023)

The local architectural texture in Kemerdere District has been preserved until today. Houses of local architecture in the neighborhood are shown in Figure 7.



Figure 7. Kemerdere District houses of local architecture (Original, 2023)

In recent years, people who came to Kemerdere District from outside and settled in the village stay in container house-shaped structures (Figure 8). In this way, there are 5-6 households.



Figure 8. Newly built container houses in Kemerdere District (Original, 2023)

It is easy to reach the village by vehicle from the Canakkale-Izmir highway. The village road has asphalt and cobblestones as seen in Figure 9. A steep pathway is used to go from the village to the Kemerdere region. Visitors who come here with their private vehicles should leave their vehicles at the village square.



Figure 9. Village Square (Original, 2023)

In the study, field studies and observations were made in order to determine the natural and cultural values of the village. There were not enough written sources about the village. In order to obtain current data of the region, the village information form in Table 2 was created with the data obtained from official sources, the village headman and the local people. In this form, general information about the village, natural and cultural values, relations within and between villages, problems of the village and cultural landscape elements of the village were evaluated.

Table 2. Village Information Form applied in Civler village

Village Information Form	Responses Given
Name of the Village:	Civler village
Location of the Village, Connection with the Center:	34 km away from the center
Total Area of the Village:	9.845 decares
General Information About the Village	
Could you briefly tell us about the history of the village? • First year of establishment: • Where the founders came from: • When and where the current inhabitants of the village came from:	The establishment of the village dates back to very old times. It is said to be inherited from the Sons of Civ. The population density of Yörüks is higher in Civler village and Turkmens is higher in Kemerdere District.
Number of digits:	There are 30-40 households in Civler village and 7-8 households in Kemerdere District.
What is the distribution of the village population by age and gender? (Approximately)	90 people are men, 77 people are women, a total of 167 people.
Please mark the public buildings in the village.	There is a primary school building in the village, but it is closed. With transported education, students go to Akçapınar. The garden of the village school is used for weddings. A wooden toilet was built for use.

Please indicate the infrastructure facilities in the village.	There is transportation, communication (telephone etc.). There are wells for drinking, irrigation and utility purposes, but they are insufficient. There are years when there is water, but this year it is dry.
Please mark the transportation networks within the village boundaries.	There are asphalt and cobblestone roads. Its connection to the Izmir-Canakkale intercity road is in good condition.
What is the number of literate people in the village (approximately)?	Everyone can read and write well.
Is there a permanent or short-term course or similar educational activity in the village?	There were public education courses for women before, but not today.
What are the land ownership status and livelihoods of the households in the village?	Everyone has their own land and home. There are people engaged in agriculture and animal husbandry. There are retired people. There are retirees from outside who settled in the village.
What are the local products specific to the village?	Peppers, olives, cheese and tomatoes. However, this year there is not enough production due to drought.
Are chemicals used? Is it controlled?	Used but not controlled.
Is fertilizer being thrown away? Is it chemical? Barn manure?	Those engaged in animal husbandry use barnyard manure.
How are your irrigation systems?	It is supplied from the drinking water system, but there is a problem this year.
Is there a union or cooperative in the village?	It does not belong to the village.
What animals are raised in the village?	Sheep, goats, cattle, poultry and beekeeping.
What are the main sources of income in the village?	They make a living through crop production, animal husbandry, trade (there is 1 grocery store) and rent. Transportation comes from Akçapınar, and the two villages use it jointly. A cold storage has been built, but Alakaş cheesemaking collects milk from the village.
What are the facilities in the village and its immediate surroundings?	There are places that process forest products. There are two functioning but very old olive factories.
Are there people living in the village and working outside the village?	A few people work in companies as workers. The imam of the village left and went to Dümrek Village, and was replaced by an imam from outside.
Are there jobs other than agriculture that women do in the village? (Carpet, kilim loom, handicrafts, etc.) What are they?	No.
What kind of work do you believe can be done in the village other than agriculture?	The people of Kemerdere are warmly interested in building accommodation with local facilities.
Are there jobs women can do? In your opinion, what kind of work can women do in your village other than agriculture?	Handicrafts.

Intra-Village and Inter-Village Relations	
How are the relations within the village?	There is no problem in the village and the surrounding villages.
Are there any disputes between the village and surrounding villages? If so, why?	No.
Are there any special days (festivals, etc.) that all villagers celebrate together in the village? What?	Hayır day. There is Keşkek Day in May.
When and how are these days celebrated, what is done?	Prayers are read and kashkeks are distributed.
Is there anyone migrating from the village? Is it in large numbers? Why did they leave?	A large number of migrations exist for financial reasons.
How often do those who migrate abroad come to the village? They come to visit during the summer months.	They come to visit during the summer months.
Has anyone come and settled in your village in recent years? If so, many people? Where and why did they come from?	There are 5-6 households that have newly settled and established containers.
Is there anyone coming to this village from outside to work? (seasonal worker, sharecropper, etc.) Where do they usually come from? For how long? In which season? For what kind of work?	None because production has decreased.
Tourism	
Are there any areas to be used for tourism purposes in the village and its immediate surroundings?	There is an eating and drinking place called Dedenin Yeri in Kemerdere District. There is business potential for tourism if support is provided.
Can tourism be an alternative source of income for village people? What kind of support can village people give to tourism activities? (Shelter, food, shuttle services, guidance, etc.)	If done properly, the public is welcoming.
Are there any domestic and foreign tourists coming to your village?	A wide range of people come, usually Japanese, climbers, hikers, scouts, cyclists and athletes.
If there is demand from the village people (approximately) in the future, would anyone want to turn a part of their house into a hostel?	It may be possible if support is made in Civler village, but it can be done in houses of local architecture in Kemerdere District.
Problems of the Village	
What do you think are the main problems of the village?	General problems of farmers, economic problems, problems with garbage. Nowadays, there is a water problem due to the irrigation water being supplied to Akçapınar and Çıplak Villages.
Where do you dump the village garbage?	The Special Provincial Administration collects it.
Where is the waste water (toilet etc.) in the village stored? Should septic tanks leak?	The sewer system is paved.

In 2015 and 2023, a field trip was carried out in Civler village and Kemerdere District, visual data about the village was collected, a field survey was carried out and a village information form was directed to the village headman and local people. When the data of these two years are compared; It has been determined that Civler village is experiencing a decline in terms of the current state of production and physical spaces, and Kemerdere District is developing towards tourism. According to the data

obtained from Civler village, local people have started to settle in Canakkale city, use the village as secondary residence and engage in small-scale agriculture.

Along with the study area investigations, the rural tourism possibilities of the area were questioned by SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis (Table 3). As a result of the analysis, the village's rural tourism opportunities were evaluated.

Table 3. SWOT analysis of Civler village in terms of rural tourism

Strengths	Weaknesses
• Being close to big cities such as Istanbul, Tekirdağ and Izmir • Being close to the center of Canakkale • The area is close to the ancient city of Troy and its surroundings, which is on the UNESCO World Heritage List. • Preservation of natural and cultural landscape values as a whole from past to present • Continuation of rural culture • Presence of the historical Kemerdere Aqueduct and the pond around it • The area is located within the Troy cultural route • Having tourism values that can serve various tourism activities (trekking, nature, camping, etc.) • Having a small number of local people who can support rural tourism in Kemerdere District	• The area where the historical aqueduct is located is difficult to descend and not everyone can use it. • School, hospital, health center, etc. lack of public buildings • Insufficiency of reinforcement elements in the region • Lack of sufficient signs for guidance in the area • Insufficient promotion of the region on digital channels • Insufficient cooperation to develop rural tourism has been achieved. • Insufficient accommodation opportunities in areas with rural tourism potential • Problems arising from physical infrastructure • Lack of tourism facility areas • Lack of a guide to visit the Kemerdere region
Opportunities	Threats
• Restoration works for the preservation of traditional and architectural texture • Presence of forest and recreation opportunities in the region • The local people's awareness of tourism activities and their positive attitude towards tourism activities. • Generating income through local guidance • Ability to serve various tourism activities (trekking, nature, camping, etc.)	• Climate changes due to global warming negatively affect water resources and agricultural activities in the region. • Gradually decreasing young population due to migration in the region • The area has been removed from the protection status

4. CONCLUSIONS AND SUGGESTIONS

Rural tourism has an important power in terms of preserving the natural and cultural resource values in the rural area, revealing the entrepreneurial potential of the local people, and supporting economic, social, cultural and rural development (Karam Mehmet et al., 2016). Rural tourism plays an important role in the development of the region, especially in regions whose economy is based on agriculture and animal husbandry.

Civler village, which constitutes the study area, was examined in terms of rural tourism activities. In this context, an information form revealing the rural tourism opportunities of the village was directed to the villagers and local people. With the analysis carried out, the rural tourism value of the village was tried to be determined.

Civler village is a stopping point for all visitors coming to the region in terms of tourism. It is one of the trails of athletes and those who do activities in and around Troy National Park (İlgar, 2017). Therefore, the village and Kemerdere District should have the potential to meet the needs of visitors. The restoration of the historical aqueduct in partnership with the Canakkale Special Provincial Special Provincial Administration and the South Marmara Development Agency and the Ministry of Industry

and Technology of the Republic of Turkey has increased its recognition and the visitor rate has increased significantly (Figure 10).



Figure 10. Images of the Kemerdere Aqueduct before and after restoration (Original, 2023)

The research revealed that the local people think that tourism can be an alternative source of income for the village if it is done appropriately. In order to ensure the protection and use of Civler village and Kemerdere District, promotion, development and employment creation opportunities for cultural landscape values should be developed. The income from the agriculture-based economy in the region has decreased considerably and the young population has started to migrate. According to the data obtained from the information forms, Kemerdere District has more potential for rural tourism. However, it is insufficient in terms of the local young population that can employ. Since activities for rural tourism should be based on local resources and activities, holistic planning should be made to enable remigration or for the young population to stay here. If cultural landscape resources are used, they can be preserved and transferred to future generations. After the restoration and promotion of the historical arch, it was observed that the usage potential of the region increased (Figure 11). However, there is not enough service sector for users.



Figure 11. Kemerdere pond surroundings (URL-5, 2023)

The fact that local people are conscious about rural tourism and that there are a few local people who can support rural tourism, especially in Kemerdere District, is an opportunity for the development of the region. By opening the houses of local architecture in the Kemerdere District to local and foreign visitors and by using the houses owned by the local people as hostels, it will contribute to the local economy and the local people will participate in tourism activities.

There are transportation opportunities to support daily life in the area, but access to the historical aqueduct is quite difficult. Maintenance pruning should be done in the forested area in the area. A path has to be descended from a steep slope to the Kemer pond. For this reason, recreational recreational uses should be provided by making a short cable car or chairlift for scenic viewing and action. Considering that mountaineers prefer the area, units where they can receive training should be built.

Utilizing the rural tourism potential in the region can reduce migration, revitalize the economy and increase employment for Civler village. This will contribute to the social, cultural and economic development of the region.

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