

Potential Contributions of Olives and Olive Oil in the Developing Tourism in Mudanya (Bursa)

Vildan UYLAŞER^{1*} Cihat TÜRKBEN²

¹Uludağ University, Faculty of Agriculture, Department of Food Engineering, Gorukle-Bursa, Turkey

²Uludağ University, Faculty of Agriculture, Department of Horticulture, Gorukle-Bursa, Turkey

*Corresponding Author:
E-mail:uylaserv@uludag.edu.tr

Received: March 12, 2017
Accepted: May 25, 2017

Abstract

Turkey is the 3rd country in olive production and 4th country in olive oil production in the world. Olive oil and olive farming has significant economic value both in the national and international arena for Turkey. Olive and olive oil, which are irreplaceable ingredients in our breakfasts, many meals and salads in Turkish kitchen, are the primary source of income for the families in Mudanya. Mudanya has a historical past and it has a significant potential in terms of rural tourism, culture tourism and marine tourism due to its current development and location. Olive and olive oil, which are very important in kitchen tourism, are also potential sources for sustainable rural tourism. The more efficient use of olive and olive oil for these areas will provide significant contributions to the development of Mudanya tourism and to the economic strength of the people of the region.

Keywords: Olive, Olive Oil, Rural Tourism, Agro-Tourism, Gastronomic Tourism

INTRODUCTION

Turkey is in the first place in the world for olive and olive oil production. Olive, which is one of the significant agricultural products of Turkey, is an economical resource with its oil as an important symbol in rich Turkish culinary culture.

The majority of the olive cultivation in the world is done in 38 countries in the northern hemisphere [1,2]. 95% of the olive tree's presence is located in countries with coasts to the Mediterranean, including Turkey [3]. According to the data of the International Olive Oil Council, table olive production in the world in 2015-2016 is ~ 2 650 000 tons and, olive oil production is ~ 3 159 500 tons. Spain is in the first place in table olive production with its ~ 601 800 tons of production and Turkey is the third after Egypt with ~397 000 tons. The production of olive oil of Turkey is ranked as fourth after Spain, Italy and Greece with ~ 143 000 tons. The table olive and olive oil production of the EU countries are respectively 32.45% and 73.49% and Turkey has a share of 15% and 4.53% [4].

While Turkey is among the significant olive producer countries, Bursa and its districts have an important place in Turkey, as well. According to Bursa Olive and Olive Oil Retention Estimation Commission Report in the season of

2016-2017, there are 723,182 fruitless trees in the districts of Bursa producing a total of 9,531,840 fruits. It is estimated that reports show an average of 9.4 kg olive yield per tree and 89.809 tons' olive. 79,030 tons of it goes for the table olive oil, 10,777 tons goes for the oil, with an average of 1/5 yield and 2,156 tons of olive oil. The number of olive trees and the amount of olives to be evaluated as table olives and olive oil in the 2016-2017 season in the provinces of Bursa are given in Table 1 [5].

Olive, for Bursa and its counties, especially for Mudanya, is a product that has social prescription, it is the main or indirect main source of the people. As with all agricultural products, one of the main problems in olive, as well is the change in quality and quantity according to climatic conditions, and this is reflected in the income of the families. The economic impact of these uncontrollable factors is even felt as more negative together with the fact that olive production is seasonal. These negativities cause a decrease in the amount of production and therefore in the incomes of the producers. We must take advantage of alternative complementary activities to achieve these challenges. One of them is being agro-tourism, where olive farming and cultivation take place.

Table 1. Estimation of Olive and Olive Oil Harvest in Bursa in its Districts in 2016-2017

DISTRICTS	Number of trees		Olives per Tree (kg)	Olives to be gathered (tons)	Table Olives (tons)	Olives for Oil (ton)	Olive Oil to be gathered (tons)
	Fructiferous	Fruitless					
MUDANYA	2.450.000	180.000	7,0	17.150	15.092	2.058	412
GEMLİK	2.254.000	0	9,0	20.286	17.852	2.434	487
ORHANGAZI	1.691.020	40.145	9,0	15.219	13.393	1.826	365
İZNİK	1.250.000	3.000	14,5	18.125	15.950	2.175	435
OSMANGAZI	686.000	91.320	8,0	5.490	4.831	659	132
NİLÜFER	603.179	16.350	12,0	7.238	6.370	869	174
KARACABEY	346.465	290.830	12,0	4.158	3.659	499	100
M.KEMALPAŞA	135.310	80.350	9,0	1.218	1.072	146	29
KESTEL	81.000	13.350	8,0	648	570	78	16
GÜRSU	33.543	0	8,0	268	236	32	6
YILDIRIM	1.043	0	8,0	8	6	2	0
TOTAL	9.531.840	723.182	9,4	89.809	79.030	10.778	2.156

The recent changes in tourism demand and preferences seen in the world tourism market and the increase of tourism expenditures per capita have brought new quests into the agenda. With the United Nations declaring the year 2002 as the eco-tourism year, the changing value judgments and consumption habits of post-industrial societies give significant clues about new tourism trends. In order to adapt to this change, new regions open themselves to the international tourism, as for the traditional regions, they try to take part in the competitive environment by renewing themselves. Currently, in many countries and regions, efforts are being made to develop tourism products that can meet the demands and to activate recreational activities [6].

Agricultural tourism (ecotourism, agro-tourism, village tourism, farm tourism etc.) as a sub-branch of rural tourism intending to provide additional income to farmers and mainly small farms, covers a variety of activities as following: to visit the agricultural production areas such as vineyard, garden, field, barn, poultry, poultry etc. and small scale and traditional food processing facilities, to participate these places' daily activities, to spend the night at the farmhouse, to have fun, to shop and sometimes to get training [7,8,9]. Agricultural tourism also allows for socio-cultural exchanges. It is a developing area of the fastest growing tourism industry in the world and one of the most important features is that the day trip or the duration of the stay is very short [10]. Accommodation services in agriculture tourism are provided in rented rooms, in rural houses or in hotels, in rural resorts or in rural resorts, in rural resorts or in rural areas, in rural hotels or motels, in rural pensions or in private rooms of villagers or farmers [6,11,12].

The number of institutions and activities that can contribute to agriculture tourism in Turkey is very insufficient at this moment. For instance, there are only 7 gastronomic museums specializing in wine, olive oil and local kitchen areas. Turkey's only wine museum is in Tekirdağ. Oleatrium, one of Europe's largest olive and olive oil historical heritage, is located in Kuşadası / Aydın. Çanakkale and Balıkesir are our other cities where are olive oil museums. The local kitchen museums are located in Gaziantep, Şanlıurfa and Hatay. Although Bursa and its districts are being an important center for olive production, it is considered as an absence that there is not an olive oil museum in Bursa. An important part of activities for olive

and olive oil is organized in Balıkesir and its provinces (Burhaniye Ulus Olive and Olive Oil Festival, Edremit Olive Festival, Edremit Olive Festival). Bursa tries to participate in these events with its Olive Festivals organized by Gemlik, Orhangazi and Mudanya. Bursa contributes more to agriculture tourism activities with some festivals such as Ovaakça fig festival, Cumalıkızık raspberry festivals, pepper festival, Göynükbelen Strawberry festival, Gürsu pear festival.

Oleotourism is becoming a popular platform due to the basic elements of the Mediterranean diet and millions of years old olive trees in agricultural tourism. For people who want to experience village life and experience such an experience, the products that have local characteristics such as olives and olive oil are attractive. Agricultural tourism based on these products is a significant instrument in the development of provinces and districts where such products constitute a significant part of their income. Therefore, countries such as Spain, Italy and Greece organize tours that include activities such as harvesting, processing of products, tasting and selling. Some countries support such tourism activities with various institutions. For instance, Agricultural Tourism Committee in Canada, "Agro-tourism Cooperative" in Greece, "Ecological Agriculture and Tourism Center" in Poland, "Food Cooperative" in USA and "Balear Agro-tourism Union" in Spain can be considered as some of these institutions [9,13]. "The Association of Wheat Ecological Life" in Turkey owns the first agriculture tourism project named TaTuTa (Agriculture-Tourism-Settlement in Turkish language), which was supported by the United Nations in 2004 and provided material and spiritual support to farmers who make ecological agriculture. Datça Farm House, Dhara Olive Groves and Oil places and Dedetepe farms where olive and olive oil production are the places for this project. Guests or volunteers can stay in the small hotels in the neighborhood, they can participate the olive harvest, collect olives and they can watch the process from olive branch to olive oil to be table olive or soap [9,14].

Marmara Region is a region that is very suitable for both sea and sun tourism as well as agriculture tourism due to its geographical features. Within this region, the significance and potential of the provinces and districts of Bursa is quite high.

A potential district for agro-tourism and oleotourism: MUDANYA (BURSA)

Bursa and its surroundings as one of the paradise corners of Anatolia in many civilizations have been the scene of settlements since ancient times. The civilizations created by the old settlement areas in the region went to 7 thousand years ago and this has appeared in the excavations of Ilıpınar Mound. As a result of excavations in the mound, a residential area descending down to 5200 years ago (BC) was found. It was during the reign of Bithynia king I. Prusias (232-192 BC) that Bursa rises to the city status and its surroundings are surrounded by the city walls. Bursa, in the first 200 years of the Ottoman Empire, has shown great developments in comparison with other cities, decorated with many architectural structures then became the center of the scientific community with the well-known schools at a time. According to many sources, Turks came to Bursa region after 1081 for the first time. Throughout history, Bursa has always been known as the second or spiritual capital after Istanbul. After the Republic, Bursa became a modern city in a short time and it has become a fourth city of the country with a great development. The total area is 10.819 square kilometers in Bursa and 17% of the province soil is lowlands. Bursa has 17 districts, one of which is Mudanya in 346 km² inland as it's 32 km away from Bursa [15].

Mudanya was founded by Colophons in the 7th century BC as an Ionian colony. The district is known by the names of Mirleia, Apamia, Montania and Mudanya which is still in use. Mudanya is neighbor with Karacabey in the west, Bursa in the east and Gemlik Gulf in the north. Mudanya is located between 28-29 degree northern longitudes and 40-41 degree northern latitudes. There are 1 town (Zeytinbağı-Tirilye) and 36 villages and districts in Mudanya, which are bound to the province since 30 March 2014 with the Bütünşehir Law. Therefore, there are now 1 district (Güzelyalı) and 47 neighborhoods connected to Mudanya. According to the TÜİK data in the end of 2016, Mudanya has a population of 86,426 people [16,17,18].

A significant part of the business volume in Mudanya, as an important harbor city, consists of import-export operations. Its import is composed of industrial products coming from both sea and road and its export is made from products manufactured by industrial enterprises operating in industrial zone of Bursa as well as from the mineral ores made in vessels. In Mudanya, whose industry is not well developed, there are two large industrial establishments, as well as a small industrial site and around 100 workplaces recruiting about 300 working in various business lines as olive trees. There are also 18 small and large olive processing plants in the district. Mudanya where the main agricultural activity is olive cultivation, also grows black figs, vegetables and fruits, sunflowers, onions and cereals. Although the city is located alongside the sea, the pollution in the Sea of Marmara sort of stops the fishermen to develop [15,16,17,19].

There is Mediterranean climate in Mudanya: summers are not very hot but pass as dry. The winters are warm and rainy. The average temperature is 16.7 ° C and the coldest month of the year is February, as the warmest is August. The average annual rainfall in Mudanya is 614 mm³. About 140 days of the year, and is closed by 88 days [17,20].

In Siği, Kumyaka and Zeytinbağı (Tirilye) where the fish restaurants are widely famous, there are one-day trips for internal tourism since people are coming from Bursa and its districts: these places are being an alternative to Mudanya where the streets, historical houses are charming

for external tourism [17]. The total number of visitors to Mudanya is 13.338, of which 152 are foreign tourists according to 2013 data of Bursa Provincial Directorate of Culture and Tourism. Mudanya Mütareke building, Tahir Pasha Mansion which is the most beautiful example of 19th century mansions, Mudanya Train Station which is still used as a hotel, 7 churches from Greek Cypriots in Zeytinbağı (Tirilye) and 3 welds attracting local and foreign tourists. Also, the number of people staying in their summer houses in Mudanya is quite high. However, the cool summer season causes a short tourism time in Mudanya. There are a total of 22 accommodation facilities in Mudanya under the official tourism registration certificate, 17 of them are municipal certificates, as of May 18, 2015. 7 of these facilities are boutique hotels [6,18]. As these numbers are not sufficient, it can be considered as the people of Mudanya are open up to the potential tourism in the region. Even though it is a convenient tourism area due to its historical-cultural sites and its sea and, as they are not sufficient, the region's rural tourism potential, especially Oleotourism, are in need to be used for the economic development of the region. There are various incentive methods being general and regional, which the public can use for this purpose. One of them is the support provided by the agricultural rural development support organization (TKDK). Another one is IPARD (Instrument for Pre-Accession Assistance Rural Development) which is one of the EU Rural Development Programs where Turkey is also a partner. IPARD is a program of Rural Development designed to support candidate and potential candidate countries by the European Union (EU). European Union's Common Agricultural Policy supports Rural Development Policy and the preparation and implementation of adaptation measures for the implementation and management of relevant policies [21,22]. The program gives 50% grant support to rural tourism investments. This program, which includes 42 provinces in Turkey, has been included only in Bursa with Ankara among the 1st region charts. It is possible to receive support for rural tourism investments between 15,000 euros and 500,000 euros, even up to 250.000 Euros in order to be made under this support program. Till today, 4 operators have benefited from this support program in Bursa [6]. The second phase of this program, IPARD II, covering the years 2014-2020 supports investments in the physical assets of agricultural enterprises [21]. Informing and encouraging the public about such support programs will provide significant contributions to the development of rural tourism.

CONCLUSION

As a result, although Mudanya has a potential to make a significant contribution to the rural tourism, olive and olive oil and Oleotourism, is not effectively used for this purpose. In particular, an awareness should be created that olive growers and processors can combine these agricultural activities with tourism, and the population should be informed with examples and results. One of the most important problems in rural tourism is marketing and promotion, and a similar problem is valid for Mudanya. In this regard, activities organized, especially festivals and feasts, tourism activities organized by tourism companies, training seminars where the universities are involved, congresses etc. will provide significant contributions to the development of agricultural tourism therefore Oleotourism in Mudanya. These seasonal events will be effective both in tourism and social development of the local people and in raising the economic income. Mudanya, with its historic,

ancient houses, sea and natural beauty, should take more role in these organizations and should use olive farming, which is the main source of livelihood, for agricultural tourism. Moreover, television and radio programs related to the subject can be used as tools which are effective on this issue.

Even though the government has included rural tourism policies for rural development, the fact that the grant supports in this context are not sufficiently known and the absence of pioneer organizations in this issue, creates a big insufficiency. In this regard, the Ministry of Food, Agriculture and Livestock can provide support by providing in-service training to local organizations. The Association of Olive Producers and Industrialists, which was founded in Bursa in the near future, and whose name is shortly ZEYDER, will present important services to the people in Mudanya and other districts with their works. The rural tourism activities applied both in Mudanya and in other regions of Bursa province will support to prevent unemployment, to make women in rural areas participate in working life, and to protect the natural environment and cultural heritage.

REFERENCES

- [1] V. Uylaser, C.E. Tamer, B. İncedayı, H. Vural and Ö.U. Çopur, The quantitative analysis of some quality criteria of Gemlik variety olives. *Journal of Food, Agriculture & Environment*, 6 3-4 (2008), pp. 26-30.
- [2] C. Toker, C. and U. Aksoy, Kuzey Ege agroekolojik şartlarında yetişen Ayvalık çeşidi zeytin meyvesinin kalite özellikleri. *Gıda Teknolojileri Elektronik Dergisi*, 8 3 (2013), pp. 51-57.
- [3] V. Uylaşer and G. Yıldız, The historical development and nutritional importance of olive and olive oil constituted an important part of the mediterranean diet. *Critical Reviews in Food Science and Nutrition*, 54 (2014), pp. 1092-1101.
- [4] IOOC 2017. International olive oil council, available from <http://www.internationaloliveoil.org/noticias>.
- [5] Anonymous 2016. 2016-2017 sezonu Bursa zeytin ve zeytinyağı rekoltesi tahmin komisyonu raporu, available from http://uzzk.org/Belgeler/2016_2017_REKOLTE_BURSA.PDF
- [6] Anonymous 2015. Mudanya Belediyesi Mudanya turizm master planı 2016-2023, p. 89.
- [7] T. Kiper, Land use planning regarding sustainable development through agritourism: Şarköy example. *Journal of Agricultural Biotechnology and Sustainable Development*, 3 8 (2011), pp. 171-181.
- [8] C. Türkben, F. Gül and Y. Uzar, Türkiye’de bağıcılığın tarım turizmi (agro-turizm) içinde yeri ve önemi. *KMÜ Sosyal ve Ekonomik Araştırmalar Dergisi*, 14 23 (2012), pp. 47-50.
- [9] B.S. Yılmaz, H. Doğru and Y. Yumuk, Bir kırsal turizm çeşidi olarak tarım turizminin Ayvalık’ta uygulanabilirliği üzerine bir araştırma. *Tarım Bilimleri Araştırma Dergisi*, 7 2 (2014), pp. 28-32.
- [10] R. Maestro, P. Gallego and L. Requejo, The moderating role of familiarity in rural tourism in Spain. *Tourism Management*, 28 (2007), pp. 951–964.
- [11] F. Soykan, Ege Bölgesi’nde kırsal turizme özgün bir örnek: Şirince köyü (Selçuk/İzmir). *Maltepe Üniversitesi Meslek Yüksek Okulu Dergisi*, 1 (2001), pp. 151-176.
- [12] S. Ahipaşaoğlu and E. Çeltek, Sürdürülebilir kırsal turizm. *Gazi Publishing, Ankara* (2006), p. 173.
- [13] T. Kiper and M. Arslan, Safranbolu-Yörük köyü tarımsal turizm potansiyelinin kırsal kalkınma açısından değerlendirilmesi. *Süleyman Demirel Üniversitesi Orman Fakültesi Dergisi*, 2 (2007), pp. 144-158.
- [14] Available from <http://www.tatuta.org> (access date: 17.4.2017)
- [15] Available from <http://www.bursa.com.tr> (access date: 08.3.2017)
- [16] Available from <http://www.mudanya.gov.tr/> (access date: 08.3.2017)
- [17] Available from <http://www.mudanya.bel.tr> (access date: 08.3.2017)
- [18] Available from <http://www.tuik.gov.tr> (access date: 17.4.2017)
- [19] Available from <http://www.mudanyaonline.net> (access date: 08.3.2017)
- [20] Available from <http://www.bursaworld.com> (access date: 08.3.2017)
- [21] Available from <http://www.ipard.gov.tr> (access date: 17.4.2017)
- [22] Available from <http://www.tkd.gov.tr> (access date: 17.4.2017)