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Investigation of Rural Tourism Investments and Available Potential within Ipard in Çanakkale Province

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Abstract
Çanakkale is an important Bosphorus city with European and Asian lands. Besides its strategic location, it has a high tourism potential with its historical values and the natural beauties. Çanakkale has also an intensive agricultural production activity. For these reasons Çanakkale is very convenient both in terms of rural and tourism activities. So, Çanakkale has an important rural tourism potential. There are important funds with the aim of promoting rural development under the name of Instrument for Pre-Accession Assistance (IPARD), which has been under the scope of European Union harmonization process. One of the areas of interest of these funds is rural tourism. In this context, there are investments that have been supported and carried out in rural tourism in Çanakkale province in recent years. The purpose of this study is to evaluate the potential for rural tourism investments and future potential rural tourism investments in Çanakkale, an important tourism and agriculture city. The study is a literature study from secondary sources.

Keywords: Rural tourism, invesment, potential, Çanakkale, Turkey