

A New Value in Turkey's Geo-Tourism: Kula Burn Country (*Katakekaumene*)

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Abstract

In recent years, when diversification in tourism has gained a momentum, geological formations have begun to take place among countries' tourism values. Geological formations are not only geographical elements but also they are considered in the context of concrete cultural heritage and tourist attractions of a country and they constitute the basis for geo-tourism. In this study, Kula Burn Country (*Katakekaumene*), located in Manisa, Turkey, is evaluated from the standpoint of its tourism values. The region is important as a potential destination, close to Izmir, as well as being an important geological area where young volcanoes take place. Qualitative research technique was used in the study. Data were collected with document analysis and field survey method. Interviewing and observation techniques were used in field research. The written texts obtained were evaluated with content analysis. Results show that the Kula-Burns country needs physical and legal protection, trained personnel, financial resources, visitor sensitivity and local awareness for sustaining its inheritance and momentum in tourism. In addition, the Burned Country has been planned as a UNESCO GGN member (Global Geo-Park Geopark Network) geo-park. If the eliminated shortcomings are overcome, it is expected that Burned Country can complete the relevant geo-park membership criteria and retain the right to use its green certificate while developing as a tourist destination simultaneously.

Keywords: Geotourism, Geopark, UNECSO Geoparks Network, Burned Country Kula, Katakekaumene.



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