



## **An Examination of Eco-village as an Example of Eco-entrepreneurship; The Case of Turkey**

Yaşar SARI<sup>1</sup> Cemile ECE<sup>2\*</sup>

<sup>1</sup>Eskişehir Osmangazi University, Tourism Faculty, Odunpazarı, Turkey

<sup>2</sup>Eskişehir Osmangazi University, Social Sciences Institute, Odunpazarı, Turkey

\*Corresponding Author

E-posta: cemilece5@gmail.com

Received: November 14, 2018

Accepted: December 18, 2018

### **Abstract**

Entrepreneurial activity is a phenomenon that has accelerated in recent years and encourages people to do their own business. However, the increase in the entrepreneurial activity that has emerged as the result of economic growth negatively affects the environment. The increase in environmental awareness over time, the importance of sustainability has also influenced entrepreneurship, so the concept of conflicting eco-entrepreneurship has emerged. Eco-entrepreneurship involves environment-oriented initiatives and entrepreneurs, together with all stakeholders of the enterprise. In recent years, it has been observed that eco-initiatives have been given more importance in the studies on rural development in countries and investment shares of these enterprises have been put into effect. From this point of view, the importance given to ecological development and entrepreneurial activities are moving the tourism movements and ecological settlements. In this study, eco-villagers who have become trends in the last period will be examined within the scope of eco-entrepreneurship. In Turkey using semi-structured questionnaire techniques was discussed with 3 founder and 2 tourists of the eco-village and made of eco-tourism initiatives which contribute was discussed.

**Keywords:** Entrepreneurship, Eco-entrepreneurship, Ecotourism, Ecovillage

### **INTRODUCTION**

The pursuit of different markets brought by global growth leads people to make new ventures. However, entrepreneurship activities gain different dimensions in economic, social and cultural aspects and contribute to economic development.

Entrepreneurs must have a say in global networks and work independently with different ideas and inventions, allowing investors wishing to start a business to open up in new markets.

Global warming and environmental politics, one of the most important issues of the 21st century, are affecting business fields. The increase in environmental awareness and the differentiation in the products and services demanded by conscious consumers bring about changes in the policies of the enterprises. This awareness process has also influenced entrepreneurial activities, bringing changes to make the enterprise more sustainable and environmentally sensitive.

The concept of eco-entrepreneurship that emerges from the combination of ecological principles with entrepreneurship aims to develop jobs in the framework of sustainability and environmental protection and to contribute to the harmonious co-operation of economic and environmental factors [1].

Tourism is a part of economic development and has a lot of spaces and opportunities or entrepreneurship. From the point of view, eco-entrepreneurship is contributing to sustainability and environmental awareness and bringing different environmental opportunities to their participants.

#### **Entrepreneurship**

When entrepreneurship as a concept is considered from an economic point of view; the entrepreneur is defined as the person who carries out the market search by directing supply and demand; entrepreneurship is defined as the control of resource use and the presence of economic activities [2]. There are many definitions of entrepreneurship in social, economic and cultural terms.

Many ideas have been developed to create new trends, different markets, and products and services that include the demands of economic contribution service entrepreneurs.

In order to assess and capture opportunities in entrepreneurship, it is necessary to first understand the market. Technological changes, changes in conditions, competition, government regulations can create an infrastructure for new opportunities. In addition to these, the entrepreneur's talents, knowledge and experience are crucial for capturing opportunities and playing an active role in the market [3].

The types of entrepreneurship vary by location and purpose. While commercial concerns are called entrepreneurial entrepreneurship, which belongs to the debt and equity capital; Entrepreneurship is called entrepreneurship by public entrepreneurship, social responsibility and consciousness initiatives supported by public institutions or organizations, social entrepreneurship by activities carried out by entrepreneurs, and entrepreneurship realized by the employees within the enterprise and by the possibilities provided by the enterprise [4].

In recent years, environmental awareness has been increasingly influenced by entrepreneurship as well as many areas of influence. The entrepreneurial activities realized by the individuals who have the awareness of the environment and the protection of the nature have brought out the eco-entrepreneurship.

#### **Eco-entrepreneurship**

The work done for the protection of the environment and for global warming was primarily influential on the people and then reflected in these works. Consciousness of entrepreneurs and the entrepreneurship of enterprises towards green businesses have combined with ecology.

Eco-entrepreneurship includes environment-oriented practices that guide businesses to engage in mutual interaction, involving all stakeholders, such as customers, business partners, employees, suppliers [5].

Eco-entrepreneurship activities require preparation and planning of the entrepreneurship process and initiatives that support sustainable development and define the environment as a key point. Eco-entrepreneurship is more easily implemented in green management enterprises. The real problem here is whether businesses are actually environmentally friendly [6].

The tourism sector, which supports economic development, has been supported by sustainable work and policies for decades. The increase in the types of tourism made in ecological areas is observed to ensure sustainable development. Ecotourism, where eco-friendly practices are provided by environment-friendly practices, is important for the protection of nature.

#### Ecotourism

Tourism, environmental, social and economic factors that contain many factors are the whole. It is ecotourism that tourism and the environment, nature interact with each other. Ecotourism, which contributes to sustainability, is also seen as a new way for economic development. From this point of view, ecotourism is a type of tourism that promotes and protects the natural environment, develops by providing positive contributions to both sides, which helps the local people in rural development and raises the level of prosperity [7].

Ecotourism has the potential to become a tool for understanding the values of nature, and the local communities have the potential to support economies and to support the sense of cultural activity [8].

Ecotourism is a strong link between environmental awareness and social responsibility. The increase in environmental awareness throughout the world has also affected tourism. This interaction has led tourism stakeholders to resort to ecotourism and nature. The fact that the tourism activities are environmentally friendly and the adoption of the green operating method contributes to the preservation of the nature while creating diversification in tourism products [9].

The dissimilar to mass tourism, ecotourism, a type of tourism that tries to prevent the destruction of nature by spreading the tourism movement out of seasonality and spreading all over the world, also works in the direction of annual planning. It includes and contributes to culture, economy, nature and education [10].

The development of ecotourism has also affected entrepreneurs and shifted their entrepreneurial roots to this direction. Eco-villages that have become centres of ecotourism and gained popularity in recent times are also defined as ecological initiatives.

#### Ecovillages

In recent years people have tended to escape to nature by bored city life. Those who wanted to be a whole with nature and create a sustainable way of life with those obtained from nature brought about a new irrigation. Apart from capitalism, self-sufficient communities form a social community. Over time, these communities have opened their doors to those who want to experience this experience as well. This initiative, which is called *ecovillage* in the world, is important in terms of ecotourism while at the same time it gives as an example of eco-entrepreneurship.

The eco-villages go out of their daily life and set a different type of tourism in which the social movements in which people can actively participate can be shaped differently, and they can learn village life and use common areas [11].

Ecovillages are seen as one of the most important developments in the tourism industry because human communities forming ecovillages have a sustainable lifestyle with all living / dead formations in the world and in the world in an internal harmony and attract many tourists with the socio-cultural ties they create [12].

## METHOD OF RESEARCH

Eco-entrepreneurship has been discussed with semi-structured questions with three founders and two participants (tourists) And the answers were analyzed with using the descriptive analyze method.

## RESULT AND DISCUSSION

Eco-villages are places where we can see that a different life is possible, where social ties are strengthened, permaculture is made, nature can survive, and there are no hierarchical structures. Eco-villages are seen as centres of ecotourism. When eco-entrepreneurship, an entrepreneurial activity, is examined, there are many common points with eco-villagers. The questions and answers to learn about them and evaluate eco-entrepreneurship are as follows;

The first questions is helped us to understand why or why not eco-villages are an example of eco-entrepreneurship.

**Table 1:** Can we accept eco-villages as an example of eco-entrepreneurship? Why?

	ANSWERS
F1	We can say yes. as a result both have a common goal to protect nature
F2	They have common perspective. But entrepreneurship sounds like more materialist. Eco villages are refusing to put money in their aims.
F3	The both of them has the same aim are given to people protecting the nature and live with it.
P1	Yes, Eco-villages are eco-entrepreneurship activities.
P2	I think it's like that. Establishing an eco-village is already in line with eco-entrepreneurship in that it is an initiative dealing with activity and ecology.

When the answers are examined, eco-villagers are seen as eco-entrepreneurship. Only one answer has been described as entrepreneurship. It has been observed that eco-entrepreneurship has the same purpose as nature conservation and eco-villages, and as such is regarded as an eco-initiative.

The second question is about finding out how the government has helped to build the eco-village or there are any way to find fund for this.

**Table 2:** Is there any way to find fund for building an ecovillage ? Do the government help for it? How?

	ANSWERS
F1	There is some fund for building eco-villages, but you don't have to take fund or money from government, everybody can come build all together.
F2	Eco-village doesn't have the idea to take money, it is a success that all people will gain by working together.
F3	There are opportunities provided by national development agencies they can be used
P1	I don't have any idea about this. There has to be.
P2	National agencies, international cooperations has opportunities.

When answers are analyzed, there are national and international funds to build eco-villages. agencies working within governments provide the necessary funds to build an ecotourism centre. But the eco-villagers are in favour of restructuring and impeached.

The third question is about finding out how eco-entrepreneurship effects ecotourism.

**Table 3:** How is the contribution of eco initiatives to the development of ecotourism? Could there be any negative impact of these initiatives? How?

	ANSWERS
F1	Eco-entrepreneurship can be useful to create new tourism products and ecotourism centres.
F2	If entrepreneurial activities are carried out uncontrolled, they may harm the environment
F3	They have to be controlled by someone for protecting the nature. It helps to develop new products.
P1	Eco villages are an ecotourism centre, and eco entrepreneurship can be a way to build new centres but if somebody wants to build a new place, He/she has to consult somebody who is expert
P2	It helps to open centres and making new routes for ecotourism

As observed, eco-entrepreneurship provides eco-tourism contribution. But if the entrepreneurial activities are not done carefully and consciously, they may be faced with the destruction of the environment. An expert should be consulted to prevent this.

The fourth question is finding out what the similarities are between ecovillage and eco-entrepreneurship, and try to find common points.

**Table 4:** What are the similarities between ecovillage and eco-entrepreneurship?

	ANSWERS
F1	Protecting nature and help the sustainability
F2	Natural development, sustainability, economic development, protection
F3	They have commons points, for protection of nature, wild life
P1	Both actions are related to the nature of consciousness and appeals to conscious consumers
P2	Protection of nature, ecotourism, green management

As a result both of actions helps to protect nature and make world greener, it is aimed to provide a new green markets for conscious customers.

## CONCLUSION AND RECOMMENDATIONS

As a result, it has been found that eco-villages are regarded as an eco-initiative. it is necessary that the venture activities to be carried out in order to sustain the lives of the eco-tourism as ecotourism centre are far from the city and mostly in the rural areas. eco-villages who contribute to rural development also protect nature and prevent natural areas from being destroyed.

The government should a special fund to eco-villages to become part of sustainable development. eco-villages should become an investment centre but the aim should not attract every tourist. It should be presented only as a niche market for tourists who are conscious of the environment and who can work in eco-villages and who can keep up with those places.

In order to revitalize ecotourism, a union consisting of specialists who will work according to the sentence must be established and all issues related to ecotourism must be transferred through this union. This way decisions can be made faster and the destruction of natural life can be avoided.

To sum up, the development of the country will be possible by revitalizing ecotourism and ensuring the sustainability of nature.

## REFERENCES

- [1] A. Kapusuz, M.Çavuş, Geçmişten Yeni Bir Kavram: Yeşil (Eko) Girişimcilik, Üçüncü Sektör Sosyal Ekonomi,52 (2017),pp.104-119
  - [2]Ö.Aytaç, Girişimcilik: Sosyo-Kültürel Bir Perspektif, Dumlupınar University Journal of Social Sciences,15(2006) ,pp.139-160
  - [3] S.Döm, Girişimcilik ve Küçük İşletme Yöneticiliği, Detay Publishing, Ankara (2006) P.38
  - [4] Available from <http://www.girisimcim.com/girisimcilik-turleri-nelerdir/> ((access date: 08.4.2018)
  - [5]E. Aykan, Girişimciliğin Değişen Yüzü:Ekogirişimcilik, Suleyman Demirel University The Journal of Faculty of Economics and Administrative Sciences, Vol.17, No.3(2012), pp.195-212.
  - [6] E. Aydın, U. Çakar,Girişimcilik ve Ekolojinin Bütünleşmesi: Ekogirişimcilik, Finans, Politik&Ekonomik Yorumlar ,V:50, N:581(2013) pp.53-61
  - [7] H.Çeken, Sürdürülebilir Turizm, Detay Publishing,Ankara(2016),P.142
  - [8],S.Wearing, J. Neil,ECOTOURISM: Impacts, Potential and Possibilities, Elsevier Publishing,Sydney(2009), 22
  - [9] N.Kahraman, O.Türkay, TURİZM VE ÇEVRE, DETAY Publishing,Ankara (2014), PP 46-47
  - [10]H.Haberal, Turizmde Alternatif: Ekolojik Turizm, Doğa Turizmi, Kırsal Turizm, Yayla Turizmi, Detay Yayıncılık Ankara(2015),p.22
  - [11]BASımgıl, XVI. Yüzyıldan Günümüze Eko-Köyleri Tanımlama Yaklaşımına Göre Karakteristik Özelliklerinin Saptanması, Trakya University Journal of Engineering Sciences, 18(2)(2017),pp.95-111
  - [12] N.Adalılar ,S.Alkıbay,Z.Eser, Ecovillages as A Destination and A Study of Consumer Approaches to Ecovillages, Procedia Economics and Finance 23 (2015) pp. 539 – 546
- This paper was supported by The Scientific Researches Unite of Eskişehir Osmangazi University.Project no:2017-1817*