

## SPORTİF OLTA BALIKÇILIĞININ ALTERNATİF TURİZM KAPSAMINDA DEĞERLENDİRİLMESİ

### EVALUATION OF SPORT FISHING WITHIN THE CONTEXT OF ALTERNATIVE TOURISM

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**ÖZET:** Su kaynaklarının bulunduğu destinasyonlarda rafting, kano, balıkçılık vb. rekreasyonel aktivitelerin yoğun olması turizm için önemli bir potansiyel kaynaktır. Bu potansiyelin hem yerel halk için istihdam kaynağı olarak görülebileceği, hem de sürdürülebilir yaşam alanı için uygun bir gelişim sağlayabileceği düşünülebilir. Alternatif turizm türlerinden biri olan sportif olta balıkçılığı ise, sürdürülebilir yatırımlara fırsat tanıyabileceği gibi önemli bir gelir kaynağıdır. Bu araştırmanın amacı Türkiye’de gerçekleştirilen sportif olta balıkçılığını turizm açısından değerlendirerek, bu turizm türünün güçlü ve zayıf yönleri ile fırsat ve tehditlerinin ortaya konulmasıdır. Bu amaç doğrultusunda birincil veri kaynağına ulaşabilmek amacıyla literatürdeki bilgiler ışığında yapılandırılmış ve yapılandırılmamış sorular oluşturulmuştur. Konu ile ilgili olan bir federasyon ve beş derneğin yetkilileri ve sporcuları ile görüşme gerçekleştirilmiştir. Araştırmanın sonucunda, sportif olta balıkçılığının bir turizm türü haline gelebilmesi için alt ve üst yapı yatırımlarının yapılması, sertifikasyonun bir eğitim ve sınav sonrasında verilmesi, ilgili kanun ve yönetmeliklerin denetim faaliyetleri ile desteklenmesi gerektiği gibi birçok bulguya ulaşılmıştır. Ayrıca, su ürünleri ile ilgili sürdürülebilirliğin sağlanması açısından Su Bakanlığı gibi bir bakanlığın Türkiye’de gerekli olabileceği öngörülmüştür.

**Anahtar sözcükler:** Alternatif turizm, sportif olta balıkçılığı, SWOT

**ABSTRACT:** In destinations where water resources exist, intensity of many recreational activities like rafting, canoeing, and fishing constitutes a potentially powerful resource for tourism. This potential might be considered as employment opportunities for local residents and can provide proper improvement for sustainable life style. As a form of alternative tourism, sport fishing can provide sustainable investment opportunities for the local people and can also be a great income source for them. The purpose of this research is to examine sport fishing in Turkey in the context of tourism and to identify the strengths, weaknesses, opportunities and threats (SWOT) of this tourism type. Within the scope of this study semi-structured and unstructured interview questions were developed in light of literature and interviews were conducted with a federation official, five associations’ officials and its sportsmen. The results suggest that, infrastructure and superstructure investments should be undertaken by government and sports fishing certificate must be obtained after a substantial training program and examination. More essentially, the related laws and regulations should be supported with supervisions activities. Beside all, to ensure a sustainable aquaculture resources in Turkey “ministry of aquaculture” should be regarded necessary.

**Keywords:** Alternative tourism, sport fishing, SWOT

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## 1. INTRODUCTION

The abundance of recreational activities in the destinations that have rich water resources like sea, lake and river always creates a great potential for tourism industry. It can be said that especially in the destinations with rich water resources, alternative tourism types are developing more rapidly (Shrestha, Seidl, & Moraes, 2002; Zengin, 2013 Turgut & Ardahan, 2013). Sports fishing that is a kind of activity done in water resources could be considered within tourism activities. To maximize the investments on tourism destinations, giving priority for potential investments in alternative tourism types like sports fishing could be considered necessary (Porter, Orams, & Lück, 2015, s. 169).

Generally recreational fishing is defined as a kind of fishing for fun, competition and feeding. On the other hand, Pawsona, Glennb and Paddaa (2008, p. 341), argue that the most common hunting technique among recreational fishing is the one with fishing rod. In this regard, sport fishing which can be considered as a recreational fishing activity in which hunting with rod is common can be defined as; “non-commercial and compatible with nature sportive fishing activity in the rivers and lakes for enjoyment.” (Ministry of Culture and Tourism, 2015). In addition, recreational fishing can be defined as; “fishing which is not deemed to be commercial fishing and done with line” (European Anglers Alliance, 2004).

There is a confusion in the literature about which tourism type the sports fishing can be considered in. In the literature sports fishing is evaluated as; marine tourism (Kiper & Yılmaz, 2008, p. 166), hunting tourism (Duran, 2012, p. 50; Kuter, 2007, p. 74), eco-tourism (Sezen, Yılmaz, & Akpınar Külekçi, 2011, p. 56), wildlife tourism (Higginbottom, 2004, p. 2), sports tourism and recreational tourism (Gökçek & Dursun, 2012, p. 68). It can be obviously seen that all these types of tourism could be considered as alternative tourism types (Akpınar & Bulut, 2010; Kılıç & Kurnaz, 2010; Kömürcü, 2013, p. 19). In this study, sport fishing is evaluated as an alternative type of tourism.

There is no clear data about the number of sportive fishermen. Though, it is predicted that there are 225 million recreational fishermen or anglers in the world. This number is almost twice as the number of commercial fishermen. Also, the annual expenditure for recreational fishing is approximately 190 billion \$ and the value of the equipment demanded is approximately \$15,66 billion (The World Bank, 2012, p. 38). According to European Anglers Alliance (2004) there are 25 million recreational fishermen in Europe and it was estimated that 25 billion Euro are expended on recreational fishing. Also, European Anglers Alliance (2015) stressed that recreational fishing is supporting approximately 437 thousand job fields. There are approximately 100 thousand recreational fishermen in Turkey. It can be suggested that this number constitutes a very small part of the 25 million recreational fishermen (Sönmez, 2015).

It is quite clear that Turkey has a great deal of sports fishing area when we look into the data released by the Ministry of Culture and Tourism. According to data collected from the websites of Provincial Directorate of Culture, there are about 180 places suitable to be used as sports fishing area in 46 provinces (collected from Provincial Directorate of Culture websites, 2015). However, there is not any clear information about utilization of potential sports fishing area of Turkey. Sports fishing is becoming increasingly common as an alternative tourism type, however there is not any extensive research about how to assess the potential of sports fishing in Turkey, a country that enjoys of numerous water resources and is surrounded by seas from its three sides. The aim of this research is to examine the current situation of the sports fishing as an alternative tourism activity in Turkey by using the SWOT analysis method.

## 2. LITERATURE REVIEW

Recreational fishing is defined as a type of activity that people who like spending money and attending for fun rather than earning money. In addition, there are various benefits like exercising and victualing. On the other hand, commercial or subsistence fishing is regarded as a job and even this job sometimes gives pleasure that is not its main aim (Higginbottom, 2004, p. 1-2). When comparing with commercial or subsistence fishing the motivations of the people who do recreational fishing differ from the ones of people do another fishing type. Personal objectives, incentives divide fishing to different types. Recreational fishers have many objectives for fishing, however, the main aim is not maintaining the life or meeting the essential nutritional requirement (FAO, 2012, p. 2).

Sports fishing as a type of recreational fishing has become a branch of a major industry. Also clubs, associations and federations are established for this type of tourism in the world (Gökçek & Dursun, 2012, p. 68). The unfair competition and the illegal applications which is not relevant to the precautions for technical prevention in the commercial fishing affect fish stocks and sustainability negatively (European Anglers Alliance 2004). For this reason, it can be argued that sports fishing which occurs within the principles of sustainability is an important tourism activity.

In most countries, the scope of sports fishing is limited within the certain laws, regulations, manifests and rules related to this sport as stated in the definitions. As stated in regulation of water products by Republic of Turkey Ministry of Food, Agriculture and Livestock, sports fishing is defined as; "Hunting of water products as an amateur sport activity with non-commercial purposes." Also, it is stated that; "Except long liner, all kinds of longline, scuttle, spoon-drill, fishing line can be used and casting nets and landing nets can be used up to 5 kg in places and times that are not forbidden (T.C. Resmi Gazete, 2015a)." In addition to this, it is stated in the Law of Water Products no. T.C. 1380 (T.C. Resmi Gazete, 2015b); "It is not an obligation to have a license for Turks and foreigners to procure water products with small vehicles and with the purpose of sports non-commercially in not forbidden places." In addition, it was stressed by The Communique of Amateur Water Products Hunting, the license of amateur fishing tourism can be taken from provincial directorate and the license period is 2 years (T.C. Resmi Gazete, 2015c).

In addition, according to the Communique no. 3/2 regulating, "*Amateur Hunting of Water Products, Natural and legal people who will attend amateur fishing tourism activity and have to pay taxes are given the Permission for Amateur Fishing Tourism by provincial directorate for 2 years. The people who have this document are responsible for the amateur fishers whom they have hunt in terms of their hunting based on the rules stated in this Communique. The permission document is taken back from the people who hunts in defiance of the rules in the Communique and who don't take the precautions hindering this kind of hunting and it is cancelled. These people can't take a new permission document for 2 years* (T.C. Resmi Gazete, 2015c)".

Although sports fishing is a popular leisure activity in most countries, the research on sports fishing in tourism and leisure fields is still maturing. With the increase in the traveling opportunities, fishing tourism has become an important cultural activity and an industry. Especially the countries like USA, Canada, Cuba, Chili, France, Spain, UK, Slovenia, and Russia have organized many package tours and developed products for recreational fishing (Mordue, 2009, p. 529). Commercial and subsistence fishing and recreational fishing within the competition for fish resources provide different employment resources for local people. Thanks to the high value given to recreational fishing, the management of the activities related to the eco-tourism experiences and the capture-release technique linked with the recreational fishing industry helps local people benefit more from the management of rich natural resources (Shrestha, Seidl, & Moraes, 2002, p. 298).

In sustainable sportive hand-line fishing, legal restrictions such as seasonal restraints, size and weight limit of the fishes are very important for preservation and sustainability of fish stocks. Also the existence of these restrictions is regarded necessary to apply the “Catch-Release” technique that helps to protect the nature and the existence of the sanction against the people damaging the fauna. In order to reach the desired value of sport fishing in Turkey, the “catch and release” technique should be adopted to prevent overfishing and the sustainability of fish population (Bodrum Fishing, 2015). The fact that Turkey's geography has a high and mountainous mass has caused to settlement of numerous river basins. Numerous rivers, lakes and pond edges in high mountainous areas provide significant potential for sport fishing. (Duran, 2012, p. 50). Gökçek and Dursun, (2012, p. 68) indicated that people who perform this tourism activity concentrate especially on salmon, trout and carp species to catch and release. In his study Kalaç (2009) argues that, in order to ensure the protection of trout species which are rare in the world but various in Turkey, the techniques of catch and release like Fly fishing should be developed. The study on characteristics of amateur recreational fishery conducted by Ünal, Acarlı and Gordo (2010) stresses that those fishers who have a fishing licence have more knowledge than ones who do not have. Therefore, the lack of compulsory licensing of recreational fishing is regarded as a shortcoming. In their study conducted in Foça and Gökova regions, Tunca, Ünal and Miran (2013) emphasize that besides the individual amateur fishing activities, the demand for tour boats is high, which can create a high economic activity. Moreover, Ünal, Acarlı ve Gordo, (2010) state in their study on the amateur marine fishing that the policies on recreational fishing in Turkey are not sufficient for sustainable recreational fishing activities. In addition to this, they indicate that in the coastal communities in the Mediterranean countries, marine recreational fishing has a long-standing background but the knowledge of this activity is smattering.

### 3. RESEARCH METHODOLOGY

The main objective of this paper is to determine the strengths, weaknesses, opportunities and threats of the existing potential of sports fishing in order to increase the efficiency of this potential tourism activity and its strategic importance.

The lack of extensive research on this area reveals the uniqueness of this research. Qualitative research method strengths, weaknesses, opportunities and threats (SWOT) analysis which has been tested for reliability in case studies was used to determine the strengths, weaknesses, opportunities and threats (Dealtry, 1992; Balamuralikrishna & Dugger, 1995; Hill & Westbrook, 1997; Kotler & Armstrong, 2011). The SWOT analysis method is an analytic technique used for evaluating the internal and external environment of an organization. The positive and negative results of organizational and environmental factors are revealed with this evaluation (Cebecioğlu, 2006). Also it is defined as a method of analysis that analyses the situation of any non-governmental organization in a given time by Biricik and others (2003). In addition, this method is regarded as an important technique of analyses for detecting and correcting existing faults by evaluating alternative tourism types in a destination (Yeşiltaş, Çeken, & Öztürk, 2009). As a result of this analysis it is aimed to evaluate environmental and individual factors as a whole (Johnson & Scholes, 1993).

The purpose of using SWOT analysis in this study primarily is to examine the strengths and weaknesses of the existing potential of sport angling within the scope of alternative tourism by taking into account the opinions of experts in this field. This technique helps investigating how to use the strengths in case of future opportunities and threats to the investments made in sport angling and how to minimize the weaknesses. In order to achieve the goals of the study, Turkey was chosen as the research context. Therefore, the universe of the study is constituted by experts in sport angling fisheries in Turkey. The snowball sampling method was used in this study and interview method was conducted for the data collecting. In this context, the

association of amateur and sports fishing in Istanbul (ISOBDER) has been reached through the Amateur and Sports Fishing Federation (ASOFED) manager. After the deep interview with the ISOBDER manager, upon invitation two of the researchers participated as an observer to the 9th International Carp Game Competition which had been organized by Kocaeli Amateur Angling Fishermen and Natural Life Protection Association (KAMADER) with Kartepe Municipality and Sapanca Municipality all together in Sapanca Lake on 4-8 November 2015. All interviews were conducted with ASOFED federation, the managers and sportsmen of ISOBDER, Sakarya Amateur Angling Fisherman's Association (SAMADER), KAMADER, Eskişehir Sportive Amateur Fishing and Natural Life Protection Association. (ESABDER), Nature and Environment Friendly Amateur Fisherman's Association (OLTACILARDER) associations that participated in the competition. All interviews were digitally recorded with the participants' consent and subsequently transcribed verbatim right after each interview and observations. Each interview was lasted about one hour and conducted in Turkish language. After the interviews were transcribed, they were printed and the formal analysis process conducted in Turkish language and then the analysed interviews were translated to English in order to present and strengthen the results. However, there were no translation issues as the all of the researchers are fluent in the two languages (Turkish and English).

In the study, the data were analyzed phenomenologically by descriptive analysis technique. Descriptive analysis provide convenience to researcers since interviews and observations can be organized and interpreted to be presented to the reader, the data can be classified according to the previously determined themes, summarized and can be simply interpreted easily. In addition, descriptive analysis is appropriate for this research due to the fact that the causal relationship between findings can be compared between cases (Yıldırım & Şimşek, 2008, p. 224).

#### 4. FINDINGS

In this section, findings related with sport fishing will be presented within the scope of SWOT analysis. All findings are shown in Table 1.

**Table 1. SWOT Analysis**

<b>Strength</b>	<b>Weakness</b>
<ul style="list-style-type: none"> <li>• The people who are engaged in this sport wish to contribute to the protection of nature at the same time,</li> <li>• The people who make this sport are composed of the upper income group and willing to spend money,</li> <li>• The positive view of associations and federations towards the academic works,</li> <li>• Based on the sportsmanship, associations have features for amateurism and natural regeneration,</li> <li>• The great number people who have the potential to participate in sportive angling in the world,</li> <li>• Keeping the number of ecologically harmful fish population under control,</li> <li>• Sharing views on the subjects between</li> </ul>	<ul style="list-style-type: none"> <li>• Due to the lack of investment in infrastructure and superstructure, this sport cannot be made in a safe area,</li> <li>• The lack of appropriate platforms for sportive angling around the hunting grounds,</li> <li>• The lack of the protection, safety and control of the hunting grounds,</li> <li>• The lack of health services in some organizations,</li> <li>• Inadequate promotion of the region,</li> <li>• The late start of the works related to associations and federations and their slow improvement in Turkey,</li> <li>• Not cleaning floors of ponds or water resources,</li> <li>• The fact that today's fishing materials are not made in a good quality by a Turkish company,</li> </ul>

<p>participants and the local people and the cultural interaction between them on this count,</p> <ul style="list-style-type: none"> <li>• Not only angling, participating in activities such as afforestation for the protection of the nature and contributing to the sustainable nature,</li> <li>• Being aware of the danger that travel agencies may misuse this activity, and that the amateur spirit can be harmed for this reason,</li> <li>• Athletes and members of the association have a hard grip for the foreground of only the material side of the sporting angling,</li> <li>• The people who make this sport love the nature so much that they can argue with other people at the expense of protecting nature and animals,</li> <li>• The fact that Turkey is seen as a sports angling tourism destination in the eyes of tourists,</li> <li>• The abundance of fish species such as trout and carp which are indigenous to Turkey, makes the country attractive for this activity,</li> <li>• The awareness of importance the catch-release and fly fishery patterns in terms of sustainability of aquaculture,</li> <li>• Keeping statistics of captured fish,</li> <li>• lunching of TV programs through the local media for introductory purpose,</li> <li>• Being provided some needs of athletes (camping needs) coming to the region by local people and local businesses,</li> </ul>	<ul style="list-style-type: none"> <li>• The lack of suitable areas for camping and the services required for camping like water, electricity, toilet, etc.,</li> <li>• The material used for sport fishing is imported and that causes the leakage,</li> <li>• The weakness of the training activities related to sportive angling,</li> <li>• The fact that the number of athletes engaged in sport fishing is not fully known,</li> <li>• The absence of a special ministry like the Ministry of Water in our country,</li> <li>• Turkey's lack of a sustainable hunting project,</li> <li>• Lack of tours of tour operators and travel agencies on this issue,</li> <li>• The fact that the Ministry of Tourism and the local governments do not emphasize the issue and the lack of adequate advertising and promotion,</li> <li>• The fact that the fishery products sold in Turkey are very expensive compared to abroad,</li> <li>• The fact that the laws and published communiques are weak and the workshops are insufficient,</li> <li>• The local people's inadequacy of information about the legislation and laws to protect the aquatic products,</li> </ul>
<p><b>Opportunity</b></p>	<p><b>Threat</b></p>
<ul style="list-style-type: none"> <li>• The potential of hunting dealer to import the desired material,</li> <li>• The identification of new destinations for hunting and the initiation of promotional activities by associations,</li> <li>• A warm welcome to investment opportunities for this sport activity,</li> <li>• The fact that the number of associations founded for the sake of the sustainability and the development of this sports activity has increased in recent years,</li> <li>• The increasing recognition of the</li> </ul>	<ul style="list-style-type: none"> <li>• The fact that there is no data about which fish foods are used to make sport fishing and that may carry a risk for the fish health,</li> <li>• The fact that illegal hunting practices are effective in reducing fish species and populations,</li> <li>• When the sport fishing line is made massively and unconsciously, it causes environmental pollution,</li> <li>• Hunting without paying attention to the seasonal features and by ignoring upper limits of fishing,</li> </ul>

<p>importance of sport angling in various media and its contributions to the promotion,</p> <ul style="list-style-type: none"> <li>• The works on some destinations by associations, provides the country with new hunting grounds,</li> <li>• As the next stage of federation, associations wish to establish a confederation,</li> <li>• Increase in foreign currency exchange rate in the country resulting from the expenditures of incoming foreign tourists,</li> <li>• Active use of Internet (especially social media) gives rise to promotion of this sport faster,</li> <li>• Having overcome the difficulties in getting the material of good quality and some firms being able to get sport materials creates new bazaars.</li> <li>• The existence of local producers who can produce the materials to be used</li> <li>• The fact that increased work with associations and federations is creating a consciousness for this sport,</li> <li>• By creating leagues between sportive anglers from different countries, the aim of contributing to the promotion of the country in the international competitions,</li> <li>• The organization of trips for university students with the purpose of training and promotion of sport angling,</li> <li>• The association managers' being aware that only the financial side of the investments will be harmful to the country,</li> <li>• It creates opportunities to meet new people,</li> <li>• It creates opportunities to see new places,</li> <li>• The possibility of providing employment to local people,</li> <li>• The positive aspects of the local people towards these kind of activities, due to the fact that local people materially benefit from this sport,</li> </ul>	<ul style="list-style-type: none"> <li>• The amateur fisherman certification can only be obtained by the application rather than after specific training,</li> <li>• The lack of full implementation and supervision of existing laws relating to the sustainability of water and aquaculture,</li> <li>• The problem of sustainability in existing hunting ground,</li> <li>• The absence of catch-and-drop fishery and the application of false fishing techniques (Parachute Fishing Net, etc.)</li> <li>• The fact that only the material orientation of the investments to be made is a danger to the sustainability of this sport,</li> <li>• The fact that the local people can damage the fish population due to unconsciousness,</li> </ul>
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| <ul style="list-style-type: none"> <li>• The fact that some athletes from abroad are communicating with associations and federations in order to realize this activity in Turkey,</li> </ul> |  |
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**Strengths:** The fact that sportive anglers have a large number of members in the world and Turkey has a lot of resources for this sport contribute to the tourism activities in Turkey. Especially the abundance of natural hunting and wild fish species (such as carp and trout) shows Turkey's strength towards this activity. The number of competitions are increasing steadily by accelerating the process of association and federation related to this activity. Participation of foreign tourists in activities in Turkey contributes to the announcement of this sport as a tourism activity. Turkey's being a tourism destination gives opportunities for the development of this alternative tourism trend. Tourists who perform this sport usually belong to the high income group, which is an indication that the economic turnover of tourism is likely to be high. This is a strength case for attracting travel agencies. At the same time, tourists performing this sport can contribute to sustainable tourism by having motivations for the protection of nature and wildlife. The fact that tourists who perform this sport materially base on sportsmanship and amateur spirit, take the ecologically harmful fishes under control and use catch-release and fly fishing techniques are powerful situations to maintain ecological balance. Sharing the information between local people and sportsmen/tourists and also among themselves contributes to the development of this activity. In addition, some associations' support towards this activity-oriented training program constitutes another powerful side.

**Weaknesses:** The inadequacy of upper structure and substructure in areas where sportive angling activity is performed constitutes many weak points of this tourism activity. Some of these weaknesses are due to the inefficiency of camp facilities, inadequate health services, the difficulty of implementing a sustainable hunting project, and the lack of underwater floor cleaning work. Lack of training related to sport angling and the fact that it is not obligatory to take an angling license negatively affect the sustainability of nature and wildlife. In addition, lack of supervision, lack of protection, the inadequacy of laws, communiques and regulations, and lack of ministry of water directly related to this sport can be seen as an important weakness. The fact that materials are imported economically from abroad and that they are expensive adversely affect sportsmen and this tourism type. Moreover, the lack of publicity of the local administrations and the Ministry of Culture and Tourism negatively affects spreading of this sport to large masses. Lack of information of local people about the legislation and laws to protect their aquatic products and lack of knowledge of the number of sportsmen engaged in sport fishing can be seen as other weaknesses.

**Opportunities:** Thanks to the rapid increase in the number of associations related to this type of tourism, the discovery of new hunting areas can be considered a great opportunity. The beginning of the consciousness movement with associations, the active use of the internet (especially social media) and the introduction of the agenda in various media organs give an opportunity to the promotion of this tourism type. From an economic point of view, foreign exchange brought by foreign tourists, providing employment to the local people and the existence of the producers of materials to be produced in Turkey create an important opportunity. At the same time, the fact that the local people have a positive view on this tourism type gives an opportunity for developing this tourism type and increasing investments. The sportsmen are getting the chance to meet new people and see new places thanks to this sport. Above all, associations and sportsmen licensed by federation are aware that considering of this sport only from material aspect will just harm the country. This awareness creates a great opportunity in terms of sustainability of this sport. The educational tours by the associations regarding this sports activity make it possible to promote this sport. The establishment of

confederations which is the next stage of federation and the formation of sports angling leagues are thought to contribute to the promotion of Turkey.

**Threats:** The fact that seasonal features are not paid attention in fishing, the amateur fishing certificate is only provided by application, and the only financial considerations of investments pose a threat to the sustainability of sport angling. Especially, education about sports fishing must be given by government authorities such as courses which is directed by regional municipalities. Moreover, the corporation between these associations and universities should be ensured to support scientific researches in multi-disciplinary academic field. In addition, the absence of supervision and legislation, the prevalence of illegal hunting, the unconsciousness among the local population, and the lack of any work on fish foods negatively affect the fish population. It is thought that those who perform this sport unconsciously and in mass can harm the natural environment. Illegal and unconscious fishing may cause extinction of indigenous fish species and carp and trout species are already is on the verge of extinction in Turkey. In addition to this the places where sportsmen are fishing can pose a danger.

#### 4. DISCUSSION AND CONCLUSION

Considering the resources that Turkey enjoys, recreational fishing seems to be a promising alternative tourism product. Considering that the data collected through the SWOT analysis method in this study are examined, it can be stated that important guiding data have been reached about how this potential possessed can be directed. When the research findings are examined, it is seen that the strengths of sport angling are a lot. Especially as Duran (2012) stated, many rivers, lakes and pond edges in high mountainous areas in Turkey are important resources of supply for sport angling. Associations, federations and sportsmen dealing with sport fishing angling do not perform this sport with economic purposes and they attend the activities passing nature-friendly and possessed nature to future generations. This situation is in fact an important asset in order to maintain a sustainable sustainability of this tourism tradition. On the other hand, the fact that the individuals who make this sport are from the upper income group, their motivation is strong, and this sport possesses a tourism potential which is suitable for investment show the importance of its contribution to the economy. Tunca, Unal and Miran (2013) emphasize the fact that the demand for amateur fishing tours is very high and this can create a high level of economic activity. From this point of view, travel agencies may be able to create some private tour programs in line with sustainable principles for sport fishing angling tourism with some special boats. This is similar to the study conducted by Kalac (2009). Kalac (2009) suggests the development of catch-release tourism activities like Fly fishing technique in terms of sustainable principles. In line with the sustainable principles, the contribution of travel agencies to the development of catch and release or fly fishery in accordance with the carrying capacity demonstrates the contribution of tourism to nature.

When the weaknesses of sport fishing angling are analysed, it is seen that the lack of laws and regulations and lack of inspection and especially the Ministry of Water are the main weaknesses of Turkey. Furthermore, in Turkey, in the definition given in the regulation of aquaculture of the Ministry of Agriculture and Rural Affairs: the clauses "*Fishery hunting*" and "*5 kg*" appear to be incompatible with sport fishing angling. The reason for this is that a hunting technique is not used in sport fishing, but catch and release technique is applied and caught and released fishes are generally over 5 kg. All these situations lead to think that the definitions in the communique are insufficient. Unal, Acarlı and Gordo (2010) similarly point out that policies on recreational fisheries in Turkey are not sufficient for sustainable recreational fishing activities. They also suggest that the coastal communities in the Mediterranean countries have a long-established history of marine recreational fishery, but their knowledge of this activity is rather weak. Tourism is thought to be a phenomenon contributing to the sharing of information and enhancing the interaction between different societies. Therefore, it can be claimed that the contribution of sportive angling fishery tourism to both sportsmen and society is important.

Above all, the inability to produce sportive angling equipment in the country in high quality, the reluctance of the local governments about this activity and the lack of publicity have been analysed as weaknesses that can prevent the sport with this alternative tourism potential from developing in Turkey.

When analysing the opportunity-creating aspects of sport fishing angling, increasing awareness about the issue through association and federation activities in Turkey in recent years can be considered as an opportunity. The fact that foreign sportsmen communicate with the associations in Turkey, associations discover new hunting areas and most importantly they share their knowledge about fishing create opportunity for development of this alternative tourism model in Turkey. Besides, the use of Internet/social media contribute to the promotion of sportive angling fishery. Shrestha, Seidl, and Moraes (2002, p. 298) state in their study that catch and release techniques and eco-tourism management help local people gain more benefits from the management of rich natural resources. Similarly, in this study, sport angling tourism which is including catch and release and fly fishing, is an opportunity for local public employment.

Finally, the threatening aspects for this alternative tourism have been analysed. It can be said that there are wrong practices such as hunting without paying attention to seasonal characteristics and to the limits of catching fish. In addition, fishing activities in the destination without being suitable for carrying capacity are among the threatening elements for fish species. Unfortunately, it is always the risk that tourists taking part in tourism activities may smuggle some endemic fish species to their country. Above all, the absence of certification after a training related to sportive angling can be considered as a lack of application in Turkey. Unal, Acarlı and Gordo (2010) state that individuals with license rights have more information about fishing than those who do not have a license. Therefore, the lack of compulsory licensing for amateur angling is a shortcoming. Similarly, in this study, the lack of obligatory certification and the acquisition of the certificate without having certain competence after an educational activity in Turkey are analysed as a weak element. In Turkey, a mandatory certification program based on training and competence for sports angling should be applied. On the other hand, the fact that statistics are not kept, the lack of appropriate infrastructure and superstructure investments and the lack of knowledge of people about sustainable water resources are weak elements that can prevent this sport from developing as a tourism activity in Turkey.

Further research on the subject can focus on the basic motivations of the individuals participating in sport fishing tourism. In addition, the attitudes of local people and regional managers regarding the tourism activities related to sports angling can be explored. The training program can be realized by contacting with the municipalities about giving certificate to the people who will carry out this activity through an educational program. The sample selected for this research is limited to an association's and a federation managers and sportsmen in Turkey. Further researches may need to validate the findings considering larger sample. The current research is adopted a qualitative method, to ensure better generalizability of the findings, similar research may be conducted using quantitative.

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