The aim: The aim of this study is to determine the rural tourism potential of Gazipasa district which has also potential in terms of natural, historical and cultural values with the point of view of local people. The method of the study: The research is a qualitative study based on the opinions of the relevant stakeholders in the Gazipaşa district. Interviews with stakeholders were held on February 3-25, 2019. The interviewees were asked for explore the advantages, opportunities, weaknesses and threats of Gazipaşa.