This work was carried out in two stages. The sources of ecotourism and their potentials have been investigated in the districts (Eğirdir, Aksu, Sütçüler and Yenişarbademli) located to the south of Isparta Province in the first stage. At this stage, the potential of ecotourism destinations has been identified. SWOT analysis was used as a research method. In the second stage ecotourism supply and demand situation has been researched. Ecotourism supply and demand aspects of the assessment to be able to demand located at the tourists (35), on the supply side the rural population (155 units), trades and operators (56 units) and responsible for regulation in the public sector to the persons involved (39) the method has been applied by individual interviews.