

Czech University of Life Sciences Prague

Faculty of Economics and Management

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Bachelor Thesis

Development of international tourism in Turkey

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BACHELOR THESIS ASSIGNMENT

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Thesis title

Development of international Tourism in Turkey

Objectives of thesis

The main educational purpose of the work is to study the development of tourism in Turkey. And in the process of this work will organize the Economic development and regeneration, increase visitor numbers and spending, creating employment direct and indirect, increase foreign currency earnings, increase income for commercial operations, improving quality of life, also their analysis.

Methodology

My dissertation aims to realize the development of international tourism in Turkey. Research methods used in the work – statistical analysis, induction, deductive, comparative, and SWOT analysis. The statistics were used to determine how tourism has increased in Turkey. Problems and prospects for the development of tourism in Turkey have been studied using a SWOT analysis. In the analytical part, a SWOT analysis was selected. Using SWOT analysis allows you to maximize their strengths, minimize their weakness.

The proposed extent of the thesis

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Keywords

Economics, Tourism , Turkey, SWOT analysis, Development, international

Recommended information sources

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Declaration

I declare that I have worked on my bachelor thesis titled " Development of international tourism in Turkey " by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break the copyrights of any other person.

In Prague on 15 March 2021

Sirojiddin Mavlonberdiyev

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Development of international tourism in Turkey

Abstract

Tourism, especially in developing countries, can make an important contribution to economic and social development. Tourism has grown significantly since the establishment of the commercial airline industry and the advent of jets in the 1950s. This thesis describes some of the developments that have been taking place in the Turkish tourism industry in the last decade. The future potential of tourism in Turkey was also discussed. The focus is on foreign visitors, popular destinations, and issues facing the tourism industry. Turkey is the preferred destination for tourists especially Russians. Although the country provides an all-year-round destination for foreign visitors, in the summer months it can be unpleasantly crowded. In as much as many tourists prefer coastal tourism, Turkey has many pleasant tourist sites in terms of alternative tourism. Some include; health and thermal tourism, winter sports, hiking and nature tourism, mountain tourism, rural and eco-tourism the congress, and fair tourism. However, various tourism policies are also needed to improve the tourism infrastructure, promote the integration of tourism services, maintain the number of visitors and encourage customers to stay longer, visit additional sites and increase tourist costs. This should be made by the efforts of the Ministry of Culture and Tourism and other officials.

Keywords: Turkey, economics, tourism, development, analysis, international, traveling, industry, vacation, tourist.

Rozvoj mezinárodního cestovního ruchu v Turecku

Abstrak

Cestovní ruch, zejména v rozvojových zemích, může významně přispět k hospodářskému a sociálnímu rozvoji. Cestovní ruch významně vzrostl od založení odvětví komerčních leteckých společností a nástupu trysek v 50. letech. Tato práce popisuje některé z vývojových trendů, které v tureckém odvětví cestovního ruchu probíhají v posledním desetiletí. Diskutovalo se také o budoucím potenciálu cestovního ruchu v Turecku. Důraz je kladen na zahraniční návštěvníky, oblíbené destinace a problémy, kterým čelí odvětví cestovního ruchu. Turecko je jednoznačně preferovaným cílem turistů, zejména Rusů. Přestože země poskytuje zahraničním návštěvníkům celoroční cíl, v letních měsících může být nepříjemně přeplněná. Stejně jako mnoho turistů preferuje pobřežní turistiku, má Turecko mnoho příjemných turistických míst, pokud jde o alternativní turistiku. Některé zahrnují; zdravotní a termální turistika, zimní sporty, turistika a přírodní turistika, horská turistika, venkovská a ekoturistika, kongresová a férová turistika. Jsou však také nutné různé politiky cestovního ruchu ke zlepšení infrastruktury cestovního ruchu, podpoře integrace služeb cestovního ruchu, udržení počtu návštěvníků a povzbuzení zákazníků, aby zůstali déle, navštívili další místa a zvýšili turistické náklady. Toho by se mělo dosáhnout snahou Ministerstva kultury a cestovního ruchu a dalších úředníků.

Klíčová slova: Turecko, ekonomika, cestovní ruch, rozvoj, analýza, mezinárodní, cestování, průmysl, dovolená, turista.

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CHAPTER ONE

1. INTRODUCTION

Tourism has grown significantly since the establishment of the commercial airline industry and the advent of jets in the 1950s. By 1992, it had become the world's largest industry and largest employer. According to the World Travel and Tourism Council (WTTC), travel and tourism is the world's largest industry on virtually all economic measures, including gross domestic product, value-added, investment in capital, employment, and tax sharing (Aslan et al., 2008 p.1).

With great potential in line with the changing tourism demand in the world, Turkey is no longer an ordinary tourist destination and one of the major tourism countries in the Mediterranean and Eurasia with all its assets and institutions (Okuyucu, 2013). Like sea, sun, and sand, Turkey is an ordinary Mediterranean country with history, culture, art, natural beauty, gastronomy, and folklore. When it comes to warm and caring people, it has a unique character in the same geography. In other words, Turkey has all of the characteristics required by the changing tourism profile of the 21st century seeking different colors and tastes. To put this unique potential of the country at the service of tourism without neglecting its characteristic of sustainability, serious, conscious and scientific studies and planning are required. Monitoring of economic, social, cultural, and ecological developments, productive relationships with the outside world, rational use of tourist assets, and maximize the generation of income from tourism can only be achieved through effective tourism planning (Dwyer et al., 2000, p.332).

All of these efforts need to be done in partnership with the public and citizens' groups (Bushell and Eagles, 2007). The authority, which to this day has fulfilled all functions such as promotion, determination of quality and quantity, planning, and the like, must now perform these functions together with the civil initiative that is responsible for today's industry (policy of will, tourism bureaucracy and industrial associations), which have taken responsibility for ensuring this change without delaying the structuring that is the engine of local civil initiative that is properly brought to life in the context of the principles of the European Union that must be brought to life. We intend to form part of it. The importance of civil initiatives and the weight of civil society organizations show their effects on the design and direction of all policies. In an increasingly competitive environment, there is very little time to make quick decisions and implement them immediately in tourism, the most important economic and social sector for the

future of the country. A planning process inevitably takes place with the correct principles that lead the industry. Strong local citizen groups aim to actively participate in the planning process. On the other hand, sector organizations that wish to generate citizen initiatives at the national and local level need to develop a vision and develop projects that are possible, at this point the local inventory, local evaluation, and international promotion projects must be developed. When creating these projects, it must be shown that they are made up of a bottom-to-center system rather than the system. The central government and local ownership should be used as a basis. The fact that tourism is a diverse and dynamic industrial and service system requires the interest and support of the State in the plans and strategies to be developed with the sector (Sharpely and Sharpely, 1997). Tourism concerning pilgrimages, spa tourism, and summer resorts has a long tradition in Turkey. Despite this, the country entered the international mass tourism market later than compared to other Mediterranean countries. This is because the Turkish government began to regard international tourism as a means of economic development only in the 1970s (Okuyucu, 2013). Also, the tourism sector contributes directly and indirectly to the development of Turkey as it supports production, trade, currency, and employment. For example, the cost of living, the cost of walking, paying for a restaurant, transportation, and gifts are some of the direct items of income. Because tourism uses human labor, it helps fight unemployment. The largest amount of foreign capital flows into the Turkish economy through the tourism sector (Oktayer et al., 2007, p.167). Today, tourism activity in Turkey is growing very fast, as the country has a very significant potential for tourism with its historical heritage, culture, etc. Art, natural beauty, gastronomy, hospitality, and hotels that surpass world standards. Due to the huge impact of tourism on the Turkish economy, it is always important to assess its strength, weaknesses, opportunities, and threats. These will help improve upon current policies and practices.

CHAPTER TWO

2.1 OBJECTIVES

In Turkey, tourism is viewed as a very significant source of foreign exchange, an attraction for investment from abroad, and as having considerable potential for income and employment generation. Moreover, it is an activity in which, with limited if any training, thousands of individuals can become involved in entrepreneurial initiatives ranging from letting a spare room to providing conducted tours. Tourism is seen by some, too, as aiding economic change through the promotion of foreign links and contact with 'western' standards (Mazurski, 2001).

The main purpose of this thesis is therefore to assess some of the recent developments in the tourism industry of Turkey. Specifically, our objectives are:

1. To assess the trends in foreign visits to Turkey from 2011-2020
2. To evaluate the strength, weaknesses, opportunities, and threats of the development of Tourism in Turkey.

2.2 Methodology

This study is divided into the following sections:

- Literature Review
- The practical part includes information on the study area and the results of the thesis.
- Discussion
- Conclusion
- References

For this study, a secondary research methodology was adopted and thus the steps to perform secondary research have been strictly followed. First, literature research was conducted, which consisted mainly of content analysis of reports and available materials of any related literature on tourism development. Second, major tourism statistics were obtained from The Ministry of Culture and Tourism, The Turkish Travel Agents Association, and The Turkish Statistical Institute. The data obtained from these institutions were re-arranged and important data converted into tables and graphs.

Other research methods used are Strength, Weaknesses, Opportunities, and Threats (SWOT) analyses. In this study, the SWOT analysis was used by collating many research publications

on tourism in Turkey through online portals such as google Scholar', 'Scopus', 'Web of Science', and 'Researchgate'.

A SWOT analysis is a research method used to analyze a certain status-quo. SWOT analysis has often been used in the assessment of sustainable tourism (NOAA, 2011).

This method is based on two tiers of analysis which are conducted separately:

1. First step is to analyze the internal factors (local analysis) which contain a discussion on strengths and weaknesses according to the aims of the SWOT
2. Second step is to analyze the external factors (global analysis) which contain a discussion on relevant opportunities and threats (positive/negative framework conditions, potential changes, and risks) (Harfst et al., 2010).

CHAPTER THREE

3. LITERATURE REVIEW

In the thesis, we used research works of Turkish and foreign authors. The literature assessment was executed with the aid of using inspecting articles, books, studies papers that the writer of this thesis taken into consideration as relevant. All sources cited have been posted with the aid of using authorized scholars and researchers. Chosen literature disposes of the studies subject matter inside the context of the preceding educational findings and units the historical past for similar studies.

3.1 The Concept of Tourism in General

While inspecting the situation of tourism; The first goal, which is surely the maximum logical beginning point, is too explicit the suitable definition wanted for the idea of tourism. Due to its wealth qualities, the idea of tourism has many definitions. Although the idea of tourism become first described through Guley-Feulner in 1905, this expression has now been converted and has fashionable validity in specific forms. The situation of tourism, which has a significance for countries, societies, and individuals, is usually prevalent through the World Tourism Organization (UNWTO); It is described as “people who travel to and stay in place outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited”. Besides, this assertion is a definition prevalent through the International Association of Scientific Tourism Experts (AIEST). In this respect, the World Tourism Organization is the lead enterprise chargeable for the improvement of standardized tourism definitions.

Using this definition, we can see that tourism is the movement of people for several purposes (whether business or pleasure).

Building on the definition of tourism stated above, a commonly accepted description of a tourist is “someone who travels at least 80 km from his or her home for at least 24 hours, for business or leisure or other reasons” (LinkBC, 2008, p.8).

However, the United Nations World Tourism Organization (1995) break down this definition further by stating tourists can be:

- Domestic (residents of a given country traveling only within that country)
- Inbound (non-residents traveling in a given country)

- Outbound (residents of one country traveling in another country)

The scope of tourism, therefore, is broad and covers numerous activities.

Conceptually, an attempt is made to define the meaning or function of tourism as a social activity. It should be noted that tourism involves a change of location and often a change from routine or secular. It is seen that it is a global system in which tourism is based on relationships with the social, political, economic, legal, technological, and ecological environment. Technically speaking, when examining the topic of tourism, we find the tourism factor. In this context, tourism differs from other types of travel for statistical or measurement purposes by ranking according to various criteria, e.g. who is the tourist (or not), the duration of the tourist, the purpose of the trip, or the distance traveled. However, the important point to keep in mind is that tourism represents a wide range of activities as measured by various statistical sources, and tourists are not only people on vacation but also businesspeople, students studying abroad, religious tourists (pilgrims), etc. In this context the definition of tourist; As "any person or persons who, for commercial, entertainment, personal or other reasons, move from their home for at least 50 miles (in one direction) for business, pleasure, personal relationships or for business, entertainment, personal affairs or other purposes other than your place of residence for travel other than to stay overnight or return to and from your place of residence. Today, the term is briefly known as "travelers".

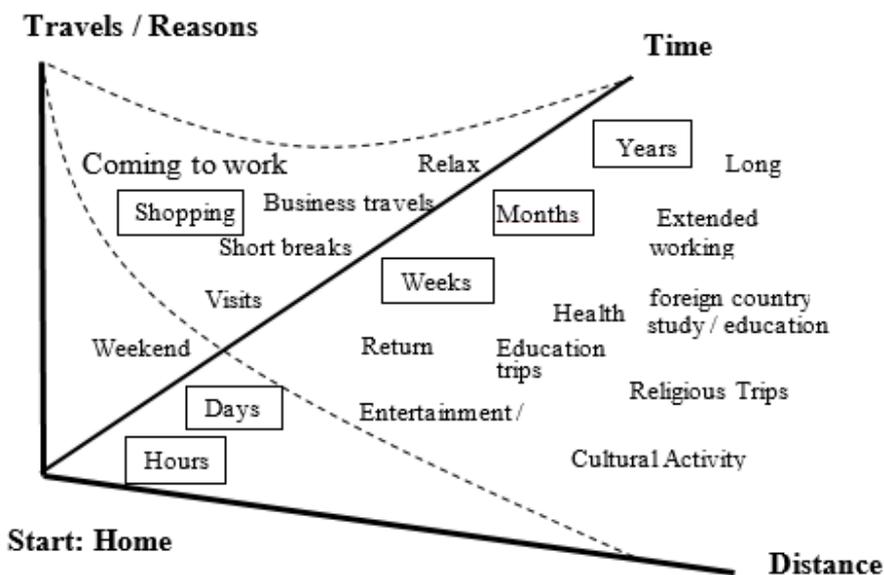


Figure 1 Human Factor in the Context of Time and Space Mobility

For international tourism, the breakdown by location is particularly important. The main criterion is the division of tourism at home and abroad. While there is no border crossing in domestic tourism, the border crossing is already done abroad instead of tourism. Foreign tourism can be divided into inbound and outbound tourism, depending on the direction of the border crossing. Depending on the place of implementation, tourism can also be defined as national and foreign. Domestic tourism is the sum of tourism in the territory of a particular state (domestic tourism and inbound tourism), while domestic tourism is the total tourism of the population of a particular state (domestic tourism and outbound tourism). The latest tourism abroad encompasses all outbound and inbound tourism, and we are talking about international tourism where travel is between states.

Regarding the state's balance of payments, a distinction is made between active and passive tourism, with active tourism (or invisible export) representing inbound tourism, where foreign exchange is imported, while passive tourism (or invisible import) represents outbound tourism. and with it the country's foreign currency exports. Besides, it is possible to differentiate the types of tourism according to the length of stay (short, long duration), according to the travel method and stay (organized, unorganized) according to the number of participants (individual, group), according to the financing method (commercial, social), young, old, etc.), according to the prevailing environment of the stay (urban, rural, spa, etc.) and according to other criteria (e.g., depending on the season, etc.) It is also important to understand the main components of tourism. The general definition of the UNWTO World Tourism Organization from 1991, which distinguishes the following terms concerning the tourist participant:

- **Visitor** - someone who travels outside his / her place of residence for a shorter amount than such (international tourism one-year, domestic tourism six months), the most purpose of that is, however, paying employment
- **Tourist** - a short-lived traveler who keeps within the visited country for a minimum of twenty-four hours, carries out at least one long stay and also the motive of his trip is either the employment of free time or handling numerous matters
- **Excursionist** (same-day-visitor) - a short-lived or one-day visitant who stays within the country visited for under at some point while not paying for the night in this country.

Another fundamental component of the system is the tourist destination, which is generally defined geographically. The destination plays an important role in the whole tourism system as

it creates tourism and motivates traffic, even with the concept of the destination, the concepts and characteristics of different authors differ. According to the UNWTO definition, a destination is understood as "a geographical area chosen as a destination by a tourist". In general, a travel destination can be characterized by four components:

- Attractions (cultural and natural)
- Equipment with material and technical equipment
- Availability
- Additional services in the form of local organizations

All these basic components of tourism work are only effective if they are precisely planned and managed. Regarding the development of tourist destinations, we also find the concept of sustainable tourism development. Sustainable development is a global problem today.

The idea of property tourism relies on the concept of sustainability, which is based on the thought that natural, cultural associated alternative resources are restricted and wish to be managed in the best way. property tourism is typically confused with other concepts, similar to ecotourism. tourism could be a narrower concept than sustainable tourism and refers additionally to product-oriented tourism.

According to the globe Trade Organization, tourism is outlined as:

"Responsible travel to natural areas that preserves the environment and maintains the well-being of the local population."

In the field of tourism, there are several alternative terms and ideas, as evidenced, for example, by the publication informative wordbook of tourism by Josef Zelenka. For our needs, however, the fundamental concepts concerning international tourism represented on top of are sufficient, particularly the classification of tourism, the participant in tourism, and also the destination of tourism

3.2 Tourism and Development

Tourism is argued to belong to the most important industries in the world, much to its ability to connect cultures and people in developing an understanding and knowledge about the other (Kassis, 2006; Croes and Vanegas, 2008 p. 101). Furthermore, it provides a stepping stone for communities to reach development and improvement. However, Kassis (2006) argues that also this very ideal view of tourism can prove to be the opposite when not dealt with properly, as an "imbalance in the encounter between the Western people and poor local populations, tend to place local people in a place of inferiority, feeling that the visitors' culture is superior". The

following chapters will provide an understanding of how to avoid the latter mentioned. The history of research concentrating on development issues associated with tourism activities can be traced back to the book “Third World Stopover: The Tourism Debate” in 1981 (as cited in Scheyvens, 2002) when Ron O’Grady published his work on his concern about the social, economic and environmental consequences of tourism in Third World communities. The development towards this concern began already in the 1970s when mass tourism started to be criticized by academics such as John Brohman, for its negative impact on local people and the environment, even though mass tourism during the preceding decade was considered favorable for its spread of Western-style development. From the mid-1980s until the end of the 1990s, critical perspectives of tourism were debated in terms of sustainable development, exploitation of Third World people and landscapes, and passive or non-existing participation of local communities in tourism development and strategies. Alongside the criticism against tourism, there are still positive effects of tourism in terms of its role as a foreign exchange generator. Since the beginning of the third millennium, discussions on tourism as a trigger of unequal power relations between Western and Third World countries have dominated as well as discussions on less researched areas such as the effects of tourism on gender roles and ways in which tourism affects destination communities to negotiate their cultural identity (Scheyvens, 2002).

3.2.1. Tourism and socio-cultural development

Scheyvens (2002) studied whether tourism hinders development within the local societies it operates, particularly in developing countries, or if it, to the contrary, has become recognized to function as a development tool for economic growth and empowerment for the host society. In that study, it was highlighted that a finer distinction of the understanding of how tourism positively can affect Third World countries must be established, where the interests of local communities in tourism development should be put first. However, many challenges lie in the way, such as corruption, and gender and class differences; hence it’s vital to be cautious in inferring tourism as a tool for development but to know the potential it has to empower societies. The issue was further raised in 2002 at the Cape Town Conference on Responsible Tourism in Destinations. This conference was a side event to the United Nations organized World Summit on Sustainable Development in Johannesburg 2002, which successfully created a road map for responsible tourism activities. The argument of the Cape Town Declaration further stated that responsible tourism should surely be used as a tool for sustainable development, but much elaboration must be put on these actions, especially by governments, tourism stakeholders,

society, local community, and academia to stabilize the positive impacts and make them less fragmented (Spenceley, 2008, p. 369)

Similarly, Lee (2013) suggested that to involve the destination community in the tourism development process internal promotional programs must be developed and enhanced. This would lead residents to actively participate in tourism development programs. The study further revealed that tourism development programs will gain the community's support when the residents perceive benefits from the tourism activities. Residents involved in tourism activities that perceive benefits from the tourism activities will have a higher degree of community attachment which contributes to the likelihood of supporting sustainable tourism development, as can be seen in the case study of some selected tourism sites in Taiwan (Lee, 2013, p. 39).

Meanwhile, the United Nations Educational, Scientific and Cultural Organization, UNESCO, launched in 2012 a program named "Empowering Youth for Peace and Sustainable Development", focusing on the empowerment of the youth to reach sustainable development and peace (UNESCO, 2012). The aim of the program, as a part of UNESCO's overall youth empowerment mission, is to put the focus on empowerment of the youth within society, as the chance of positive outcomes that are not only reflected in economic terms but also on peace-building aspects, can be generated. Further the project highlights that more investment in research and policy-making is needed, resulting in an environment that enables youths to prosper as human beings, exercise human rights, regain hope and a sense of community as well as fully live as responsible social actors. In other words, when youth are the beneficiaries, they will become the actors and partners to create change for peace and sustainable development, democratic participation, and social innovation (UNESCO, 2012).

3.2.2 Tourism and economic development

Tourism inspires economic growth by generating income, employment, investment, and exports. But it also generates valuable spin-off benefits, including preservation of cultural heritage, improved infrastructure, and local community facilities (World Travel and Tourism Council, 2013). Tourism boosts foreign exchange earnings through commodities trade and importing of capital goods, required services, and manufacturing segments of an economy (Durberry, 2004, p.394) The trends suggest three types of economic impact of tourism development: direct, indirect, and induced (Dwyer et al., 2000, p.333). Increased revenue of hotels, restaurants, and tourism organizations are examples of the direct economic impact of tourism. The indirect impact occurs from flows such as hotel and restaurant purchase supplies by firms at the destination. Induced impact occurs when the beneficiaries of direct and indirect

impacts (such as firm owners, employees) spend their income. Hence, tourism development influences various sectors of the economy through multiplier effects (Khan et al., 1990 p.412). Moreover, researchers have applied numerous methodological approaches and sets of variables to measure the economic impact of tourism development. For instance, Khalil and Kakar (2007), in a bivariate analysis, found that tourism caused economic growth in Pakistan in a short period. However, Kadir and Karim (2012), Ohlan (2017), and Al-mulali et al. (2013) found that tourism and economic growth Granger-cause each other irrespective of model specification. Katircioglu (2009) found no co-integration and causality between tourism and gross domestic product (GDP) for Turkey and rejected TLG and growth-led tourism hypothesis (GLT). The literature suggests bidirectional, unidirectional, and no causal relationship between tourism and economic growth. Scholars are indifferent to the relationship between tourism and economic development; hence, due to inconclusiveness, this area of research is still open for discussion. Tourism development and its impact at the community level can be linked with national-level poverty reduction through economic growth, and Sustainable Development Goals (SDGs) 8 and 12 deal directly with sustainable economic growth (UNWTO and UNDP, 2017)

3.3 Tourism in Turkey

Tourism concerning pilgrimages, spa tourism, and summer resorts has a long tradition in Turkey. Despite this, Turkey joined the international mass tourism market later than compared to other Mediterranean countries. This was because the government of Turkey started to regard international tourism as a means of economic development only in the 1970s. Moving forward, the government established some tourism facilities and, more important, incentives increased for private investments in this sector. The tourism business in Turkey today has become a mass industry mainly focused in the coastal areas in the south-western and western parts of the country (Seckelmann, 2002). However, the tourism industry has contributed to the local development of the country, which suffers from serious social and economic differences between regions (Göymen, 2000, p.1029). Through the eventual spread of tourism activity to relatively underdeveloped regions of Turkey (particularly central, eastern, southeastern Anatolia, and the Black Sea coast), received a new dynamism thanks to the improved social and physical infrastructure that has been appreciated by tourists and residents. But this improvement did not mean the elimination of regional imbalances. However, in addition to providing infrastructure, jobs, additional income, and a contribution to local social capital (new skills, increased organizational capacities), tourism activities in these regions have led over time to the emergence of new "actors" (local organizations, community organizations, guides,

interested mayors, local governments and municipalities) are willing and able to work with the central government (Göymen, 2000, p.1030). As they have proved, their ability to take on more responsibilities, in line with the general trend towards decentralization and devolution of powers, they have gradually acquired wider and wider functions. This did not mean that the central government's reluctance to share its long-standing power and jealously guarded resources were diminishing overnight. Additionally, not all new players were happy with their newly acquired relative autonomy and weren't ready to deal with it.

3.4 COVID-19 Process and Predictions for Tourism

Cultural and social changes of modern service and industrial society, as well as technological and economic innovations, especially in the transport system, led to huge changes in demand for tourists. However, other factors, such as increased geopolitical stability and the opening of many national boundaries, are all additional factors in international tourism (Franklin, 2003; Weaver, 1998). Despite the slowdown in growth, tourism was one of the fastest-growing markets in the world; Until the world got a new epidemic in the 21st century.

The World Health Organization (WHO) has declared the outbreak of COVID-19 a "public health emergency of international concern" and a pandemic. The infection, first identified in Wuhan in December 2019, spread rapidly around the world within a few weeks. The COVID-19 epidemic has caused a huge economic crisis in the short and medium-term, with tourism being one of the most affected sectors in terms of income and employment (del Rio-Chanona et al., 2020; Fana et al., 2020). The World Tourism and Tourism Council (WTTC) estimates that the impact of the global economy on tourism is five times greater than the impact of the 2008 global financial crisis (WTCC, 2020). Tourism is one of the most vulnerable areas to crises, natural disasters, and man-made disasters (Pforr and Hosie, 2008, p. 251). Especially when the destination attraction image is affected by a crisis or disaster (Cassedy, 1992; Liu and Pratt, 2017, p.410), that is, from a tourist safety perspective, the recovery period is compared with other businesses. Therefore, the countries and regions most affected by COVID-19 are the tourism sector most relevant to the economy. However, the hallmarks of the current health crisis are blockades, detention, and travel restrictions on government measures to prevent illness and the spread of the virus.

If the definition of tourism includes the concept of travel, restricting movement within and between regions will have a negative impact on the industry. Between April and May 2020, 100% of all destinations around the world introduced travel restrictions through the closure of

tourist borders and the suspension of international flights in response to the COVID-19 epidemic. (UNWTO, 2020) After a three-month shutdown period in the first semester of 2020 (mid-June 2020 in some EU countries), hotels, food and beverages, historical and recreational facilities, and other tourism-related activities have resumed, but some of the hygiene and health measures are impressive. Examples include reducing the number of people in the same area, cleaning / disinfecting several times a day, forcing staff and tourists to wear masks, and banning buffets in hotels and restaurants. Such measures are expected to continue to exist as long as the disease is active in the world. Unlike most other economic sectors, the tourism sector struggles to maintain its activity during stagnation (Hoque et al., 2020). For example, under certain restrictions, the agricultural sector must continue its activity to provide food to the population, as well as to the food industry (at least a part). The food retail sector could remain open and even purchases have increased due to new consumer behavior during lockdown (Uğur and Akbıyık, 2020) The non-food retail sector, although closed, chooses online sales as an escape plan, although sometimes infrastructure and transport services may not respond to increased demand. Some non-food manufacturing industries, such as clothing or machinery/equipment, have opted for another activity, namely the manufacture of masks and surgical gowns or respirators (due to market demand).

CHAPTER FOUR

4. PRACTICAL PART

4.1 Study Area

Turkey is a transcontinental country straddling South-eastern Europe and Western Asia. It is bordered on its northwest by Greece and Bulgaria; north by the Black Sea; northeast by Georgia; east by Armenia, Azerbaijan, and Iran; southeast by Iraq; south by Syria and the Mediterranean Sea; and west by the Aegean Sea. Istanbul, which straddles Europe and Asia, is the country's largest city, while Ankara is the capital. Approximately 70 to 80% of the country's citizens are ethnic Turks, while the largest minority are Kurds at 20%. Turkey is a regional power and a newly industrialized country ranking very high in the Human Development Index; with a geopolitically strategic location.

Turkey covers an area of 783,562 square kilometers (302,535 square miles), of which 755,688 square kilometers (291,773 square miles) are in Asia and 23,764 square kilometers (9,175 square miles) is in Europe. Turkey is the world's 37th-largest country by land area. The country is encircled by seas on three sides: the Aegean Sea to the west, the Black Sea to the north, and the Mediterranean Sea to the south. Turkey also contains the Sea of Marmara in the northwest. Turkey has an estimated nominal gross domestic product of \$744 billion (\$8,958 per capita) and \$2.4 trillion (\$28,264 p.c.) in purchasing power parity. Turkey is the world's 20th-largest economy by nominal GDP and the 13th-largest by PPP.

Tourism in Turkey has increased almost every year in the 21st century and is an important part of the economy. The Turkish Ministry of Culture and Tourism currently promotes Turkish tourism under the project Turkey Home. Turkey has 17 UNESCO World Heritage Sites and 51 World Heritage Sites in the tentative list.

4.3 Results

4.3.1 Trends of visitors in Turkey

Figure 2 shows the trends in foreign visitors' arrival in Turkey in the last decade. Although the number of foreign visits to Turkey was relatively similar from 2011 to 2015, it decreased in 2016 and increased sharply in 2019. However, the lowest number of foreign visits was recorded in 2020 as a result of the Covid-19 outbreak around the world.

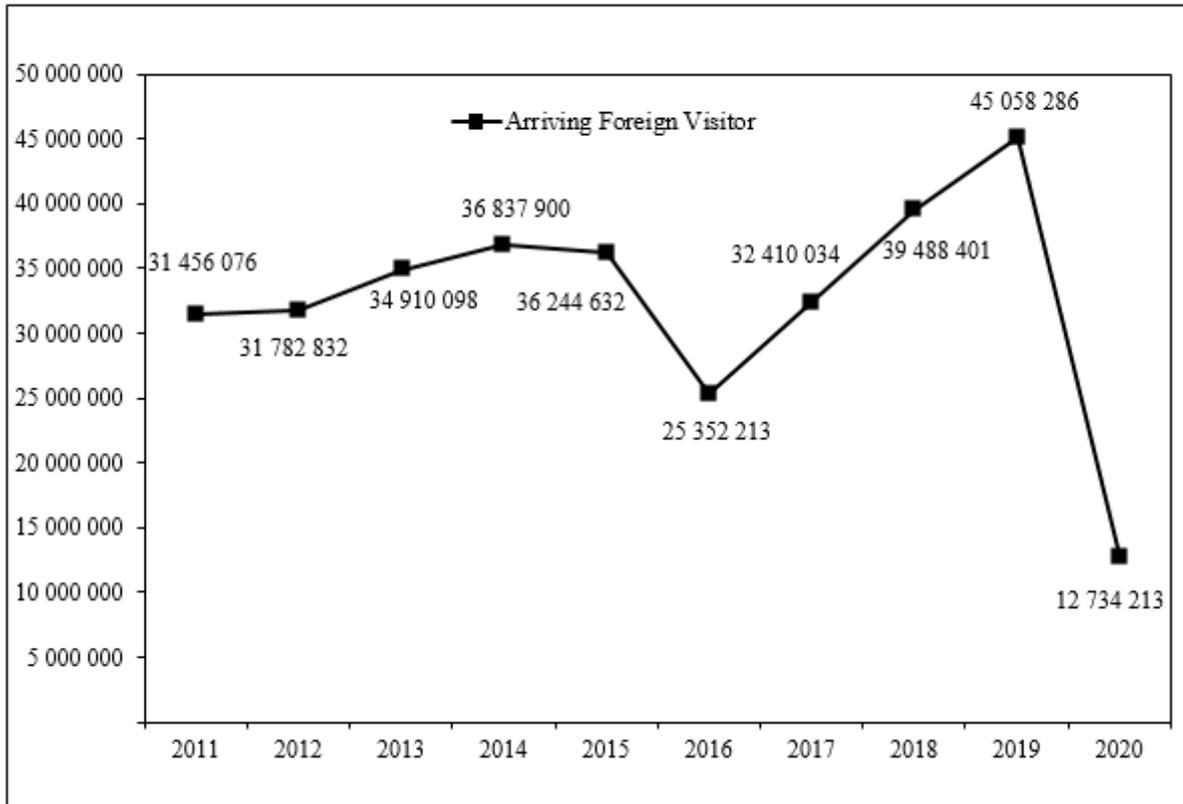


Figure 2 Number of foreign visitors to Turkey between 2011 and 2020

Meanwhile, the number of visitors who departed Turkey was also relatively the same as those who visited the country (Figure 3). However, more visitors left Turkey in 2020 in comparison to those who visited.

In terms of peak months of visitors in Turkey, August recorded the highest number of visits followed by July, June with January recording the least number of visits between 2018 and 2020 (Table 1). However, the percentage rate of change which indicates the percentage difference in the number of visits between years ranged from 4.33% - 24.01% in 2019/2018. The highest percentage increase in visits to Turkey was recorded in April 2019/2018 followed by June, August and the lowest in March. Except for January and February which recorded a positive percentage increase in visits between 2020/2019, visits Turkey substantially from March to December 2020. The highest decrease was recorded in April and May 2020 amounting to almost a 100% decrease in visits from 2019.

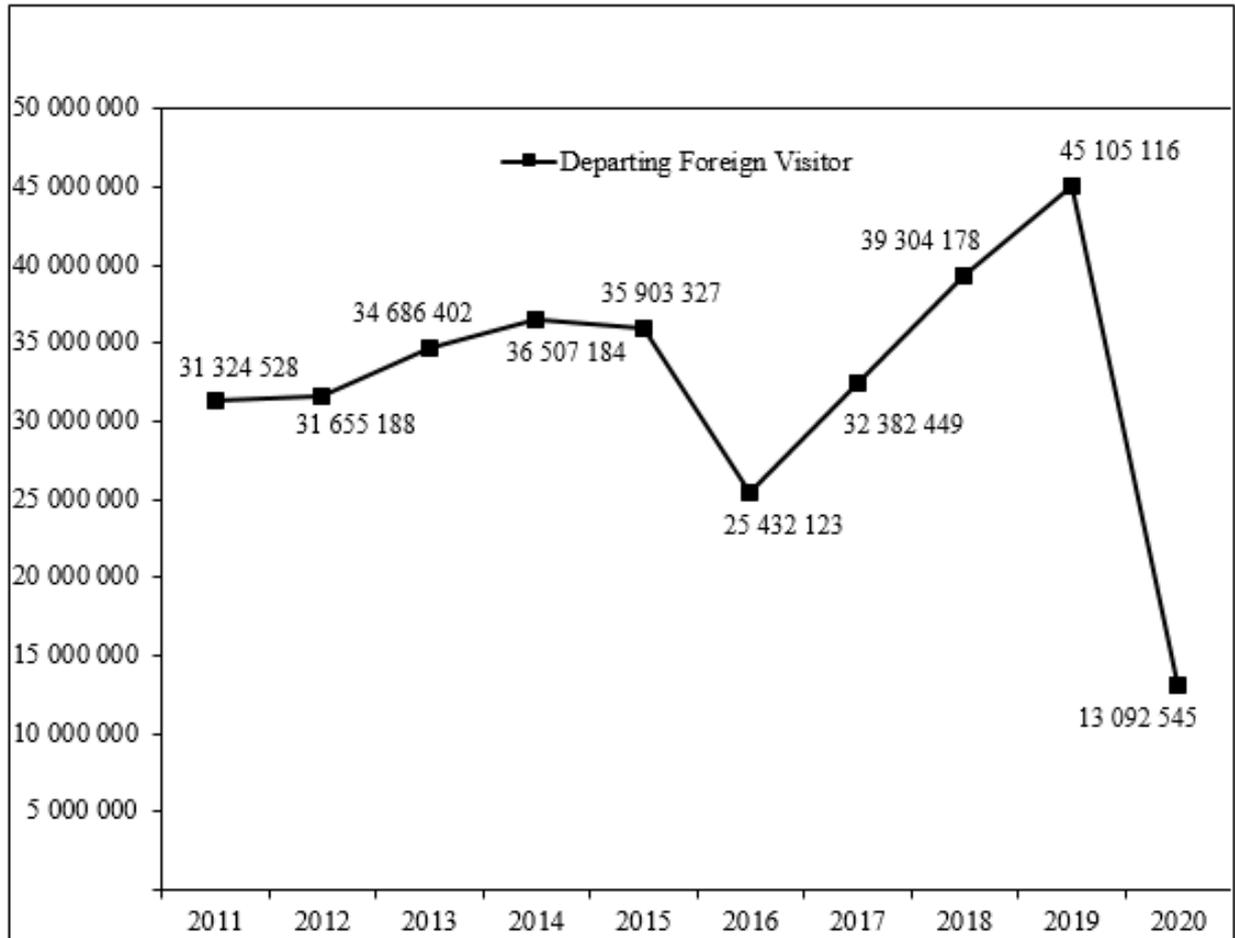


Figure 3 Number of foreign visitors who departed Turkey between 2011 and 2020

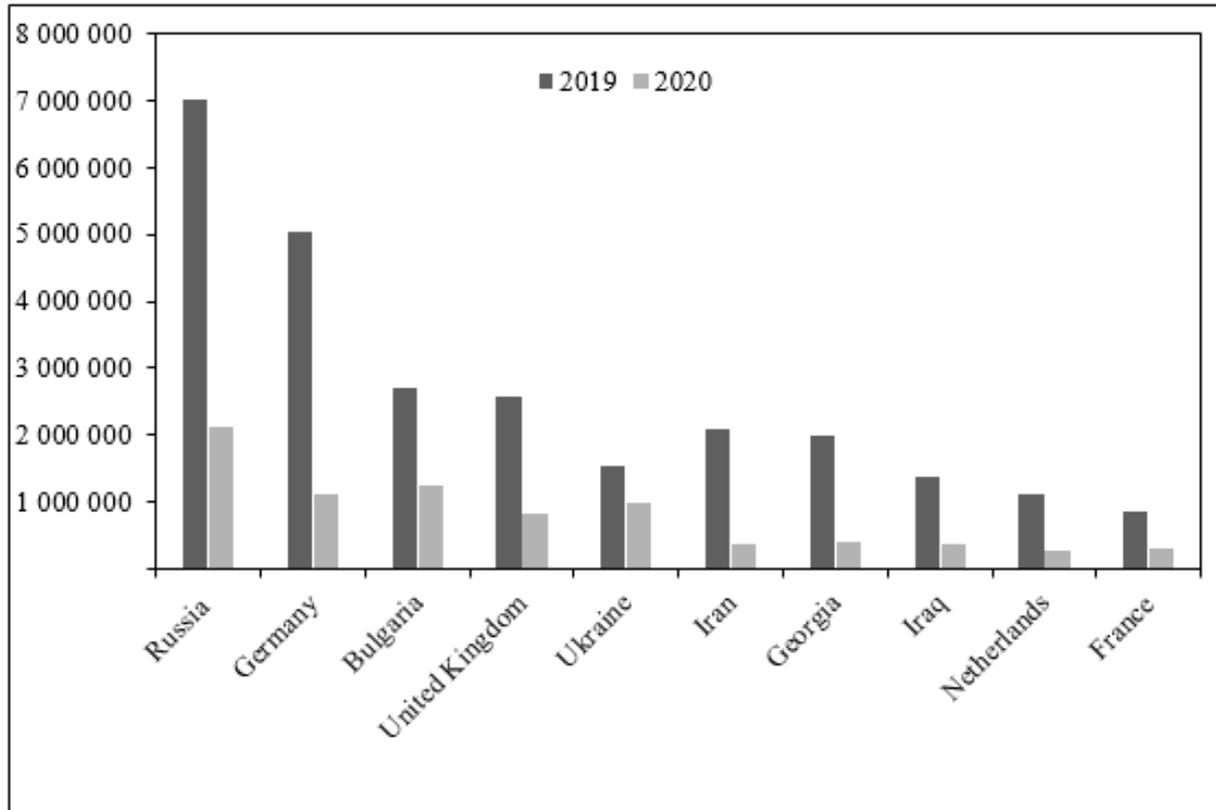


Figure 4 Top ten Foreign visitors by nationality in Turkey in between 2019 and 2020

Turkey has done well in attracting foreign visitors in recent years, although there have been changes in origins. Between 2019 to 2020 the number of visitors covers the total number of tourists coming from the 8 European countries and neighboring states; Russia, Germany, Bulgaria, United Kingdom, Ukraine, Iran, Georgia, Netherlands, and France (Figure 4). Their main purpose of travel was recreation (relaxation entertainment, VFR, health, congress, and convention, sports, etc.)

One of the important factors in the concentration of tourist activity in relatively developed regions seems to be the use of air transport for traveling to Turkey (Table 2). The results further revealed that the majority of foreign visitors (75.23%) entered by air in 2020 in September and August also coinciding with the highest visits months over the years. The statistics also show that 23.3% of foreign visitors entered by land and 1.46% by sea and almost no railway preference (0.04%).

Table 1 Change of international tourism activities in Turkey between 2018 and 2020

Months	Years			% Rate of Change	
	2018	2019	2020	2019/2018	2020/2019
January	1461570	1539496	1787435	5.33	16.11
February	1527070	1670238	1733112	9.38	3.76
March	2139766	2232358	718097	4.33	-67.83
April	2655561	3293176	24238	24.01	-99.26
May	3678440	4022254	29829	9.35	-99.26
June	4505594	5318984	214768	18.05	-95.96
July	5671801	6617380	932927	16.67	-85.90
August	5383332	6307508	1814701	17.17	-71.23
September	4792818	5426818	2203482	13.23	-59.40
October	3755467	4291574	1742303	14.28	-59.40
November	1966277	2190622	833991	11.41	-61.93
December	1950705	2147878	699330	10.11	-67.44
Total	39488401	45058286	12734213	14.11	-71.74

Source: Ministry of Culture and Tourism statistics

Table 2 Means of transportation of tourists to Turkey in 2020

Months	Means of transportation				Total	Percentage (%)
	Air	Highway	Sea	Train		
January	1 252 000	491 835	41 982	1 618	1 787 435	14.04
February	1 228 139	472 838	30 572	1 563	1 733 112	13.61
March	505 325	197 292	15 158	322	718 097	5.64
April	2 959	18 563	2 716		24 238	0.19
May	1 809	25 482	2 533	5	29 829	0.23
June	118 514	86 255	9 597	402	214 768	1.69
July	698 408	217 929	16 360	230	932 927	7.33
August	1 571 785	226 665	15 968	283	1 814 701	14.25
September	1 805 824	383 894	13 664	100	2 203 482	17.30
October	1 339 727	388 934	13 638	4	1 742 303	13.68
November	562 356	259 634	11 997	4	833 991	6.55
December	493 632	194 315	11 375	8	699 330	5.49
Total	9 580 478	2 963 636	185 560	4 539	12 734 213	100.00
Percentage (%)	75.23	23.27	1.46	0.04	100.00	

Source: Ministry of Culture and Tourism statistics

4.3.2 Tourist Destination in Turkey

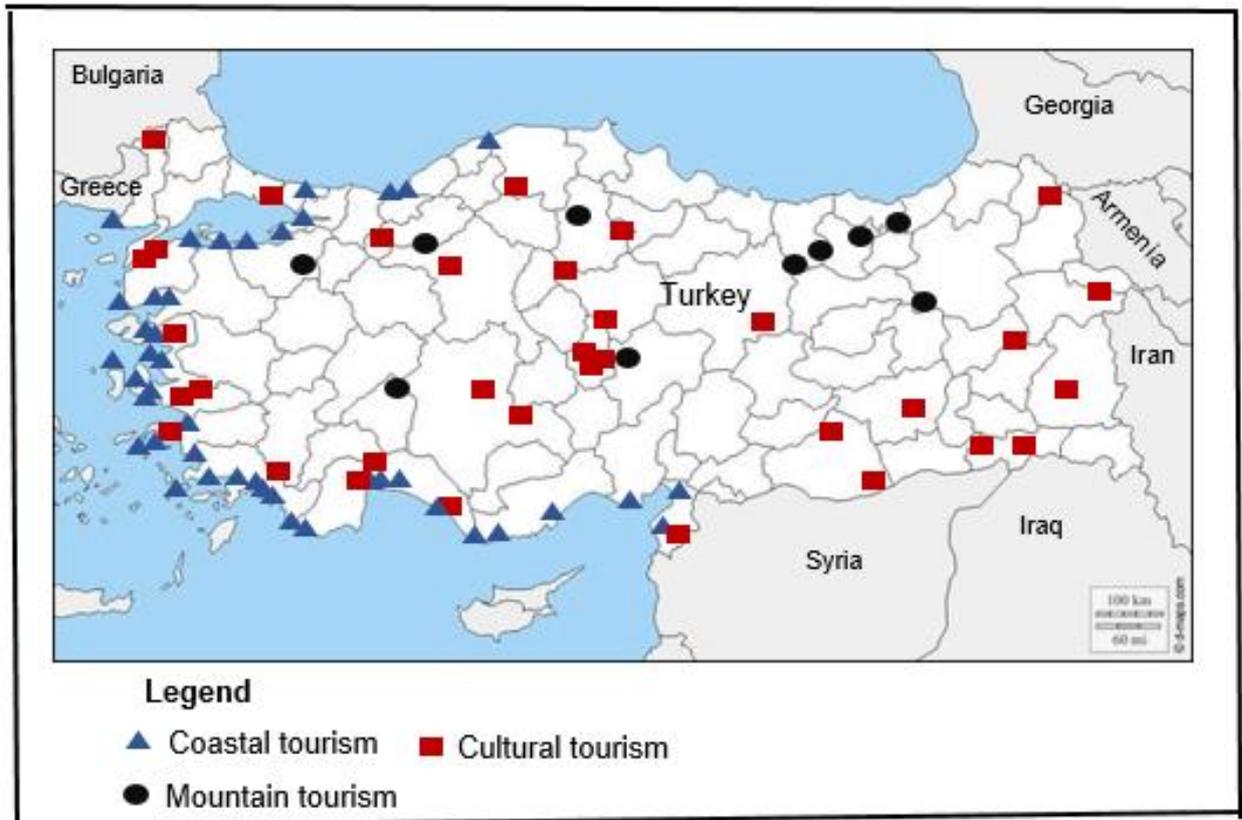


Figure 5 Location of Most Important Tourist Localities in Turkey

The most important tourism attractiveness in Turkey is sea, sand, and sun. Turkey's eastern and south-eastern provinces offer a more diversified tourism product. These areas have an abundance of historical sites and cultural heritage as well as many natural highlights. Mountains in Turkey provide opportunities for outdoor activities such as walking, hiking, and climbing in summer. Turkey has a conducive Mediterranean climate, beautiful beaches, historical and cultural attractions. There also many historical artifacts Christian era many of which come from the period of Byzantium influence.

4.3.3 SWOT analysis for tourism development in Turkey

Table 2 SWOT analyses for the Turkish tourism industry

Strengths	Weaknesses
<ul style="list-style-type: none"> ▪ Cultural heritage ▪ Geographical location ▪ Cultural diversity ▪ Ethnic diversity and related production ▪ Cultural/ethnic shopping ▪ Cuisine ▪ The bridge between Asia and Europe/East and West ▪ A bridge between different cultures ▪ Natural resources-urban ecology ▪ Qualified tourism supply in particular accommodation and conference and health tourism facilities ▪ Market facilities ▪ Increasing foreign investments ▪ Good climate for tourism ▪ An increasing number of organized events 	<ul style="list-style-type: none"> ▪ High population density and crowdedness ▪ Traffic congestion and insufficient transport infrastructure ▪ Irregular settlements ▪ Destruction of the natural and cultural environment ▪ Lack of professional protection of cultural heritage ▪ Lack of legal regulations on the protection of ecological, natural, and cultural sites ▪ Lack of inspection for ecological, natural, and cultural sites ▪ Legal and administrative problems and disconnection among actors ▪ Lack of promotion and marketing policies/strategies ▪ Lack of tourism planning and strong initiatives ▪ Lack of inventory ▪ Conflicts of authorization, power of central government on local ▪ Lack of cultural facilities such as concert halls, festival areas, museums, etc. ▪ The limited capacity of marinas and ports ▪ Lacking services at museums
<p>Opportunities</p> <ul style="list-style-type: none"> ▪ In a wide variety of tourism types ▪ Strong tourism potential/cultural-natural ▪ Underutilized tourism resources ▪ Accessibility-location-closeness to Europe ▪ Regional hub/high transfer and mobility ▪ Center of attraction for investors ▪ Good location for cruise trips 	<p>Threats</p> <ul style="list-style-type: none"> ▪ Unstable country agenda ▪ Ineffectiveness of legal regulations ▪ Administrative chaos on urban development issues ▪ Urban development-re-generation works/unplanned/defective decisions- implementations ▪ Land-use decisions/projects of central government unconnected with local ▪ Un-cooperation among public-private ▪ Leaving out the private sector and residents for taking decisions ▪ Lack of transportation and technical infrastructure ▪ Lack of awareness of the importance of urban ecology, cultural heritage, and natural resources ▪ Water pollution ▪ Illegal constructions in natural areas

Table 3 gives details of the SWOT analyses for tourism development in Turkey. The strategic location of Turkey, good climatic conditions, and proper market facilities were identified as the strength of the tourism industry. Some of the weaknesses of the Turkish tourism sector included traffic congestion, lack of promotion and marketing policies, and destruction of the natural and cultural environment. For the tourism industry in Turkey to achieve its goals authorities must prevent the following threats; ineffective legal regulations, the lack of transportation and technical infrastructure, water pollution, and many more.

CHAPTER FIVE

5. DISCUSSION

5.1. Trends in visitations

There is huge potential for tourism development in Turkey. The Turkish government has paid unprecedented attention to the role of tourism in its economic development process. The tourism industry in Turkey is mainly driven by its rich culture and heritage. The country has set the goal of welcoming 50 million travelers as part of the Vision 2023 goal and generating \$ 50 billion from it (DPT 2001; MCT 2011). Except for the year 2020, tourism in Turkey has increased mainly due to various factors. Turkey is unique among the countries in the Mediterranean region. Its natural landscapes consist of a vast, diverse and unspoiled landscape with forests, rivers, and mountains. Turkey's geographic location creates a bridge between Europe and Asia, giving it the function of a transitional culture between East and West, making it a vital country for significant global tourism development (Alipour, 1996).

However, Covid-19 pandemics caused 71.7% year-on-year of foreign visits in 2020 compared to the previous year, exceeding 12.7 million. As a result, tourism revenues fell by two-thirds in 2020, as global travel bans, homestay orders, and restaurant and hotel closures led to lower revenues. The second quarter of 2020 (April to June) peaked. Turkey relies on tourists to bring in foreign currencies to reduce its current account deficit. In 2020, the sector's revenue fell 65.1% year-on-year to 12.06 billion dollars from 34.5 billion dollars in 2019. The impact of Covid-19 on tourism is not consistent with Turkey alone but in many countries. For example, in Greece, it has been estimated that a not unexpected decrease of international travel receipts in the range of 3.5 to 10.5 billion euros would lead to a *ceteris paribus* decrease in GDP of about 2.0% to 6.0%, a decrease in the levels of employment of about 2.1% to 6.4%, and an increase in the trade balance deficit of about 2.4 to 7.1 billion euros, respectively (Mariolis et al., 2020). A large proportion of visitors and tourists to Turkey are from neighboring states. Many of these states such as Germany and France are known to employ Turkish workers. The workers in such countries increase the demand for Turkey tourism. Major growth is apparent in both absolute and percentage terms for visitors from Russia, Germany, Bulgaria, and other countries. A previous study by Okuyucu (2013) indicated that in the last decade tourism demand for Russians increased. Russian tourists come for vacation and entertainment and especially prefer the shores of the Mediterranean (Wearing, 2001). Also, in recent years tourism demand has

increased in neighboring countries such as Iran, Georgia, Bulgaria, and Iraq. This increase is also related to commercial relations.

The use of air transport for travel is an important factor of tourism in relatively developed regions. In Turkey, international standard airports are located in major cities, most of which are located on the coast (Tosun et al., 2003). Air transport is considered safer than other modes of transport and saves time for tourists. To maintain sustainable tourism development, countries should pay special attention to the development of this type of transportation by building new airports with high modern standards and purchasing aircraft with advanced technologies and high comfort.

5.2 Tourist Destinations

Due to the unique geography and strategic location of Turkey, it has attracted civilizations for thousands of years, including the epochs of prehistoric times, the Hittite period, early iron epoch, Greek period, Byzantium period, the Seljuks, and Ottomans (Tavmergen and Oral, 1999). During the last three decades, tourism in Turkey has become a mass industry focused in the western and southern coastal areas (Gartner and Lime, 2000). Not until during the 1980s did the Aegean as well as the Mediterranean coast become a significant region of interest for domestic and foreign investors (Seckelmann, 2002). Further, Turkey's eastern and south-eastern provinces have an abundance of historical sites and cultural heritage as well as many natural highlights. Even now few planners and economists give proper attention to this fact, but there are some attempts to promote the regions under the aspects of sports and culture (Seckelmann, 2002). For example, Safranbolu, Beypazarı, Avanos, Ürgüp, Bergama, Midyat, Cumalıkızık is important destinations for cultural and heritage tourism. But the most important destination is İstanbul for cultural and heritage tourism (Figure 5). The mountainous areas are no exception to tourist preferred destinations. The mountains provide opportunities for outdoor pursuits including walking, hiking, and climbing in summer whilst in winter many of them have resorts and infrastructure for appropriate sports especially skiing (Mazurski, 2000). For instance, Uludağ, Erciyes, Kartalkaya, and Palandöken are the most significant areas for mountain and winter tourism.

5.3 SWOT Analysis

The study examined the strengths, weaknesses, opportunities, and threats of tourism development in Turkey. The results revealed that 14 strengths and 15 weaknesses (14-15 = -1). This means that there is much to improve upon including among others regulating population density and crowdedness, reducing traffic congestion and provision of more transport infrastructure, conservation of the natural and cultural environment, enacting and enforcing legal regulations on the protection of ecological, natural, and cultural sites. In Turkey, the Ministry of Culture and Tourism is an official agency responsible for tourism development and management. In 2007, the Ministry prepared an Action Plan for Turkey, named 'Tourism Strategy of Turkey 2023 and Action Plan 2013'. This document is vital for planned tourism development in Turkey. However, many decisions for some tourism destinations have not been implemented. Despite the good intention and planning efforts for tourism development in Turkey with this plan, the reasons for implementation problems are derived from problems of cooperation among all actors. It has not been achieved that bring together all actors such as public, private sectors, NGOs, and residents for discussing their future roles and contributions to the process and also inform and promote the plan. There is still a lack of awareness of the importance of tourism development and the main issues about the plan.

CHAPTER SIX

6. CONCLUSION

Tourism is considered one of the weakest industries in the world. It can be easily affected by wars of neighboring countries, economic crisis, recession, terrorism, natural disasters, a political crisis among countries, etc. However, it also has a major contribution to the local economy and is an important sector, especially for developing countries as Turkey. Consequently, the country's tourism product developers and suppliers must develop plans and strategies to provide tourists with the best tourism product in times of crisis. Developers of tourism products and offerings must understand that tourism has characteristics that are sensitive to external factors. Undoubtedly, Turkey is one of the most visited countries in the world. The World Tourism Organisation in 2011 ranked Turkey 7th in the World for tourist arrivals (UNWTO, 2012). Turkey is the preferred destination for tourists especially Russians. Although the country provides an all-year-round destination for foreign visitors, in the summer months it can be unpleasantly crowded.

In as much as many tourists prefer coastal tourism, Turkey has many pleasant tourist sites in terms of alternative tourism. Some include; health and thermal tourism, winter sports, hiking and nature tourism, mountain tourism, rural and eco-tourism the congress and fair tourism, cruise and yacht tourism, and golf tourism. There is therefore the need to encourage tourism in many of the other attractions of Safranbolu, Beypazarı, Avanos, Ürgüp, Bergama, Midyat, and Cumalıkızık.

In this context, the Ministry of Culture and Tourism carries out various studies. Tourism Strategy of Turkey recommends long-term strategies about; tourism planning, investment, organization, domestic tourism, research and development, service, transportation, infrastructure strengthening, promotion and marketing, education, urban scale branding, tourism diversification, rehabilitation of existing tourism sites and destinations.

It must be stated that in the event of a crisis, it is assumed that tourism would not stop, but would adapt to a different situation. People's travel and vacation behavior will change and tourism companies will have to employ different strategies to survive in a crisis. The crisis will always be a risk for all countries that are attracted to tourists and for all the tourism companies, which means that we must all be ready and have a plan of action and strategies for the potential crisis and, most of the time, for those actions plans and strategies, have to be flexible. and must be adaptable to new ones.

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