NEAR EAST UNIVERSITY

Faculty of Business & Economics

Department of Business Administration

ANALYSIS OF THE AEGAN REGION'S TOURISM CONTRIBUTION TO THE ECONOMY

Graduation Project

MAN- 400

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ABSTRACT

In this project, the tourism in the Aegean Region and the contribution to the economy is evaulated. The tourism sector is also very important for the economy, and the share in GNP is high. Turkey's first two important and famous touristic region are the Mediterrenean and the Aegean Region. The many numbers of the tourists prefer to visit these regions. In this paper focusing on the Aegean region and the comparition with the other region according the percentages of these region, based on the number of tourists, number of establihments, bedroom, bed capacity, arrivals, nights spent and average length of stay, occupancy rates in establishments. On the other hand the general information about the tourism in Turkey and the place of toursim within the economy is given in this project. There are support statistics, tables, graphs are achieved from the usefull internet sites, Turkish Ministry of Tourism, Central Bank and State Planning Organization in Turkey.

LIST OF APPENDIX

INTRODUCTION

Tourism sector is one of the important, growing and developing sector in the world and also is the one of the large sector of the Turkish economy. The willingness to visit the new countries also caused tı the increasing the share of tourism. Its seven distinct climate regions produce the lanscape and seasons of an entire continent in a single country.

Tourism include the toursitic activities such as stay overnight, planning travel organizations and sales, on the other hand, not only depends on the tourist expenditures, it is also include the transportation, rent a car etc, that are used by the tourists.

This important sector has an important role on the GNP. In spite of the economic crisis in all the world, the tourism sector also continue to growth and has function as a motor power of the other sectors. With the contribution of tourism to the national income; the tourism sector is also play important role for the stability of the exchange incomes and the expenditure and also provide employment opportunities.

Turkey, where wonderful historical, cultural and natural beauties are being together and the summer tourism especially is at a developed level in the Aegean Region of Turkey. The encouragement of the tourism sector in Turkey also caused the number of tourists coming to Turkey to increase. As it is known; the Aegean region has many historical and cultural places and health opportunities that charecteristics of the Aegean region also increase the number of tourists, and preferation to visit to this region. The share of the Aegean Region for the tourism is also very important for the tourism in Turkey and the contribution to Turkish economy.

In this project; the importance of the tourism in Aegean Region for the Turkish economy is evaluated. While this evaulation; the general statistics are used and the general information about the tourism sector in Turkey, the developments in the tourism into two phases and the economic analysis of the Turkish tourism are mentioned. The related graphs and the tables are determined in this project.

There is no available resource to mention the direct contribution of the Aegean Region to the economy, but, there are many statistics about the Aegean region. On the other hand, there is available resources about the number of establishments, bedroom, bed capacity, arrivals, nights spent and average length of stay, occupancy rates in establishments licenced by municipalities by types and the some ratios about the visitor numbers by destinations. These resources are achieved by the Turkish Ministry of Tourism. While the evaulate the tourism in The Aegean Region, the Swot Analysis is used to mention that the strengths, weakness, opportunities and the threats for this region.

To calculate the approximate result; the proportion technics are used, the datas are totalled and evaulated and the results found with the help of the graphs, statistics, and the tables of the State Planning Organization, The Turkish Ministry of Tourism and The Central Bank of Turkey and the resource that achieved from the internet site of the TÜRSAB (The Association of Turkish Travel and Tourism).

As a result; in the final part of this project, the existing problems in the toursim sector are evaulated and the future prospects are mentioned.

PART I

I.1DEVELOPMENT OF TURKISH TOURISM

FIRST PHASE OF THE DEVELOPMENT (1960-1980)

" Turkey entered planned economic development era by the 1961 Constitution, when tourism was included in the development plan as a sub-sector of the sector of services. However the first Tourism Encouragement Law had been put into effect well in advance of the beginning of the planned economy and the development of tourism. In 1963, the Ministry of Tourism was set up. Later on the Law concerning "Turkish Travel Agencies and the Association of Turkish Travel Agencies" entered into force in 1972 when TURSAB was established.

The Fact in Brief (1960-1980)

- The number of beds licenced by the Ministry of Tourism rose from 10 in 1963 to 55 thousands in 17 years till 1980. (These figures exclude the facilities licenced by the local authorities)
- The number of foreign arrivals increased from 200 thousands in 1960 to 1.3 million in 1980.
- No significant development was observed in the sun and the sea based mass holiday market demand.
- Culture, adventure, special interest based tourism as well as combination of city, sun and sea based, two centre holidays continued to increase, though at a modest rate.
- Types of travel were mainly consisted of small group operations, tailor made as well as independent travel arrangements.
- Turkey was included in limited number of specialist tour operators' programs, but not much in major tour operators', in Europe or elsewhere."***1**

***1** www.tursab.org.tr/english/profile/tourisminister.htm

SECOND PHASE OF THE DEVELOPMENT (1981-2002)

"The early 1980s marked a turning point for the Turkish economy, when a major stabilization program was put into execution and the economy has been liberalized.

This program introduced a series of measures intended to solve the problems of high inflation, the balance of payments deficit, as well as a programme for the implementation of reforms towards liberalization of the economy. Improvement of balance of payment, export led policies, as well as tourism as an invisible export industry were all given priority.

In 1982 the new Tourism Encouragement Law introduced new measures to facilitate procedures for tourism development and created generous incentives for investors including:

- Allocation of public land to invest on long term basis
- Credit facilities
- Exemption from certain taxes, duties etc.

All these positive developments in Turkey, coincided with a time, when major tour operators were in search of new destinations, particularly to meet demand of the sun and the sea based holiday market. Turkey was included in most major tour operators' programs. Promotion of Turkey as a fashionable Mediterrenean and Aegean destination and range of affordable products on offer, brought Turkish tourism to stage of "take off" and successive record years followed.

The Facts in Brief (1981-2002)

- Turkey enjoyed a remarkable rate of growth in inbound tourism over the last two decades.
- The number of international visitors to Turkey increased from 1.3 million in 1980 to a new record with 13.2 million in 2002.
- The tourism revenue increased at a even higher rate of growth, from 326 million in 1980 to record level of US$ 8.09 billion in 2001.
- The capacity of accommodation facilities licensed by the Ministry of Tourism was only 55 thousand beds in 1980, while this figure increased to 365 thousand in 2001, making a total 715 thousand togethet with those licensed by local authorities.

- Nearly 70 percent of the bed capacity licensed by the Ministry of Tourism consists of high standard facilities. Five and four star hotels, first grade holiday complexes constitute 53 percent of the bed capacity licensed by the Ministry of Tourism.
- Number of night spent in the Aegean and Mediterranean constitute 71 percent of the total, while this figure is 18 percent in Istanbul and the Marmara Region put together.
- Around 66 percent of visitors to Turkey came from OECD countries in the year 2002. Visitors from EU countries represent 58 percent of the total.
- In 2002 Germany was traditionally the number one country in respect of the number of visitors to Turkey. The number of German visitors was nearly 3.4 million representing a share of 26.28 percent of the total. CIS countries was at the second place with nearly 1.7 million visitors and a share of 12.52 percent, followed by UK with 1 million visitors and a share of 7.85 percent and Holland, Bulgaria, France, Iran, Austria and Yugoslavia. However it should be noted that the major changes were observed in the visitors trends especially in the last quarter of 2001 due to the effects of September 11 crisis in the world tourism which affected the ranking of some countries in respect of their share in Turkey's total."***2**

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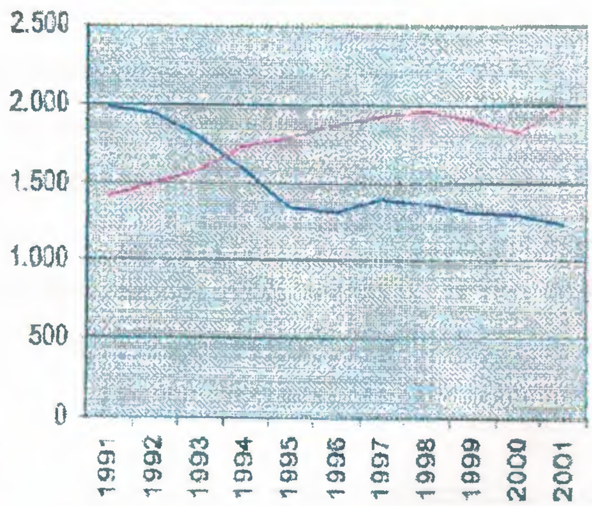
www.tursab.org.tr/english/profile/tourisminister.htm

I.2 ECONOMIC ANALYSIS OF TURKISH TOURISM

"Turkey is the 18th most visited country in the world and ranks 13th in tourism income. The Turkish Ministry of Tourism expects the country to be the 11th most popular toursim destination world-wide in 2005, with over 20 million tourists. The period from 1960 to 1997 was mainly investment –driven; the country enjoyed high growth rates in terms of tourist arrivals and tourism income. Emphasis was put on the creation of supply (such as accommodation and infrastructure) rather than on the promotion or marketing of products. Since the beginning of the nineties, the number of incentives to construct hotels and restaurants has declined, resulting in a more demand driven growth.

Number of licensed establishments



In operation

Projected establishments by licenses by licenses for investment

Source: State Institute of Statistics

According to the Turkish Tourist Board, both domestic and foreign tourism are growing. Overnight stays of domestic tourists hava doubled since 1991. This is mainly due to the increasing wealth of high-income groups. Business travel abroad is also rising sharply because of liberalisation policies. The most important aspect of tourism in Turkey is international tourism, which accounted for 71% of total overnight stays in tourism accommodation in 1999.

The tourism industry in Turkey is one of the most important exporting sectors of the Turkish economy. In 2001, foreign exchange earnings totalled USD 8.1 billion, representing

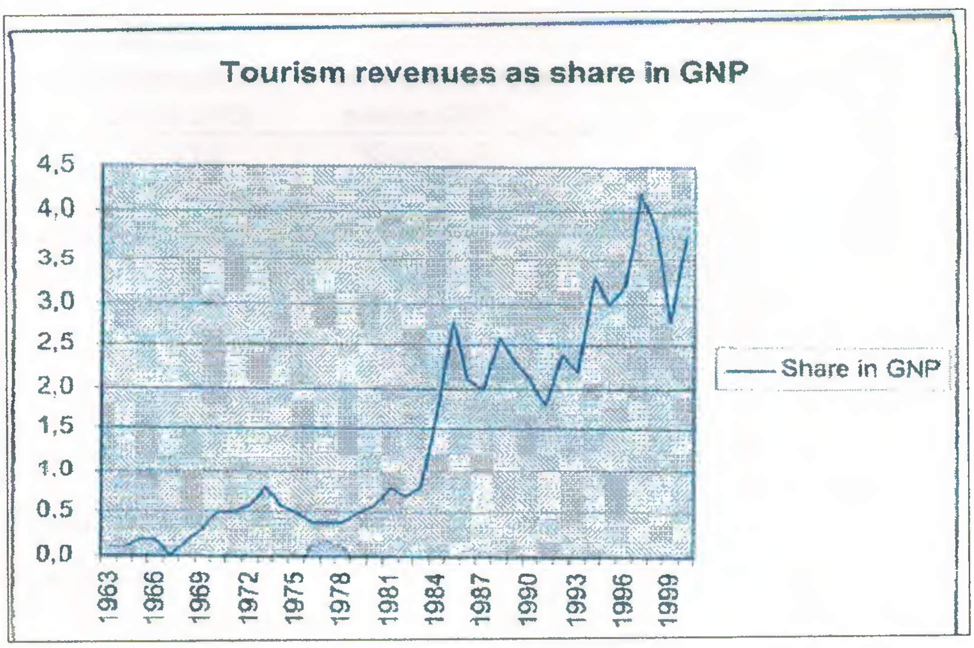
30% of earnings from export of goods. It is also a sector that shows a year-by-year growth, only hindered by external factors such as the 1999 earthquake or the Gulf War in1991. The economies of the entire Aegean, the Western Mediterranean and their hinterlands completely depend on tourism.

The understanding at the state level of the services sector in the Turkish economy is underdeveloped, as is the need for decentralisation and co-operation. The recent change of government in November 2002 creates new opportunities for the tourism sector to become an economic star instead of a cash cow.

SHARE IN GNP

The tourism sector is playing an important role in the economy.In Turkey, some rules was accepted, such as "The Encouragement Resolution for Tourism", " Tourism Encouragement Law", it was accepted in 1982, and the becoming of the tourism as as important sector has an important role in the development in 1985, this accepted rules caused that the increasing the importance of tourism for the economy in Turkey.

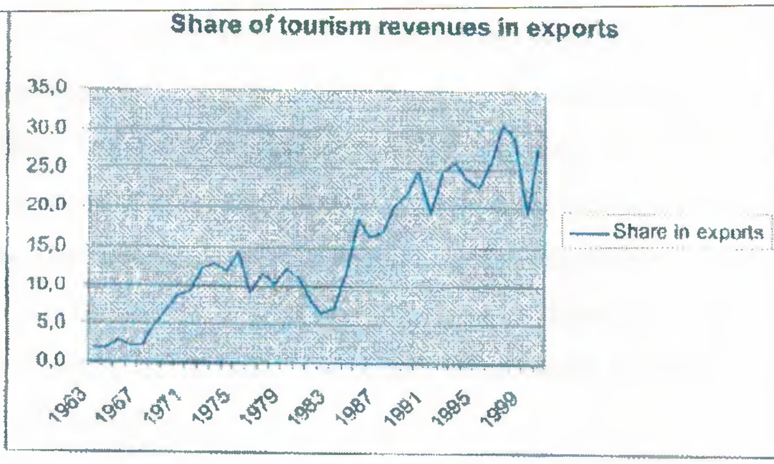
"The tourism sector's share in GNP has shown an upward trend, with ups and downs due to macroeconomic effects and external factors. The kocaeli-Gebze earthquake and the Kosovo crisis caused the last major downward trend, in 1999. Marketing of Turkey as a tourist destination is still underdeveloped, so that an earthquake- which happened far away from most of the toursit destinations-could not be clarified to potential to tourists coming to Turkey.



Source : State Institute of Statistics

REVENUES (IN FOREIGN CURRENCY)

Only due to the recent macroeconomic financial crisis have foreign revenues decreased to below a level of 30% as a share of total exports. Although recent figures from 2002 are not yet available, the unconfirmed figure of 28% for 2002 shows that the 30% level will be reached again soon.



Source: State Institute of Statistics

CAPITAL INVESTMENT

In the 1980s, capital investment in tourism enjoyed incentives for tourism investment. After the abolishment of the incentive scheme in 1991, investments were reduced, only pisck up again as a result of increased tourist arrivals"***3**

Year	Tourism investment (in million USD)	Total investment(in million USD)	Share of Tourism in investment %
1991	$976,00	$24.555,00	4
1992	$1.082,00	$37.619,00	3
1993	$1.056,00	$47.834,00	2,2
1994	$712,00	$32.060,00	2,2
1995	$974,00	$41.182,00	2,4
1996	$980,00	$46.314,00	2,1
1997	$1.050,00	$51.000,00	2,1
1998	$1.450,00	$50.120,00	2,8
1999	$1.625,00	$41.335,00	3,9
2000	$1.860,00	$46.940,00	4

Source: State Institute of Statistics

3*www.die.gov.tr

EMPLOYMENT

"Tourism sector has power to create more workpower with less investment because of the low of the proportion of capital-manpower.

In Turkey, the number of employments can be measured based on the workers per bed. The many studies shows that; In Turkey, there are 0.5 worker per bed.

According to the 1977 statistics, in the tourism, the number of direct employment was 891.000. Thisnumber include the half of the employment within the journey facilities, restaurant and bars which are service for tourism and also include the transportation agents and travel agencies. On the other hand; the tourism sector also create 1.3 billion dollar indirect employment. Depends on the 1977 statistics; the total of direct and indirect employment in tourism was approximately 2.2 million. The direct employment in this sector increased %38 between the years of 1993-1997.

In 1998; the total employment was 22 million in Turkey and the employmet in the service sector was 8.8 million. The total share of tourism sector in the total employment was % 5.9.

"According to 1999 WTTC estimates, 3.5 million of people, or 16% of the working population , are employed in the tourism sector. Working conditions in the industry tend to be poor and wages low.In Turkey, tourism is responsible for large-scale migration to the Mediterranean and Aegean coasts. Thsi can lead to rapid and often unregulated urbanisation, which adversely affects the cultural and natural heritage of rural areas."*4

The table show that the share of tourism in total employment by the years as below;

SHARE OF TOURISM IN TOTAL EMPLOYMENT	
YEARS	%
1989	10,9
1993	11,6
1997	13,1

Source: Tourism Statics, Ministry of Tourism*

*4www.europa.eu.int/comm/enterprise/enlargement/doc/turkey-tourism.pdf

THE BED CAPACITY

"There are almost 400.000 beds in over 2.000 enterprises certified by the Ministry of Tourism. Municipalities certify another 350.000 beds in some 8,000 enterprises. In the past decade, the number of beds alomost doubled to about 750.000, but exact figures are not available due to the lack of state control of municipial certification practices.

TOURIST ARRIVALS

Tourist arrivals have been completely recovered from the 1999 effect and are steadily growing again. Most tourists arrive by air. At present (December 2002) the tourism sector is worried about the possible negative effects from a non-peaceful solution to the Iraq crisis.

AVERAGE LENGTH OF STAY

The average lenght of stay according to the statistics available is surprisingly low. According to the source of Ministry of Tourism; the average length of stay (days) is divided into domestic, foreign tourists and the ratios are calculated depends on the years.It can see at below*5

	Average length of stay (days)		
	Domestic	Foreign	Total
1990	1,9	3,4	2,7
1991	2,1	4	2,8
1992	2,2	4,5	3,3
1993	2	4,2	3
1994	2	4,4	3,1
1995	1,9	4	2,9
1996	2	4	3
1997	1,9	3,8	2,9
1998	2	4	3
1999	2,1	4,3	2,9
2000	1,9	4,2	2,9

Source: Ministry of Tourism*

*5 www.tursab.org.tr/english/profile/tourismminister.htm

PART II

BRIEF INFORMATION ABOUT THE AEGEAN REGION

Aegean Region is a region which combines agriculture, tourism and manufacturing. In terms of economic of Aegean Region is one of Turkey's most attractive regions. Aegean Region is also one of the most significant tourist regions in the world. Aegean Region has shores of Turkey are among the loveliest lanscapes in the country. The magnificient coatline, lapped by the clear water of the Aegean Sea, abounds in vast and pristine beaches surrounded by olivegraves, rocky crags and pine woods.

"Summer tourism especially is at a developed level in the Aegean region of Turkey. Sufficient infrastructure services and modern facilities for tourism have been established in the Aegean Region. The encouragement of the tourism sector in Turkey also caused the number of tourists coming to Turkey to increase."***6**

There are many important places in Aegean Region, suc as, Bodrum, Fethiye, Köyceğiz, Dalaman, Marmaris, Milas, Izmir. Etc. These touristic and historical places are preferable by the tourists who are interested in the history, culture, sea, sun, natural mineral waters etc. Muğla is a tourism area with natural and historical treasures, thousands of tourists are hosted each year.

Izmir is Turkey's third largest city and second port and provides a good base for visiting Turkey's most famous archeological sites, that are including Troy, Ephesus and Pergamon. There are popular resorts in Bodrum and in Marmaris, these resorts are placed on some of the most beautiful lanscapes in Turkey include the extensive sandy beaches, rocky bays. The destinations are very famous with domestic and for the foreign tourists. The waters of hot springs at Pamukkale is vital for the tourists.

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www.jica.go.ip/turkey/country2.htm

SWOT ANALYSIS OF THE TOURISM IN THE AEGEAN

STRENGHTS

- Aegean Region has natural resources, water, food, climate, and undestroyed environment.
- Many people speak German and English
- Aegean Region has sun, sea and sand especially in terms of cultural heritage.
- Rich history and culture with the hospitability of the Turkish people.
- The young and dynamic potential of population, that population can adopt to the tourism phenomenon.
- Sociocultural characteristics of the region provide the egsotic compound.
- The majority of goods and services required are produced in Turkey and the construction industry is very well developed.
- There is new destination for the young markets.
- Mobilization in the internatl tourism
- Health tourism opportunities, because there are important hot springs are placed in the Aegean region.
- The famous touristic cities are placed in the Aegean Region; such as Pamukkale, Bodrum, Çeşme, Fethiye, that has historical features and that beauties are preferable by the tourists.
- Have magnificient coatline, lapped by the clear water of the Aegean Sea & Pamukkale's natural mineral bath.
- Vast and pristine beaches surrounded by olive graves, rocky crags and pine woods.
- Have popular holiday villages and the remains of ancient civilizations attesting to more than 5,000 years of history, culture, mythdology.
- Nature lovers, sun worshippers, photographers, sports, enthusiasts, sailors and archaelogists prefer to visit Aegean region.

Weaknesses

- Insufficient foreign investments
- Insufficient finance
- Insufficiency in the tourist health and security.

- The negative behaviours of the artisans to the tourists
- High inflation problems in the Turkish economy
- The public sector do not interested sufficiently for the tourism like local authorities.
- The main focus is on sea, sun and sand, which attract mainly low and middle class travellers.
- Lack of managerial skills. Insufficient relation to the Strategic Marketing Management in the tourism sector.
- Lack of certification system to guarantee the quality of services.
- A lack of co-ordination between the related and supporting industries.
- The uncontrolled commercial activities caused the disturb the quality of goods and services.
- Traffic risks
- Insufficient researches related to the sector and the tourism supply, it can not take sufficient strategic decisions.
- There are no well-established communication channels to communicate with exisitng and potential tourists in case of negative external events.
- There is an urgent need for restructuring of the Ministry of Tourism.

OPPORTUNITIES

- A shift to attract high class tourism, such as culture and history, yachting, golf, winter tourism, year-round tourism, etc.
- Improvement the relations between the EU and the Greece is also an opportunity for the tourism.
- The improving transportation opportunities.
- Health opportunities, natural mineral waters, like Pamukkale.
- Improvement in the fair tourism (Izmir, Çeşme)
- The power of media, the image of Bodrum (such as the famaous persons prefer to make holiday in the Bodrum)
- The yatch, camping tourism opportunities of Aegean.
- Climate and historical places.
- Trekking, botany, canoeing, rafting, eyeling, scuba diving, paragliding and skiing opportunities.

THREATS

- High dependency on low-income tourists.
- The negative effect of the foreign media. For example; the news about the possible terrorist activities. These news create negative image for Turkye and also threats for the tourism in the Aegean Region.
- The negative effects of the political instabilities.
- The high inflation problems.
- The purchasing of the hotels and agencies in Turkey by the foreign tour cartels also caused to the exchange losses.
- Some underdeveloped places in the Aegean region, for example some undeveloped villages could harm the development of the tourism sector.

IMPORTANT FACTS ABOUT THE CONTRIBUTION OF THE TOURISM IN THE AEGEAN

- "The most popular tourist destinations are Antalya (36%), Istanbul (22%), Mugla(11%), Izmir (5%) and Aydın(4%). Of all tourists, 21% visit several places, travelling the country.
- Depends on the regions, Marmara, Aegean and the Mediterrenean region have the 87% of the bed capacities in the total bed capacity in the sector.
- Aegean region has 98.900 bed capacity, is the second region has bed capacity,less than the Mediterrenean Region.
- Aegean Region has the establishments with the investment certificate, has 87.789 bed capacity and has 497 foundations.In the below, there is a table about the distribution of the tourism investment certificate foundations and management certificate establishments divided into the regions , according to the 1999's informations

	Tourism Investment Certificate				Tourism Enterprise Certificate			
Regions	Establishment Number	Proportion%	Bed Number	Prop. %	Establishment Number	Prop.%	Bed Number	Prop%
Aegean	***497***	***38***	***87.789***	***36***	***590***	***31***	***98.900***	***31***
Mediter.	370	28	82.510	34	525	28	116.238	36
Marmara	174	13	41.626	17	446	23	63.240	20
Central An	84	6	12.003	4	155	8	22.245	7
Black Sea	87	7	9.562	4	96	5	9.263	3
East An	59	5	7.207	3	48	3	4.874	2
Souteast A.	40	3	4.846	2	47	2	4.553	1
Total	**1311**	**100**	**245.543**	**100**	**1907**	**100**	**319.313**	**100**

Source: Turkish Ministry of Tourism 1999

- Muğla has 49234 establihment with tourism certificate and 81123 establishment with municipality certificate, and has 15.666 in the 1563 ministry certificate yacth. Has Total 189.744 bed capacity. It can ¼ of the tourism revenues"*7

- 7*www.mugla.gov.tr

- " Bodrum, 135 foundations with the tourism certificate has 21.966 bed capacity and has 42.385 bed capacity with the municipality certificate.
- In Ortaca, 5 foundations has 1477 bed capacity with tourism certificate and 107 foundations with municipality certificate is 3232 and total 4709 bed capacity.
- In Ula, in 3 establishments with tourism certificate has 198 bed capacity and in 24 establishments has 525 bed capacity, total 723 bed capacity.
- In Fethiye, has total 30.812 bed capacity"***8**
- Visitor Numbers by destination 1995

Istanbul	1.502.262
Antalya	1.258.969
Capadocia	190.065
Mugla	185.902

- Visitor Numbers by destination 1998

Istanbul	2.116.139
Antalya	1.927.427
Mugla	807.892
Cappadocia	412.964

- Foreigner's average length of stay (1998 –days)

Muğla	7.31
Antalya	6.70
Istanbul	2.30
Cappadocia	1.86
Total Turkey	**4.00" *9**

*8www.mugla.gov.tr
*9www.europa.eu.int/comm/enterprise/enlargement/doc/turkey-tourism.pdf

- According to the source of the Ministry of Tourism, in the 2000 ; The number of tourists is 3.761.023 in the Aegean Region. This is the 24.02 of the total number.
- The number of night spents in the Aegean Region in 2000, is the 11.149.955 and is the 24.79 of the total number.
- The average length of stay is 3.00 in the Aegean Region in 2000 and the occupancy rates is the 30.47
- The number of citizen is 1.900.000, is the 24.36 of the total number in 2000 in the Aegean Region.
- The number of foreign is the 1.200.000, is the 20,34 of the total number in 2000.
- Between the years of 1997-2003, the percentage of the number of night spent is %20 in the Aegean Region.*10
- There was an important growth in the number of arrivals in the Denizli.The 6 months of the last year, the tourist number was 308.146, in this period ofthe 2003 increased to the 398.175. This shows that there is 29% increase in the number of arrivals.*11

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10 *www.turizm.gov.tr

11*www.byegm.gov.tr/yayınlarımız/ANADOLUNUNSESİ/133.htm

II.4 STATISTICAL ANALYSIS

In this project, to calculate the contribution of the Aegean Region to the economy, this formula is used.

$$\frac{\text{The general proportion of the Turkey} \times \text{the night spent percentage of the Aegean}}{100}$$

This formula is usefull to find the contribution of the Aegean Region to the economy in Turkey.

There are steps to calculate the result.

- First of all; the Distribution of Number of Arrivals, Night Spent, Average Length of Stay and Occupancy rates of the Regions by type and the class of establishments are found. The Ministry of Tourism help to this situation. This tables are in the appendix.
- Secondly; the total number of arrivals are calculated in all the regions
- The total number of night spents are calculated
- The total average of length of stays are calculated
- And the occupancy rates are calculated
- The total number of citizen tourist are mentioned according to the regions.
- The total number of foreign tourists are mentioned according to the regions.
- The preferation of the place of the tourist are mentioned and totalled, suc as; motel, boarding house, holiday village, camping.
- The purpose of the tourists are determined according to the regions.
- Tourism compelexes are mentioned based on the regions.
- At the result of these steps; the percentages of the Aegean Region is calculated in the share of the total.
- Than to calculate the contribution of the share of Aegean Region in GNP, the share of the Turkey is mentioned by the graphs and after , the share of the Turkey multiply with the percentage of the Aegean and divided by 100 is equal to the share of Aegean in GNP. In this calculations; the focusing point is the numbers of the nights spent and the 2000 years.

- The table at the below is the result of the calculation of the results of the tables in the appendix, the informations are found in the website of the Ministry of Tourism.

	Marmara	Black Sea	Central An	SouthEast.	East An.	Mediter.	Aegean	Total	Aegean %
No of Arrivals	4.236.432	902.646	1.903.585	421.732	380.947	4.054.000	**3.761.023**	15.660.365	24,02
Nights spent	8.221.280	1.222.172	3.022.170	539.639	552.754	20.278.639	**11.149.955**	44.986.609	24,79
Av. stay	1,90	1,40	1,60	1,30	1,50	5,00	**3,00**		
Occupany Rate	33,68	33,32	34,55	30,37	29,54	44,96	**30,47**		
Citizen	2.000.000	700.000	1.300.000	400.000	300.000	1.200.000	**1.900.000**	7.800.000	24,36
Foreign	2.000.000	100.000	500.000	100.000	100.000	1.900.000	**1.200.000**	5.900.000	20,34
Motel	6.612	2.317	49.876	6.130	8.296	5.851	**8.333**	87.415	9,53
Boarding House	65.072	9.355	2.795	4.862	3.822	55.353	**48.188**	189.447	25,44
Holiday village	51.047					740.606	**477.651**	1.269.304	37,63
Camping	22.005	388	7.931			3.856	**12.456**	46.636	26,71
Golf	28.624					20.545	**0**	49.169	0,00
Education			4.161				**3.755**	7.916	47,44
Tourism Comp.	39.253					54.392	**0**	93.645	0,00

This table is the first table to calculate the share of the Aegean in GNP. The second table is the share of the Tourism revenues of Turkey in the GNP an the export at below.

THE SHARE OF TOURISM REVENUES			
Years	**Share in GNP**	**Share in Export**	
1998	3,80	29	
1999	2,8	19,5	
2000	3,8	27,8	

* The table at the below shows that the total revenues of the regions by the years and the percentage of the Aegean Region is mentioned based on the nights spents. This information also help to conclusion of this project.

Years	Total	Marmara	Black Sea	Cent.A	Sou.E.A .	East.A.	Medit.	Aegean	Nights spent %
1997	7002000	2.373.559	118.678	593.390	118.678	118.678	2.254.881	1.424.136	20
1988	7177000	2.432.881	121.644	608.220	121.644	121.644	2.311.237	1.459.729	20
1999	5193000	1.760.339	88.017	440.085	88.017	88.017	1.672.322	1.056.203	20
2000	7636000	2.588.475	129.424	647.119	129.424	129.424	2.459.051	1.553.085	20
2001	8090000	2.742.373	137.119	685.593	137.119	137.119	2.605.254	1.645.424	20
2002	8481000	2.874.915	143.746	718.729	143.746	143.746	2.731.169	1.724.949	20

According to the infromation is mentioned abovce, the chart is summarize the percentage of contribution of the regions to the toursim and economy in the share of the GNP and export.

There are percentages shown at below.

MEDITERRENEAN REGION-------45%

AEGEAN REGION-------------------20%

MARMARA REGION----------------18%

BLACK SEA----------------------------4%

CENTRAL ANATOLIA--------------7%

EASTERN ANATOLIA---------------3%

SOUTH EASTERN ANATOLIA-----3%

As a result; in the 2000, the total tourism revenues in Turkey is 7.636.000.000 $
The rate of the Aegean is 20% and the contribution of the Aegean Region as tourism revenue was 1.553.000.000.-USD if the focus on the night spents and the 2000 years.
And the share of the Aegean Region in GNP is 0.76.

$\frac{3.8 \times 20}{100} = 0.76$ is $\frac{\text{the share in GNP of Turkey in 2000 x \% of Aegean Nights Spents}}{100}$

PART III

III. THE EXISTING PROBLEMS IN TOURISM AND POSSIBLE SOLUTIONS

The main problem in the tourism is the affect by the political stiuations. Some news about the war, terrorism, and human rights are also related with the tourism. When people hear from the media like this negative news, do not prefer to make holiday in that country, because the people think there are continous risk in this country. The economic crisis also effect the tourism sector, because the purchase power of the people decrease and they can not visit the countries.

Over the years, unexpected and sudden circumstances, including international quarrels and natural disasters, have impeded the further development and growth of Turkish tourism causing fluctuations in the tourism sector. It is possible to say that the tourism is vulnerable to external effects such as wars and natural disasters as well as general economic conditions at home and abroad, exchange rates, etc. Many sectors are affected by wars and natural disasters and tourism is the one of them.

To ensure sustainability in the toursim sector is an important solutions for this problems. The government has a big role and media has power to ensure the sustainability.

The tourism sector is not satisfactory, because of the low income. The economy is growing parallel to the tourism , in spite of this, the incomes of the employees are not enough. This is also important problem for the tourism sector, this can be solved the suitable decisions to increase the income level.

There are finance problems in the tourism. The response to every needs sometimes be impossibleor insufficient.Therefore; the possible solutions are needed for the touristic institutions and turism agencies. To entire new competition markets, the marketing department should be supported and make a policy with the following the international tourism marketing.

The other important problem in the tourism is only seasonal.The tourism activities shoul divided into 12 months, there are needs to some objective desicions on this stiuations to solve this problem.

The airlines are the important issue in this case. The infrastructure problems should be solved. Sometimes the existing delays on the airport flight time is become an important problem for the satisfaction of the tourists.

The main competitor of the Aegean region is the Mediterrenean Region based on the tourism. There is need to support to improve the tourism level of the Aegean Region.

According to the news is published on the NTVMSNBC –April 13- The Minister of the Association of Touristic Hotels says that;

"recent, the tourism is peak up only in the Antalya, Bodrum and Marmaris, on the other hand, the occupancy rates in the Çeşme, Kuşadası, Foça, Didim and Ayvalık is approximately %30-35"

Mr. Veysi Öncel mention that; the maturity in the tourism is not valid for the Aegean Region. The occupancy rates are close to the%30-35 and this rate is lower than the expectations, because of there is no sufficient flight in the Adnan Menderes Airport. According to Veysi Öncel, Çeşme is vital for the improvement tourism of Turkey and specially for Aegean Region. There are 15.000 bed capacity in Çeşme and ready to welcome to the tourists.

The thoughts of Veysi Öncel shows that there is need to support of the Aegean region.Therefore, the advertisement of the beautifull places in the Aegean Region is very important for teh contribution to economy of this region. The historical, cultural, social, educational activities and tourisms should be improved. And the toursim should enhance the many opportunities to tourists. For example, the discount in the tours, the promotion and holiday packages. In this case, tour operators have many roles to advertise the region.

PART IV

FUTURE PROSPECTS

SUSTAINABILITY

- "Turkey's natural resources provide a comparative tourism advantage that has not been fully exploited. The Turkish Government, in conjunction with the private sector, has set clear guidelines for sustainable tourism development but these have not always been observed at a local level. Urgent steps must be taken to ensure that a proper balance is restored.

EMPLOYMENT

- Due to the economic uncertainty, the jobs outlook for Travel & Tourism in Turkey is flat, but there is strong potential for employment growth in 2002. Employment growth is expected to total 3.9 percent per annum between 2001 and 2010. Compared to its European neighbours, Turkey's current level of Travel & Tourism employment as a percentage of total employment, (2,9 %) ranks at the bottom of the list. This suggests there is great potential for growth, in a positive economic environment.

TAXATION

- Taxes from Travel & Tourism in Turkey in 2001 are expected to total US$ 3.5 billion or 10.1 percent of total taxation. This is expected to rise to US+ 10.3 billion or 13.3 percent of total taxes over the next 10 years. The competitiveness of the industry largely depends on an equitable taxation regime relative to other industries as well as to competing destinations. The Turkish government should not be tempted to over-burden the industry to achieve short-term gains, which could jeopardise long-term employment and economic prospects.

MARKETING PROMOTION

- Turkey's main challenge is to diversify from sun and sand tourism and develop its cultural and natural resources. Developing new products such as activity or cultural tourism will require more support for marketing and promotion and co-operation between the public and private sector to establish clear branding strategies

INVESTMENT

- The largest slice of capital investment in Turkey's Travel & Tourism comes from the private sector, which is expected to invest US$ 3.2 billion in 2001. Public

EIGHT PLAN

- "It is also envisages to benefit from the existing superstructure more efficiently and to protect environment and natural beauties. Activities to develop, winter, mountain, thermal, health, yachting, golf, caravan, congress and eco-tourism shall be continued in order to improve the seasonal and geographical distribution of tourism and to create new potential fields by taking changing consumer preferences of foreign markets into consideration."*

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www.kobinet.org.tr/kospebabm/english/services/pdf expenditure is low by comparison with an expected investment of US$ 1.0 billion in new Travel & Tourism infrastructure this year.

PLANS

- Strengthen long-term tourism development plans, in consultation with local government and the private sector to ensure sustainable tourism development.
- Monitor trends in Travel & Tourism demand to anticipate and adapt products to changing demand.
- Focus on market and product diversification in order to reduce over-dependence on traditional markets.
- Market and promote more effectively to avoid excessive concentration of demand in time and space, to reduce overload in some coastal destinations and to increase demand in other areas so as to spread the benefits of tourism to all parts of the country.
- Work more closely with the private sector to address existing concerns and increase public-private sector partnerships in areas such as marketing and promotion, product development, education and training.
- Anticipate future investment needs by introducing new incentive schemes for private sector capital investment and small business development, especially to encourage heritage, activity and nature based tourism enterprises.

PROMOTE RESPONSIBILIY IN NATURAL SOCIAL AND CULTURAL ENVIRONMENTS

- Establish clear policies and guidelines for planned and sustainable tourism expansion at a national and local level.
- Ensure that the socio-economic, cultural and environmental benefits of Travel and Tourism as spread equitably across the population and recognise the need for local community engagement and empowerment.
- Brand Turkey's key natural and cultural resources through international and national designations."*

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*www.europa.eu.int/comm/enterprise/enlargement/doc/turkey-tourism.pdf

CONCLUSION AND RECOMMENDATION

Toursim with the characteristics of creation of exchange and employment has important contributions to the economy and tourism provide national income, employment, capital investment and tax incomes with the direct or indirect ways.

The total tourism revenues in the GNP of Turkey is the 3.8 and 27.8 is the share in the export. In this case, there are different shares of the seven regions of Turkey about the contribution to the economy.

In this project; the contribution of the tourism of Aegean Region to the economy is evaluated and many important results are found as a conclusion.

- Aegean Region is the second region has share in GNP according to the years of 2000 and based on the percentage of nights spents of the tourists with the 20% share, after the Mediterrenean Region. The share is the 0.76 of the Aegean Region.
- The share of the Aegean Region within the total tourism revenues is the 1.553.000.000 $ based on the nights spents of tourism and in 2000.
- The nights spents percentage is listed as below;

1st-Mediterrenean Region has 45%
2nd-Aegean Region has 20%
3th-Marmara Region has 18%
4th-Central Anatolia has 7%
5th-Black Sea has 4%
6th-South East Anatolia has 3%
7th-Eastern Anatolia has 3%

- The share of Aegean Region with the export is 5.4 based on nights spent of the tourists.
- In 2000, Aegean Region was the third touristic region which has 3.761.023 number of arrivals.
- In 2000, Aegean Region was the second region which has nights spents by the tourists that was 11.149.955
- In 2000, Aegean Region has 3.00 in the average length of stay in the establishments, was the second after the Mediterrenean Region.

- The occupancy rate was 30.47 in the Aegean Region, was the fifth between the other regions in 2000.
- The citizens are more prefer to visit Aegean Region than the foreigners. In 2000; there was 1.900.000 number of citizen tourists in the region. In spite of this number, there was 1.200.000 number of foreigners.
- There was no tourism complex in the Aegean Region in 2000.
- There was no golf tourism in the Aegean Region in 2000.

According to these results and the tables in the appendix; there is a big competition between the Mediterrenean Region and Aegean Region. It is possible to say that the Mediterrenean Region has more share in the tourism then Aegean Region. The lack of promortion of the Aegean region, if we compared with the Mediterrenean Region is also a reason of this low ratios of Aegean. However, Aegean Region has many historical, cultural, social and beautiful places like Mediterrenean Region. The strategical analysis should be made to make more advertisement and promotions in the Aegean Region.

Seasonal tourism is also an important obstacle to the increasing the occupancy rates in the touristic regions. The tourism should be divided into 12 months. Generally, the tourists come to holiday in the summer seasons. However, there is need to tourism in winter to increase the tourism revenues.

The investment is very important for the improvement of the tourism. There is need government's policies to reach sustainability in the tourism. There are also finacial problems, the Ministry of Tourism should be restructure and give more importance to the tourism sector for the GNP, export and the national income of the country.

Turkey have many opportunities, because of the geographical structure, it can use the transportation ways. In Turkey, this opportunity have to be evaluated in detail.

On the other hand, there is need to improve the tourism of historical, cultural, education and different activities etc. The toursim should not focused on the sea and sun toursim only. As a result, the regions have to be improved to growth the tourism sector, because every region has different beauties in Turkey.

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12-TÜRKİYE'DE KONAKLAYAN KİŞİ, GECELEME SAYISI, ORTALAMA KALIŞ SÜRESİ VE DOLULUK ORANLARININ BÖLGELERE,TESİS CİNS VE SINIFLARINA GÖRE DAĞILIMI (2000)

Distribution of Number of Arrivals, Nights Spent, Average Length of Stay and Occupancy rates in Turkey by Type and Class of Establishments

İÇ ANADOLU BÖLGESİ

Central Anatolia

TESİS CİNS VE SINIFI	KONAKLAYAN KİŞİ SAYISI *Number of Arrivals*			GECELEME SAYISI *Number of Nights Spent*			ORTALAMA KALIŞ SÜRESİ *Average Length of Stay*			DOLULUK ORANI % *Occupancy Rate %*			
	YABANCI *Foreigner*	YERLİ *Citizen*	TOPLAM *Total*	YABANCI *Foreigner*	YERLİ *Citizen*	TOPLAM *Total*	YABANCI *Foreigner*	YERLİ *Citizen*	TOPLAM *Total*	YABANCI *Foreigner*	YERLİ *Citizen*	TOPLAM *Total*	*Type and Class of Establishment*
OTEL													*HOTEL*
5 YILDIZ	105 460	165 776	271 236	162 910	253 907	416 817	1,5	1,5	1,5	13,28	20,70	33,98	*5 Star*
4 YILDIZ	215 816	276 295	492 111	324 316	426 160	750 476	1,5	1,5	1,5	14,43	18,96	33,39	*4 Star*
3 YILDIZ	93 914	481 591	575 505	208 431	723 135	931 566	2,2	1,5	1,6	7,90	27,40	35,30	*3 Star*
2 YILDIZ	40 055	314 136	354 191	158 753	437 852	596 605	4,0	1,4	1,7	9,87	27,23	37,11	*2 Star*
1 YILDIZ	7 027	100 201	107 228	18 112	137 534	155 646	2,6	1,4	1,5	4,42	33,55	37,97	*1 Star*
ÖZEL BELGELİ	4 057	10 588	14 645	8 541	17 015	25 556	2,1	1,6	1,7	10,80	21,52	32,33	*Special Licence*
YÜZER	-	-	-	-	-	-	-	-	-	-	-	-	*Floating*
TERMAL	97	7 057	7 154	524	9 535	10 059	5,4	1,4	1,4	2,75	50,10	52,85	*Thermal*
APART	2 736	10 062	12 798	7 309	11 863	19 172	2,7	1,2	1,5	17,22	27,94	45,16	*Apart*
TOPLAM	469 162	1 365 706	1 834 868	888 896	2 017 001	2 905 897	1,9	1,5	1,6	10,75	24,38	35,13	*TOTAL*
MOTEL	17 603	32 273	49 876	32 688	47 086	79 774	1,9	1,5	1,6	11,99	17,27	29,26	*MOTEL*
PANSİYON	553	2 242	2 795	703	2 785	3 488	1,3	1,2	1,2	3,37	13,35	16,72	*BOARDING HOUSE*
TATİL KÖYÜ	-	-	-	-	-	-	-	-	-	-	-	-	*HOLIDAY VILLAGE*
OBERJ	67	2 887	2 954	115	7 240	7 355	1,7	2,5	2,5	0,48	30,43	30,92	*INN*
KAMPİNG	3 204	4 727	7 931	6 098	7 193	13 291	1,9	1,5	1,7	4,63	5,46	10,09	*CAMPING*
GOLF TESİSİ	-	-	-	-	-	-	-	-	-	-	-	-	*GOLF EST.*
EĞİTİM UYGULAMA	2 176	1 985	4 161	9 120	3 245	12 365	4,2	1,6	3,0	34,61	12,31	46,92	*TRAINING EST.*
TURİZM KOMPLEKSİ	-	-	-	-	-	-	-	-	-	-	-	-	*TOURISM COMPLEX*
GENEL TOPLAM	**492 765**	**1 409 820**	**1 902 585**	**937 620**	**2 084 550**	**3 022 170**	**1,9**	**1,5**	**1,6**	**10,72**	**23,83**	**34,55**	***GRAND TOTAL***

12-TÜRKİYE'DE KONAKLAYAN KİŞİ, GECELEME SAYISI, ORTALAMA KALIŞ SÜRESİ VE DOLULUK ORANLARININ BÖLGELERE,TESİS CİNS VE SINIFLARINA GÖRE DAĞILIMI (2000)

Distribution of Number of Arrivals, Nights Spent, Average Length of Stay and Occupancy rates in Turkey by Type and Class of Establishments

MARMARA BÖLGESI

Marmara

TESİS CİNS VE SINIFI	KONAKLAYAN KİŞİ SAYISI *Number of Arrivals*			GECELEME SAYISI *Number of Nights Spent*			ORTALAMA KALIŞ SÜRESİ *Average Length of Stay*			DOLULUK ORANI % *Occupancy Rate %*			*Type and Class of Establishment*
	YABANCI *Foreigner*	YERLİ *Citizen*	TOPLAM *Total*	YABANCI *Foreigner*	YERLİ *Citizen*	TOPLAM *Total*	YABANCI *Foreigner*	YERLİ *Citizen*	TOPLAM *Total*	YABANCI *Foreigner*	YERLİ *Citizen*	TOPLAM *Total*	
OTEL													*HOTEL*
5 YILDIZ	609 547	581 080	1 190 627	1 328 182	964 559	2 292 741	2,2	1,7	1,9	21,80	15,83	37,63	*5 Star*
4 YILDIZ	510 596	358 419	869 015	1 069 926	597 824	1 667 750	2,1	1,7	1,9	27,16	15,17	42,33	*4 Star*
3 YILDIZ	477 597	391 517	869 114	1 078 624	700 750	1 779 374	2,3	1,8	2,0	22,97	14,92	37,89	*3 Star*
2 YILDIZ	224 129	483 808	707 937	526 262	766 008	1 292 270	2,3	1,6	1,8	10,04	14,61	24,65	*2 Star*
1 YILDIZ	23 366	157 107	180 473	47 057	267 381	314 438	2,0	1,7	1,7	3,18	18,06	21,24	*1 Star*
ÖZEL BELGELI	46 533	82 268	128 801	102 185	126 765	228 950	2,2	1,5	1,8	15,96	19,80	35,77	*Special Licence*
YÜZER	31 115	29 867	60 982	76 250	62 873	139 123	2,5	2,1	2,3	19,40	15,99	35,39	*Floating*
TERMAL	780	9 604	10 384	1 516	15 138	16 654	1,9	1,6	1,6	1,95	19,51	21,46	*Thermal*
APART	484	629	1 113	6 746	5 417	12 163	13,9	8,6	10,9	11,24	9,02	20,26	*Apart*
TOPLAM	1 924 147	2 094 299	4 018 446	4 236 748	3 506 715	7 743 463	2,2	1,7	1,9	18,73	15,50	34,23	*TOTAL*
MOTEL	1 827	4 785	6 612	7 505	5 855	13 360	4,1	1,2	2,0	7,74	6,04	13,77	*MOTEL*
PANSİYON	51 615	13 457	65 072	70 990	28 645	99 635	1,4	2,1	1,5	35,92	14,49	50,41	*BOARDING HOUSE*
TATİL KÖYÜ	5 104	45 943	51 047	16 889	107 835	124 724	3,3	2,3	2,4	3,61	23,07	26,69	*HOLIDAY VILLAGE*
OBERJ	277	5 096	5 373	1 860	13 205	15 065	6,7	2,6	2,8	2,15	15,29	17,44	*INN*
KAMPİNG	1 716	20 289	22 005	8 361	76 727	85 088	4,9	3,8	3,9	2,23	20,45	22,68	*CAMPING*
GOLF TESİSİ	12 641	15 983	28 624	26 385	28 661	55 046	2,1	1,8	1,9	7,28	7,91	15,19	*GOLF EST.*
EĞİTİM UYGULAMA	-	-	-	-	-	-	-	-	-	-	-	-	*TRAINING EST.*
TURİZM KOMPLEKSİ	20 292	18 961	39 253	50 539	34 360	84 899	2,5	1,8	2,2	24,66	16,76	41,42	*TOURISM COMPLEX*
GENEL TOPLAM	**2 017 619**	**2 218 813**	**4 236 432**	**4 419 277**	**3 802 003**	**8 221 280**	**2,2**	**1,7**	**1,9**	**18,10**	**15,57**	**33,68**	***GRAND TOTAL***

12-TÜRKİYE'DE KONAKLAYAN KİŞİ, GECELEME SAYISI, ORTALAMA KALIŞ SÜRESİ VE DOLULUK ORANLARININ BÖLGELERE,TESİS CİNS VE SINIFLARINA GÖRE DAĞILIMI (2000)

Distribution of Number of Arrivals, Nights Spent, Average Length of Stay and Occupancy rates in Turkey by Type and Class of Establishments

KARADENİZ BÖLGESİ — *Black Sea*

TESİS CİNS VE SINIFI	KONAKLAYAN KİŞİ SAYISI *Number of Arrivals* YABANCI *Foreigner*	YERLİ *Citizen*	TOPLAM *Total*	GECELEME SAYISI *Number of Nights Spent* YABANCI *Foreigner*	YERLİ *Citizen*	TOPLAM *Total*	ORTALAMA KALIŞ SÜRESİ *Average Length of Stay* YABANCI *Foreigner*	YERLİ *Citizen*	TOPLAM *Total*	DOLULUK ORANI % *Occupancy Rate %* YABANCI *Foreigner*	YERLİ *Citizen*	TOPLAM *Total*	*Type and Class of Establishment*
OTEL													*HOTEL*
5 YILDIZ	5 749	43 898	49 647	8 190	80 617	88 807	1,4	1,8	1,8	3,18	31,29	34,47	*5 Star*
4 YILDIZ	11 684	88 919	100 603	15 139	123 466	138 605	1,3	1,4	1,4	3,60	29,38	32,99	*4 Star*
3 YILDIZ	32 756	254 465	287 221	44 448	327 093	371 541	1,4	1,3	1,3	4,14	30,50	34,65	*3 Star*
2 YILDIZ	70 136	287 319	357 455	81 589	371 089	452 678	1,2	1,3	1,3	6,49	29,53	36,03	*2 Star*
1 YILDIZ	8 555	51 368	59 923	8 889	61 163	70 052	1,0	1,2	1,2	3,64	25,02	28,65	*1 Star*
ÖZEL BELGELI	137	3 640	3 777	164	4 690	4 854	1,2	1,3	1,3	1,40	40,04	41,44	*Special Licence*
YÜZER	-	-	-	-	-	-	-	-	-	-	-	-	*Floating*
TERMAL	-	-	-	-	-	-	-	-	-	-	-	-	*Thermal*
APART	-	-	-	-	-	-	-	-	-	-	-	-	*Apart*
TOPLAM	129 017	729 609	858 626	158 419	968 118	1 126 537	1,2	1,3	1,3	4,86	29,67	34,53	*TOTAL*
MOTEL	452	1 865	2 317	514	1 936	2 450	1,1	1,0	1,1	2,42	9,12	11,54	*MOTEL*
PANSİYON	954	8 401	9 355	1 231	11 764	12 995	1,3	1,4	1,4	3,14	30,04	33,18	*BOARDING HOUSE*
TATİL KÖYÜ	-	-	-	-	-	-	-	-	-	-	-	-	*HOLIDAY VILLAGE*
OBERJ	441	31 519	31 960	894	78 664	79 558	2,0	2,5	2,5	0,29	25,23	25,51	*INN*
KAMPİNG	174	214	388	278	354	632	1,6	1,7	1,6	0,84	1,07	1,92	*CAMPING*
GOLF TESİSİ	-	-	-	-	-	-	-	-	-	-	-	-	*GOLF EST.*
EĞİTİM UYGULAMA	-	-	-	-	-	-	-	-	-	-	-	-	*TRAINING EST.*
TURİZM KOMPLEKSİ	-	-	-	-	-	-	-	-	-	-	-	-	*TOURISM COMPLEX*
GENEL TOPLAM	**131 038**	**771 608**	**902 646**	**161 336**	**1 060 836**	**1 222 172**	**1,2**	**1,4**	**1,4**	**4,40**	**28,92**	**33,32**	***GRAND TOTAL***

12-TÜRKİYE'DE KONAKLAYAN KİŞİ, GECELEME SAYISI, ORTALAMA KALIŞ SÜRESİ VE DOLULUK ORANLARININ BÖLGELERE,TESİS CİNS VE SINIFLARINA GÖRE DAĞILIMI (2000)

Distribution of Number of Arrivals, Nights Spent, Average Length of Stay and Occupancy rates in Turkey by Type and Class of Establishments

G.DOĞU ANADOLU BÖLGESİ

South East of Anatolia

TESİS CİNS VE SINIFI	KONAKLAYAN KİŞİ SAYISI *Number of Arrivals*			GECELEME SAYISI *Number of Nights Spent*			ORTALAMA KALIŞ SÜRESİ *Average Length of Stay*			DOLULUK ORANI % *Occupancy Rate %*			*Type and Class of Establishment*
	YABANCI *Foreigner*	YERLİ *Citizen*	TOPLAM *Total*	YABANCI *Foreigner*	YERLİ *Citizen*	TOPLAM *Total*	YABANCI *Foreigner*	YERLİ *Citizen*	TOPLAM *Total*	YABANCI *Foreigner*	YERLİ *Citizen*	TOPLAM *Total*	
OTEL													*HOTEL*
5 YILDIZ	3 041	25 292	28 333	3 499	29 338	32 837	1,2	1,2	1,2	2,97	24,89	27,86	*5 Star*
4 YILDIZ	690	8 074	8 764	2 508	14 790	17 298	3,6	1,8	2,0	5,44	32,07	37,51	*4 Star*
3 YILDIZ	7 643	176 392	184 035	12 986	232 202	245 188	1,7	1,3	1,3	1,76	31,41	33,16	*3 Star*
2 YILDIZ	5 932	133 631	139 563	6 980	160 187	167 167	1,2	1,2	1,2	1,39	31,88	33,27	*2 Star*
1 YILDIZ	554	28 611	29 165	649	36 814	37 463	1,2	1,3	1,3	0,34	19,53	19,88	*1 Star*
ÖZEL BELGELI	1 951	18 929	20 880	2 259	24 704	26 963	1,2	1,3	1,3	3,03	33,09	36,11	*Special Licence*
YÜZER	-	-	-	-	-	-	-	-	-	-	-	-	*Floating*
TERMAL	-	-	-	-	-	-	-	-	-	-	-	-	*Thermal*
APART	-	-	-	-	-	-	-	-	-	-	-	-	*Apart*
TOPLAM	19 811	390 929	410 740	28 881	498 035	526 916	1,5	1,3	1,3	1,73	29,84	31,57	*TOTAL*
MOTEL	750	5 380	6 130	782	6 071	6 853	1,0	1,1	1,1	1,05	8,13	9,18	*MOTEL*
PANSİYON	51	4 811	4 862	57	5 809	5 866	1,1	1,2	1,2	0,17	17,44	17,61	*BOARDING HOUSE*
TATİL KÖYÜ	-	-	-	-	-	-	-	-	-	-	-	-	*HOLIDAY VILLAGE*
OBERJ	-	-	-	-	-	-	-	-	-	-	-	-	*INN*
KAMPİNG	-	-	-	-	-	-	-	-	-	-	-	-	*CAMPING*
GOLF TESİSİ	-	-	-	-	-	-	-	-	-	-	-	-	*GOLF EST.*
EĞİTİM UYGULAMA	-	-	-	-	-	-	-	-	-	-	-	-	*TRAINING EST.*
TURİZM KOMPLEKSİ	-	-	-	-	-	-	-	-	-	-	-	-	*TOURISM COMPLEX*
GENEL TOPLAM	**20 612**	**401 120**	**421 732**	**29 720**	**509 915**	**539 635**	**1,4**	**1,3**	**1,3**	**1,67**	**28,70**	**30,37**	***GRAND TOTAL***

12-TÜRKİYE'DE KONAKLAYAN KİŞİ, GECELEME SAYISI, ORTALAMA KALIŞ SÜRESİ VE DOLULUK ORANLARININ BÖLGELERE,TESİS CİNS VE SINIFLARINA GÖRE DAĞILIMI (2000)

Distribution of Number of Arrivals, Nights Spent, Average Length of Stay and Occupancy rates in Turkey by Type and Class of Establishments

DOĞU ANADOLU BÖLGESİ

Eastern Anatolia

TESİS CİNS VE SINIFI	KONAKLAYAN KİŞİ SAYISI *Number of Arrivals*			GECELEME SAYISI *Number of Nights Spent*			ORTALAMA KALIŞ SÜRESİ *Average Length of Stay*			DOLULUK ORANI % *Occupancy Rate %*			Type and Class of Establishment
	YABANCI *Foreigner*	YERLİ *Citizen*	TOPLAM *Total*	YABANCI *Foreigner*	YERLİ *Citizen*	TOPLAM *Total*	YABANCI *Foreigner*	YERLİ *Citizen*	TOPLAM *Total*	YABANCI *Foreigner*	YERLİ *Citizen*	TOPLAM *Total*	
OTEL													HOTEL
5 YILDIZ	-	-	-	-	-	-	-	-	-	-	-	-	5 Star
4 YILDIZ	4 904	35 566	40 470	13 796	68 188	81 984	2,8	1,9	2,0	4,28	21,17	25,45	4 Star
3 YILDIZ	9 373	97 218	106 591	14 699	129 340	144 039	1,6	1,3	1,4	2,23	19,65	21,89	3 Star
2 YILDIZ	16 032	132 299	148 331	19 016	160 066	179 082	1,2	1,2	1,2	3,44	28,92	32,36	2 Star
1 YILDIZ	3 180	70 257	73 437	5 606	119 900	125 506	1,8	1,7	1,7	2,07	44,21	46,28	1 Star
ÖZEL BELGELİ	-	-	-	-	-	-	-	-	-	-	-	-	Special Licence
YÜZER	-	-	-	-	-	-	-	-	-	-	-	-	Floating
TERMAL	-	-	-	-	-	-	-	-	-	-	-	-	Thermal
APART	-	-	-	-	-	-	-	-	-	-	-	-	Apart
TOPLAM	33 489	335 340	368 829	53 117	477 494	530 611	1,6	1,4	1,4	2,94	26,46	29,40	TOTAL
MOTEL	1 379	6 917	8 296	1 955	9 570	11 525	1,4	1,4	1,4	3,68	18,03	21,72	MOTEL
PANSİYON	-	3 822	3 822	-	10 618	10 618	-	2,8	2,8	-	80,59	80,59	BOARDING HOUSE
TATİL KÖYÜ	-	-	-	-	-	-	-	-	-	-	-	-	HOLIDAY VILLAGE
OBERJ	-	-	-	-	-	-	-	-	-	-	-	-	INN
KAMPİNG	-	-	-	-	-	-	-	-	-	-	-	-	CAMPING
GOLF TESİSİ	-	-	-	-	-	-	-	-	-	-	-	-	GOLF EST.
EĞİTİM UYGULAMA	-	-	-	-	-	-	-	-	-	-	-	-	TRAINING EST.
TURİZM KOMPLEKSİ	-	-	-	-	-	-	-	-	-	-	-	-	TOURISM COMPLEX
GENEL TOPLAM	**34 868**	**346 079**	**380 947**	**55 072**	**497 682**	**552 754**	**1,6**	**1,4**	**1,5**	**2,94**	**26,60**	**29,54**	**GRAND TOTAL**

12-TÜRKİYE'DE KONAKLAYAN KİŞİ, GECELEME SAYISI, ORTALAMA KALIŞ SÜRESİ VE DOLULUK ORANLARININ BÖLGELERE,TESİS CİNS VE SINIFLARINA GÖRE DAĞILIMI (2000)

Distribution of Number of Arrivals, Nights Spent, Average Length of Stay and Occupancy rates in Turkey by Type and Class of Establishments

AKDENİZ BÖLGESİ *Mediterranean*

	KONAKLAYAN KİŞİ SAYISI *Number of Arrivals*			GECELEME SAYISI *Number of Nights Spent*			ORTALAMA KALIŞ SÜRESİ *Average Length of Stay*			DOLULUK ORANI % *Occupancy Rate %*			
TESİS CİNS VE SINIFI	YABANCI *Foreigner*	YERLİ *Citizen*	TOPLAM *Total*	YABANCI *Foreigner*	YERLİ *Citizen*	TOPLAM *Total*	YABANCI *Foreigner*	YERLİ *Citizen*	TOPLAM *Total*	YABANCI *Foreigner*	YERLİ *Citizen*	TOPLAM *Total*	*Type and Class of Establishment*
OTEL													*HOTEL*
5 YILDIZ	900 692	480 448	1 381 140	5 636 969	1 549 090	7 186 059	6,3	3,2	5,2	45,05	12,38	57,42	*5 Star*
4 YILDIZ	426 530	244 046	670 576	2 413 410	618 180	3 031 590	5,7	2,5	4,5	38,93	9,97	48,90	*4 Star*
3 YILDIZ	430 642	268 558	699 200	2 530 804	599 644	3 130 448	5,9	2,2	4,5	31,83	7,54	39,38	*3 Star*
2 YILDIZ	108 141	240 654	348 795	605 906	361 109	967 015	5,6	1,5	2,8	15,81	9,42	25,23	*2 Star*
1 YILDIZ	5 206	23 578	28 784	28 390	41 952	70 342	5,5	1,8	2,4	5,42	8,01	13,43	*1 Star*
ÖZEL BELGELİ	4 964	12 857	17 821	29 554	28 140	57 694	6,0	2,2	3,2	13,39	12,75	26,14	*Special Licence*
YÜZER	-	-	-	-	-	-	-	-	-	-	-	-	*Floating*
TERMAL	-	-	-	-	-	-	-	-	-	-	-	-	*Thermal*
APART	17 268	10 426	27 694	139 869	38 439	178 308	8,1	3,7	6,4	19,58	5,38	24,96	*Apart*
TOPLAM	1 893 443	1 280 567	3 174 010	11 384 902	3 236 554	14 621 456	6,0	2,5	4,6	35,63	10,13	45,76	*TOTAL*
MOTEL	2 387	3 464	5 851	6 251	8 555	14 806	2,6	2,5	2,5	4,38	5,99	10,37	*MOTEL*
PANSİYON	27 630	27 723	55 353	133 169	69 970	203 139	4,8	2,5	3,7	15,60	8,19	23,79	*BOARDING HOUSE*
TATİL KÖYÜ	560 276	180 330	740 606	4 139 729	734 022	4 873 751	7,4	4,1	6,6	37,73	6,69	44,42	*HOLIDAY VILLAGE*
OBERJ	-	-	-	-	-	-	-	-	-	-	-	-	*INN*
KAMPİNG	1 794	2 062	3 856	29 757	25 203	54 960	16,6	12,2	14,3	10,36	8,77	19,13	*CAMPING*
GOLF TESİSİ	13 920	6 625	20 545	122 739	24 444	147 183	8,8	3,7	7,2	36,85	7,34	44,19	*GOLF EST.*
EĞİTİM UYGULAMA	-	-	-	-	-	-	-	-	-	-	-	-	*TRAINING EST.*
TURİZM KOMPLEKSİ	38 348	16 044	54 392	303 027	60 317	363 344	7,9	3,8	6,7	57,42	11,43	68,84	*TOURISM COMPLEX*
GENEL TOPLAM	**2 537 798**	**1 516 815**	**4 054 613**	**16 119 574**	**4 159 065**	**20 278 639**	**6,4**	**2,7**	**5,0**	**35,74**	**9,22**	**44,96**	***GRAND TOTAL***

12-TÜRKİYE'DE KONAKLAYAN KİŞİ, GECELEME SAYISI, ORTALAMA KALIŞ SÜRESİ VE DOLULUK ORANLARININ BÖLGELERE,TESİS CİNS VE SINIFLARINA GÖRE DAĞILIMI (2000)

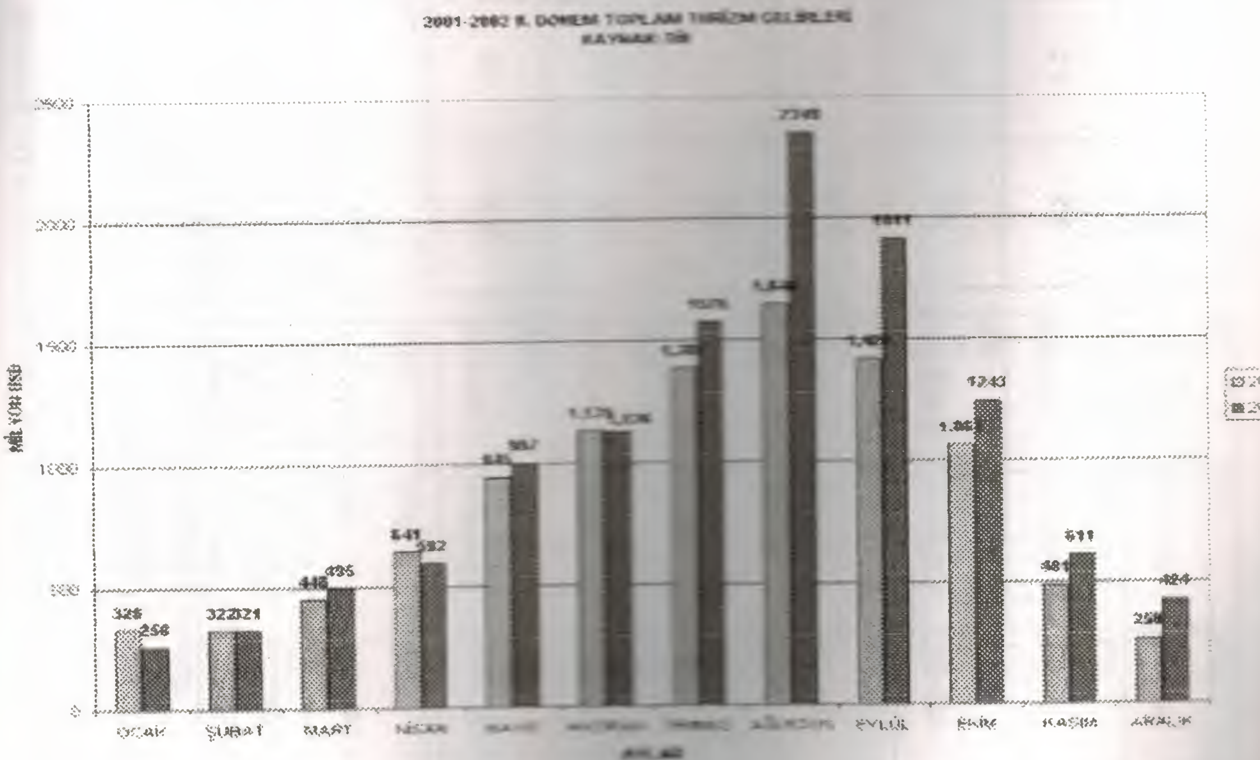
Distribution of Number of Arrivals, Nights Spent, Average Length of Stay and Occupancy rates in Turkey by Type and Class of Establishments

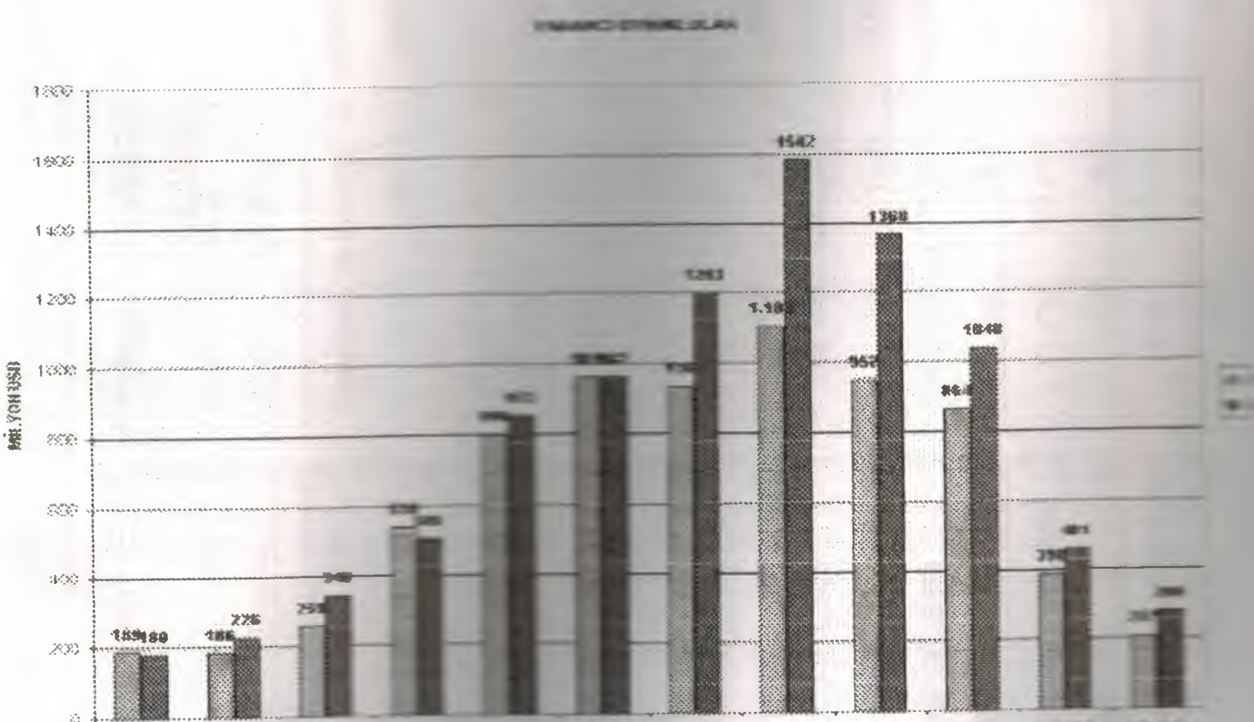
EGE BÖLGESİ — *Aegean*

TESİS CİNS VE SINIFI	KONAKLAYAN KİŞİ SAYISI *Number of Arrivals*			GECELEME SAYISI *Number of Nights Spent*			ORTALAMA KALIŞ SÜRESİ *Average Length of Stay*			DOLULUK ORANI % *Occupancy Rate %*			*Type and Class of Establishment*
	YABANCI *Foreigner*	YERLİ *Citizen*	TOPLAM *Total*	YABANCI *Foreigner*	YERLİ *Citizen*	TOPLAM *Total*	YABANCI *Foreigner*	YERLİ *Citizen*	TOPLAM *Total*	YABANCI *Foreigner*	YERLİ *Citizen*	TOPLAM *Total*	
OTEL													*HOTEL*
5 YILDIZ	347 344	348 708	696 052	1 291 900	770 134	2 062 034	3,7	2,2	3,0	24,17	14,41	38,59	*5 Star*
4 YILDIZ	633 280	386 296	1 019 576	1 674 854	783 664	2 458 518	2,6	2,0	2,4	29,28	13,70	42,98	*4 Star*
3 YILDIZ	162 404	813 267	975 671	768 519	1 399 249	2 167 768	4,7	1,7	2,2	7,97	14,51	22,48	*3 Star*
2 YILDIZ	84 334	309 646	393 980	425 703	485 424	911 127	5,0	1,6	2,3	7,11	8,10	15,21	*2 Star*
1 YILDIZ	6 914	71 989	78 903	22 715	172 333	195 048	3,3	2,4	2,5	3,00	22,79	25,79	*1 Star*
ÖZEL BELGELI	1 535	9 446	10 981	4 407	20 178	24 585	2,9	2,1	2,2	5,35	24,50	29,85	*Special Licence*
YÜZER	2 411	3 511	5 922	8 285	7 081	15 366	3,4	2,0	2,6	21,98	18,78	40,76	*Floating*
TERMAL	-	-	-	-	-	-	-	-	-	-	-	-	*Thermal*
APART	12 664	14 171	26 835	54 974	25 766	80 740	4,3	1,8	3,0	18,23	8,54	26,77	*Apart*
TOPLAM	1 250 886	1 957 034	3 207 920	4 251 357	3 663 829	7 915 186	3,4	1,9	2,5	15,25	13,14	28,40	*TOTAL*
MOTEL	7 524	809	8 333	13 331	958	14 289	1,8	1,2	1,7	9,92	0,71	10,64	*MOTEL*
PANSİYON	13 764	34 424	48 188	114 069	77 653	191 722	8,3	2,3	4,0	14,93	10,16	25,09	*BOARDING HOUSE*
TATİL KÖYÜ	287 443	190 208	477 651	2 316 717	595 778	2 912 495	8,1	3,1	6,1	31,33	8,06	39,38	*HOLIDAY VILLAGE*
OBERJ	-	-	-	-	-	-	-	-	-	-	-	-	*INN*
KAMPİNG	8 482	3 974	12 456	89 078	15 246	104 324	10,5	3,8	8,4	33,80	5,79	39,59	*CAMPING*
GOLF TESİSİ	-	-	-	-	-	-	-	-	-	-	-	-	*GOLF EST.*
EĞİTİM UYGULAMA	1 277	5 198	6 475	3 755	8 184	11 939	2,9	1,6	1,8	3,05	6,65	9,71	*TRAINING EST.*
TURİZM KOMPLEKSİ	-	-	-	-	-	-	-	-	-	-	-	-	*TOURISM COMPLEX*
GENEL TOPLAM	**1 569 376**	**2 191 647**	**3 761 023**	**6 788 307**	**4 361 648**	**11 149 955**	**4,3**	**2,0**	**3,0**	**18,55**	**11,92**	**30,47**	*GRAND TOTAL*

2001 - 2002 II. DÖNEM TURİZM GELİRLERİ (TOPLAM VE YABANCI UYRUKLULAR)

KAYNAK : DİE





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TABLO 12: BÖLGELERE GÖRE YERLİ VE YABANCI AYRIMINDA KONAKLAYAN KİŞİ, GECELEME SAYISI VE ORANLARI(2000)

Number of Arrivals and Nights Spent and Their Rates in Establishments Licenced by the Municipality by Geographical Regions

COĞRAFİ BÖLGELER *Geographical Regions*		KONAKLAYAN KİŞİ SAYISI *Number of Arrivals*			GECELEME SAYISI *Number of Nights Spent*			ORTALAMA KALIŞ SÜRESİ *Average Lenght of Stay*		
		Yabancı *Foreigner*	Yerli *Citizen*	Toplam *Total*	Yabancı *Foreigner*	Yerli *Citizen*	Toplam *Total*	Yabancı *Foreigner*	Yerli *Citizen*	Toplam *Total*
TOPLAM - *Grand Total*		1 662 005	9 515 085	11 177 090	5 993 602	15 487 749	21 481 351	3,6	1,6	1,9
ORAN (%) - *Percent (%)*		14,9	85,1	100,0	27,9	72,1	100,0			
MARMARA BÖLGESI		474 080	2 340 921	2 815 001	1 080 854	4 127 346	5 208 200	2,3	1,8	1,9
Marmara	%	4,2	20,9	25,2	5,0	19,2	24,2			
EGE BÖLGESİ		588 383	2 120 373	2 708 756	2 806 304	4 226 316	7 032 620	4,8	2,0	2,6
Aegean	%	5,3	19,0	24,2	13,1	19,7	32,7			
AKDENİZ BÖLGESİ		326 701	1 001 670	1 328 371	1 670 126	1 801 115	3 471 241	5,1	1,8	2,6
Mediterranean	%	2,9	9,0	11,9	7,8	8,4	16,2			
IÇ ANADOLU BÖLGESI		102 159	1 397 800	1 499 959	189 380	2 109 216	2 298 596	1,9	1,5	1,5
Central Anatolia	%	0,9	12,5	13,4	0,9	9,8	10,7			
KARADENİZ BÖLGESİ		121 171	1 373 775	1 494 946	152 297	1 679 914	1 832 211	1,3	1,2	1,2
Black Sea	%	1,1	12,3	13,4	0,7	7,8	8,5			
DOĞU ANADOLU BÖLGESİ		31 510	755 216	786 726	71 155	869 511	940 666	2,3	1,2	1,2
Eastern Anatolia	%	0,3	6,8	7,0	0,3	4,0	4,4			
G.DOĞU ANADOLU BÖLGESİ		18 001	525 330	543 331	23 486	674 331	697 817	1,3	1,3	1,3
South East of Anatolia	%	0,2	4,7	4,9	0,1	3,1	3,2			

Tablo: V.19- Turizm Gelirleri (Milyon Dolar)
Table: V.19- Tourism Revenues (In Millions of Dollars)

	Aylık / Monthly							Yüzde Değişme / Percentage Change						
	1994	1995	1996	1997	1998[1]	1999[1]	2000[1]	95/94	96/95	97/96	98/97	99/98	00/99	
Ocak	134	164	174	212	261	196	217	22,4	6,1	21,8	23,1	-24,9	10,7	January
Şubat	136	154	175	175	229	186	216	13,2	13,6	0,0	30,9	-18,8	16,1	February
Mart	171	183	206	312	318	224	302	7,0	12,6	51,5	1,9	-29,6	34,8	March
Nisan	249	279	307	416	420	255	422	12,0	10,0	35,5	1,0	-39,3	65,5	April
Mayıs	340	419	439	707	718	422	662	23,2	4,8	61,0	1,6	-41,2	56,9	May
Haziran	409	559	687	794	869	509	749	36,7	22,9	15,6	9,4	-41,4	47,2	June
Temmuz	497	632	704	854	729	618	1.054	27,2	11,4	21,3	-14,6	-15,2	70,6	July
Ağustos	673	837	886	1.169	1.169	863	1.207	24,4	5,9	31,9	0,0	-26,2	39,9	August
Eylül	632	734	800	1.054	1.041	696	1.046	16,1	9,0	31,8	-1,2	-33,1	50,3	September
Ekim	601	595	705	715	827	696	980	-1,0	18,5	1,4	15,7	-15,8	40,8	October
Kasım	294	225	329	358	357	313	472	-23,5	46,2	8,8	-0,3	-12,3	50,8	November
Aralık	185	174	238	236	239	225		-5,9	36,8	-0,8	1,3	-5,9		December
	Kümülatif / Cumulative							Yüzde Değişme / Percentage Change						
	1994	1995	1996	1997	1998[1]	1999[1]	2000[1]	95/94	96/95	97/96	98/97	99/98	00/99	
Ocak	134	164	174	212	261	196	217	22,4	6,1	21,8	23,1	-24,9	10,7	January
Şubat	270	318	349	387	490	382	433	17,8	9,7	10,9	26,6	-22,0	13,4	February
Mart	441	501	555	699	808	606	735	13,6	10,8	25,9	15,6	-25,0	21,3	March
Nisan	690	780	862	1.115	1.228	861	1.157	13,0	10,5	29,4	10,1	-29,9	34,4	April
Mayıs	1.030	1.199	1.301	1.822	1.946	1.283	1.819	16,4	8,5	40,0	6,8	-34,1	41,8	May
Haziran	1.439	1.758	1.988	2.616	2.815	1.792	2.568	22,2	13,1	31,6	7,6	-36,3	43,3	June
Temmuz	1.936	2.390	2.692	3.470	3.544	2.410	3.622	23,5	12,6	28,9	2,1	-32,0	50,3	July
Ağustos	2.609	3.227	3.578	4.639	4.713	3.273	4.829	23,7	10,9	29,7	1,6	-30,6	47,5	August
Eylül	3.241	3.961	4.378	5.693	5.754	3.969	5.875	22,2	10,5	30,0	1,1	-31,0	48,0	September
Ekim	3.842	4.556	5.083	6.408	6.581	4.665	6.855	18,6	11,6	26,1	2,7	-29,1	46,9	October
Kasım	4.136	4.781	5.412	6.766	6.938	4.978	7.327	15,6	13,2	25,0	2,5	-28,3	47,2	November
Aralık	4.321	4.957	5.650	7.002	7.177	5.203		14,7	14,0	23,9	2,5	-27,5		December

Kaynak: Merkez Bankası

Source: Central Bank

(1) Geçici

(1) Provisional