

TOURISM IN TURKEY: THE PAST, PRESENT AND THE FUTURE

İsmet S. BARUTÇUĞİL*

Introduction

Turkey lies in the northern hemisphere between 36th and 42 nd parallels. It's a country of 780.000 so.km. surrounded on three sides by a 8350 km. long coastline and situated on two continents at the junction point of Asia, Europe and Africa. European Turkey known as *Trance* is a small part of the country. Asian Turkey lies in a peninsula known as *Anatolia* or *Asia minor* which is also considered as the "Cradle of Civilizations".

In Anatolia history reaches as far back as Paleolithic age and Mesolithic age. The most outstanding remains of Neolithic and Calceolithic ages in the world are in Anatolia. In Addition, there are at least three important sites which are considered as striking examples of the Bronze age.

The Troyians, Assyrian trading colonies, Hitites, Phrygians, Greek Colonies in Ephesus, Miletus and Pryene, Lydians and the Kingdom of Urartu in the east come into the scene of history in Asia minor.

Then the raids from the east to Anatolia: The Cimmericians, the Medes and the Persians which maintained sovereignty in Anatolia for 200 years. Then comes the conquest of Anatolia by Alexander the Great of Macedonia which started the Hellenistic age. History goes as follows: Roman Empire in 133 B.C., the division of the Roman Empire in 395 A.D., the Byzantine for the next 600 years. The Crusaders from the west and the Turks of central. Asia from the east. The era of Seljuk Turks for 200 years, then the Ottoman Turks whose Empire flourished from the 14th to the 20th centuries and finally the foundation of the Turkish Republic in 1923.

Even this brief outlook illustrates how Anatolia has served either as a home or a bridge to civilization after civilization throughout the history of the world.

The abovementioned geographical and historical characteristics all make Turkey an attractive destination for international tourism. But taking into consideration of the dimensions of international tourism today (which represent 300 million people who spend S 100. billions to travel outside of their countries, and an annual increase by 10-12 percent of these figures) it's unfortunately evident

* Associate Professor, Uludağ University, Faculty of Economics and Administrative Sciences

that Turkey has not exploited this potential fully. Despite the most favorable conditions Turkey was not an important center where the demand for international tourism can be directed.

This article deals with the past, present and the future of tourism in Turkey with an attempt to give more emphasis on economical and managerial aspects of the subject. The author also intends to give the reader a general idea about the development, main characteristics and the main problems of tourism in Turkey. Some remarks on recent developments and future prospects are put into the framework of this article. Also, some proposals to promote tourism in Turkey are put forward as conclusion in order to create a possibility of further discussions.

Development of Tourism in Turkey

Turkey is a country situated on the lands which attracted many travellers for centuries because of its history, strategic setting, climate and the natural beauties. But beginning of tourism in Turkey in a modern sense can only be brought back to early 1950's.

However, during the last century of the Ottomans era some measures were taken in order to promote tourism such as opening of a military museum in 1846 and organizing the National fair of Istanbul in 1863. In the year 1863 a travel agency was established in Istanbul. In 1890 a bill was issued to determine the working regulations of guides and interpreters. During these days Istanbul represented a strong magnet for many foreigners. *Orient express*, from Paris to Istanbul was one of the major symbols of "La Belle Epoque".

During the fall of the Ottoman Empire, the World War I and the Independence war of Turkey all tourist movements were almost stopped mainly for two reasons. Firstly, Turkey was at war with the countries where tourists came from and secondly *Xenophobia* (distrust of foreigners) took hold of Turkish people to a great extent and avoided the development of tourism.

The efforts to promote tourism in Turkey restarted after the foundation of the Turkish Republic in 1923. The first initiative came from M.K. Atatürk, the founder of the Republic, with a directive to establish a *Travellers Association* in 1923. The main objectives of this association, which changed its name to *The Touring and Automobile Club of Turkey* in 1930 were preserving the historic and touristic environment, publishing maps, books and booklets in order to promote tourism in Turkey and also undertaking the tasks of an information office in general.

The first introduction of tourism affairs into the public administration in Turkey occurred in 1934 by the establishment of *Tourism office* as a department of the Ministry of Economy. In 1939 *The Directorate of Tourism* was set up within the Ministry of Commerce. And in 1943 *General Directorate of Press, Information and Tourism* was founded as an organization directly attached to the Prime Ministry.

The first legislative attempt to promote tourism in Turkey is the *Bill of Promotion of Tourism Establishments* dated 24th March 1950. In the same year a *Fund of Tourism Credits* was founded with an initial capital of one million Turkish liras.

In 1953 *The Bill of Promotion of Tourism Industry* was issued aiming to determine the basic principles of tourism policy and to take the necessary measures to accelerate the efforts which will contribute to the social and economic development of the country.

One of the most important steps in the development of Turkish tourism is the foundation of the *Tourism Bank* in 1955 with the objectives of financing the investments in tourism sector and creating new accommodation capacity for domestic and international tourism. This organization achieved considerable results by using *Agency for International Development* funds for foreign currency requirements and encouraged private enterprise through financial support.

The year 1963 can be regarded as the turning point of tourism in Turkey. First of all in 1963, the first *Five Year Development Plan* put into implementation and this plan gave much emphasis to tourism as a major contributing sector to economic development. Secondly *The Ministry of Tourism and Information* was established in the same year. The basic objectives of this Ministry were determined as promoting domestic and international tourism, transforming it into a productive sector of the national economy, attaining full exploitation of all the potentials which the country offers and promoting, directing and coordinating of all sorts of studies and research on tourism.

Turkey has had four Five Year Economic Development Plans since 1963. In all of them tourism is described as a very important source of foreign currency. All plans emphasized that tourism must be seriously taken into consideration especially from the point of view of balance of payment.

The First Five Year Development Plan gave priority to infrastructure, promotion of investments and bilateral agreements on tourism. During this period (1963-1967) a considerable capacity of accommodation was created mainly by the public sector.

The Second Five Year Plan (1968-1972) proposed that the private sector should involve in investments for accommodation and catering facilities, and the government should promote these investments through financial support (i.e. low-interest credits and grants) and administrative measures. During this period most of public funds allocated for tourism were directed to develop infrastructure, i.e. building roads, expanding ports, electrification and supplying water in tourism regions and centers.

The Third Five Year Plan (1973-1977) maintained the basic features of the previous plans. But in addition, it included that the measures to promote tourism must be designed in accordance with the demands of mass tourism and social tourism. This plan also emphasized the preservation of natural environment and especially the coastlines. Training of employees and physical planning of the touristic areas were also considered more significantly in this plan.

Although the basic aims remained same, The Fourth Five Year Plan (1979-1983) stated them more specific and concrete. Some of them are as follows:

1. Promotion of mass tourism especially in those regions and centers where the infrastructure and the superstructure are well-developed.
2. Creation of new capacity of accommodation by means of public, private and foreign investments.

3. Encouragement of foreign entrepreneurs and international firms for investment and operation of tourist business in Turkey.

4. Coordination of tourism authorities like the Ministry, the Tourism Bank, Turkish Airlines and the others for the purpose of marketing the tourism product of Turkey efficiently.

5. Improvement of scheduled and chartered flights of Turkish Airlines by quality and quantity.

6. Utilization of camping sites, residence halls and educational facilities of public organizations for tourism purposes in peak seasons.

7. Creation of new facilities for excursionists in order to make them spend more.

8. Achievement of a more balanced distribution of arrivals of international tourists amongst seasons.

9. Minimization of bureaucracy at custom offices for arriving tourists.

10. Revision of tourism education policy in order to increase its relevancy to the country's requirements.

11. Improvement of tourism statistics and achievement of a better coordination in data collection and evaluation.

A preliminary evaluation of the development of tourism in Turkey throughout the planned period, i.e. from 1963 to 1982 can be made by means of the statistical data issued by The State Institute of Statistics and the Ministry of Culture and Tourism (previously known as the Ministry of Tourism and Information).

Even a short study of these statistics will show that the tourism industry wasn't succesful in fulfilling the expectations. Almost all of the realized figures remained far below the objectives. Although the plans heavily emphasized that the tourism sector will contribute to the development of Turkish economy it didn't come to reality as expected. The forecasts of number of arrivals of international tourists and total tourist receipts remained too high to achieve. Avarege spending of tourists increased considerably in recent years i.e. from \$ 68 in 1971 to \$ 272 in 1981, but remained still low. The total receipt of international tourism went up to S 385 m. in 1981, but this was still below the expected total receipt of S 454.8 m. (see table 1).

The average proportion of investments in tourism sector was not more than 1 or 2 percent of the total investments during the whole period of development plans. It was because of the governments' choice in favour of industry. All the plans gave priority to the provision of industry and all the governments accepted it without hesitation. And this resulted in neglection of agriculture to some extend and the service industries including tourism. Another indicator of this situation is the poor budgets of the Ministry of Tourism which consist only 0,5-1 percent at average of the total government budgets.

Besides the financial problems, lack of coordination between central and regional authorities of tourism and again lack of coordination between the Ministry of Tourism and the other ministries caused some administrative problems and created serious obstacles for the development of tourism in Turkey. In addition, inefficiency of transportation systems, chronic shortage of suitable accomodation, problems of

rapid urbanization and industrialization, lack of qualified managers and personnel and some other problems which will be dealt in detail later in this article, all created important bottlenecks for the promotion of tourism in Turkey.

Table: 1
International Tourist Arrivals and Total Receipts in Turkey (1963-1983)

Years	Int.l Tourist Arrivals		Total Tourist Receipts (\$ m.)	
	Planned	Actual	Planned	Actual
1963	200.000	198.841	13.0	7.7
1964	240.000	229.347	18.0	8.3
1965	288.000	361.758	25.0	13.8
1966	345.000	440.534	35.0	21.1
1967	415.000	574.055	48.0	13.2
I. FYDP	1.488.000	1.804.535	139.0	55.1
1968	588.000	602.996	45.0	24.1
1969	735.000	694.229	55.0	36.6
1970	920.000	724.784	77.0	51.6
1971	1.150.000	926.019	110.0	62.9
1972	1.435.000	1.034.995	135.0	103.7
II. FYDP	4.828.000	3.982.983	422.0	278.9
1973	1.243.000	1.341.527	90.0	171.5
1974	1.404.000	1.110.298	108.0	193.7
1975	1.586.000	1.540.904	129.6	200.9
1976	1.792.000	1.675.846	155.5	180.5
1977	2.026.000	1.661.416	186.6	204.9
III. FYDP	8.051.000	7.329.991	669.7	951.5
1978	1.910.600	1.644.177	248.4	230.4
1979	2.178.100	1.523.628	315.8	280.7
1980	2.461.300	1.288.060	363.2	326.7
1981	2.756.600	1.415.000	454.8	385.0
1982	3.087.700		586.7	
1983	3.458.300		691.6	
IV. FYDP	13.942.000		2.418.1	

Source : State Institute of Statistics and The Ministry of Tourism and Information

The Main Characteristics of Tourism in Turkey

The main features of tourism in Turkey can be explained by studying the statistical tables issued annually by the State Institute of Statistics. Some of the conclusions which can be derived from these tables are as follows:

a) The age distribution of tourist arrivals shows that Turkey is mostly visited by middle aged tourists. Almost 40 percent of the tourists (excluding excursionists) are between the ages of 25-39, and secondly comes the 40-59 age group that altogether consist of 70 percent of all arrivals. These figures indicate that the youth tourism and the third age tourism have no considerable rôle in Turkish tourism. But this will certainly change if the statistical data include excursionists (see table 2).

Table: 2
Distribution of Arrivals by Ages and Reasons of Travel (1980)

Age Groups	TOTAL	Leisure trip and Visits	Business	Education Training	All others(*)
TOTAL	1.057.364	914.649	24.600	7.004	111.111
15 - 24	97.804	81.990	541	3.938	11.335
25 - 39	243.094	197.977	10.161	2.566	32.390
40 - 59	165.456	135.931	12.449	422	16.654
60 +	30.462	27.617	948	124	1.776
Unknown	49.451	—	—	—	49.451
Excursionist	471.097	471.097	—	—	—

(*) Including health, sports, public missions etc.

Source: State Institute of Statistics.

b) The distribution of tourists by the reasons of travelling shows that almost 90 percent of them are coming to Turkey for holiday-making. Most of the tourists are spending a sun-sea and scenery type of holiday by the coasts and visiting the historic places nearby. The other reasons of travelling remain rather neglectable.

c) Another important feature of tourism in Turkey is the unbalanced seasonal distribution of arrivals. In 1980 nearly 45 percent of all the tourists arrived in July, August and September. The concentration of demand in some months like July and August avoids the full capacity utilization of accomodation facilities. It also affects the productivity and the rantability of the hotels and the others. So it is necessary to take some steps to disseminate the demand to some other months to have a longer period of tourism like 8 or 9 months a year.

Table: 3
Distribution of Arrivals by Nations (1970 and 1980)

Country	1970	1980
W. Germany	111.777	155.440
U.S.A.	125.566	118.669
France	70.228	87.342
Britain	70.173	62.192
Italy	38.073	63.215
Iran	14.247	109.076
Austuria	17.372	35.508
Syria	13.184	37.909
Switzerland	22.449	18.024
Yugoslavia	28.352	56.561
Total (1)	511.427	743.936
Grand TOTAL (2)	724.834	1.288.060
Ratio (1/2 x 100) (%)	70.55	57.75

Source: State Institute of Statistics.

d) The distribution of tourists by nations indicates that German, French, American and British visitors take the first ranks. Although the arrivals from U.S.A. and the West European Countries slightly decreased recently, the number of tourists from the neighbour countries like Iran, Iraq, Greece, and the Eastern European Countries increased considerably. But U.S.A. and the West European Countries still remain as the most important market for Turkey.

f) The distribution of arrivals by means of transportation indicates the importance of air travel to Turkey. Sea-travellers (mainly excursionists) held a proportion of 32 percent in 1980. They are generally tourists to Greece, Italy or Bulgaria taking a few days' or a weeks' cruise to Egean and Mediterreanean coasts and calling one or two ports in Turkey, mostly Istanbul and Izmir or Antalya. The statistical table also shows that railroad is the least preffered means of transport, since it is a long distance and requires a two or three days' tiring journey from the main tourist generating countries like Britain, France and W. Germany. The table also shows that the tourists coming by road are increasing in number.

But from the point of view of promoting tourism in Turkey expanding airports and building new ones and developing air travel system, i.e. the services of Turkish Airlines, scheduling new regular and charter flights seems to have crucial importance.

g) Another main characteristic of tourism in Turkey is the shorter length of stay for the majority of tourists. Excluding the excursionists almost the half of the total arriving tourists stay less than a week. But it seems that there is a tendency to change in recent years. For example, in 1981 the average length of stay for a tourist was calculated as 9 days.

Table: 4
Distribution of Arrivals by Means of Transportation (%)

Year	Seaway	Railway	Airway	Land	Total
1965	18.7	14.4	34.9	32.0	100
1970	33.7	3.2	34.2	28.9	100
1975	35.7	4.6	34.8	24.9	100
1980	32.9	7.6	24.2	35.3	100

Source: State Institute of Statistics.

The Main Problems of Tourism in Turkey

A brief study of international tourism movements in all over the world will unfortunately indicate that Turkey has no considerable role in it. Particularly a comperative study of accomodation capacities, tourism receipts and the number of arrivals will explicitly show that Turkey's position is rather discouraging. It's also disappointing for a country like Turkey which has a great deal to offer to the international tourist to enjoy relatively little benefits of tourism from either social or economic point of view. In fact, these are the evidence of existence of some serious problems to be solved in order to promote tourism in Turkey. These problems can

be put into two main groups according to their origins. These are either external or internal to tourism which means some of them can be controlled through appropriate tourism policies while the others can not be controlled easily.

1. External Problems

The changing trends and developments in international tourist markets and even some events external to tourism sector influence the development of tourism in Turkey. Sometimes their effects may even be more serious than internal problems. For example, when the general economic conditions in those countries which generates the majority of tourists to Turkey such as U.S.A. and the West European countries are unfavorable, it affects the tourism in Turkey almost immediately. When these countries have a deficit in their foreign trade balance, the first step they usually take is to reduce the tourism expenditures. In addition to this, citizens of these countries shorten their holidays and tend increasingly to spend them in their own countries.

Another external problem which is rather important for tourism in Turkey is the international conflicts in the region. Relations between Turkey and Greece, the problem of Cyprus, the crises in the Middle East, the war between Iran and Iraq are some examples of the factors which may influence the choice of an international tourist, most probably in a negative way.

Besides these, some other problems external to tourism sector such as labour disputes, demonstrations, terror and anarchy and disorder in public authority, all prior to september 1980, and some shocking news on traffic accidents, earthquakes, epidemic diseases and even some unjustifiable propoganda against Turkey created an unfavourable image of Turkey and reduced the number of potential tourists who would like to come to Turkey.

Most of these external Factors can not be easily controlled but with an efficient policy of tourism their unfavourable effects may at least be reduced to some extend.

2. Internal Problem of Tourism

The Promotion of tourism in Turkey and achievement of objectives of the tourism plans were restricted to a great extend because of some serious problems. These are the problems which were created mainly by the tourism policies of Turkish governments, structural characteristics of tourism in Turkey and the socio-economic structure of the country. Some of them may be summarized as follows:

a) Lack of Faith in Tourism

Since the foundation of The Turkish Republic every government showed deep consideration in tourism affairs. But it all remained in speeches or in the pages of plan documents. The striking fact is that the capital investments for tourism was only 0.10 percent of total capital investment during the whole period of planned economy from 1963 to 1980. It indicates that in fact tourism was not considered as a promising field of investment, in other words, the governments had no faith in tourism as a major source of economic gains. It's evident that trying to implement plans and programs without believing in their success is all in vain.

b) Poor Organization and Coordination

Tourism is an activity in which many sectors of the economy are involved. Thus, it's inevitable that several authorities, ministries and organizations must be in an effective collaboration within the framework of a public organization of tourism. A highly coordinated work is required in planning and operating stages. Besides, there must be an atmosphere of understanding and cooperation amongst planning organizations, political authorities and operating firms. The collaboration between public authorities and private firms and amongst the firms themselves has crucial importance for the success of any tourism policy. Since tourism is an integrated service industry, a poor functioning of any part of it will create the chain effect and the whole sector will suffer.

Until 1982, The Ministry of Tourism in Turkey had no formal authority to coordinate the activities of the organizations involved. So the tasks and responsibilities were not properly distributed. An integrity and consistency of plans, policies and operations were not achieved. And the idea of coordinating all related organizations in tourism sector did not work very well.

c) Dissemination of Efforts

The idea of concentration of investments and promotive measures in some specific regions or centers was not taken into consideration seriously. And as a result, many well initiated efforts remained far below the objectives and large sums of funds spent in vain. Investment funds were allocated to all over the country with the expectation to open all regions to tourism at once. So, most of the facilities built did not reach to an appropriate level to meet the full requirements of tourism. The objectives of optimal utilization of the capacity in tourist areas and the channelling of tourist demand to those areas were not achieved.

On the other hand, all regions of Turkey were introduced to tourism markets in many countries. Promoting and advertising of all regions without thinking of its relation to supply capacity was an inefficient marketing approach in international tourism markets where a very hard competition exists. It could be much more effective if the promotive efforts were concentrated on some certain regions and advertising efforts were directed to only a few important tourist generating countries.

d) Problems of Infrastructure and Urbanization

During the last few decades the very rapid industrialization and the unplanned urbanization in Turkey created serious problems for tourism. Infrastructure problems such as electricity, water supply, transportation, telecommunication and some environmental problems like air and water pollution created obstacles for the development of tourism. These problems discouraged some new establishments in tourist business and limited the productive operation of existing firms. Although the Ministry of Tourism gave priority to infrastructure investments in order to promote tourism, many of the efforts remained unsuccessful because of financial bottlenecks and the poor coordination amongst the authorities involved.

e) Psychological Factors and Social Structure

A major mistake of tourism policies in Turkey was the consideration of all sorts of relations in physical quantities only. The assumption was that the traditi-

onal Turkish hospitality would be enough for successful accomplishment of objectives. The planning authorities and policy-makers did not pay attention to the fact that tourism is a new phenomenon for the Turkish people. The affects of some sociological characteristics of Turkish people such as traditionalism, conservatism and fatalism were all underestimated. Little attention was paid to develop a conscience of tourism in the society which is a prerequisite of success.

It's evident that a conscience on economic and social benefits of tourism must be developed in Turkish society in order to create an appropriate environment for promotion of tourism in Turkey. It seems a difficult but also a crucial task. So, undertaking a long term scientific planning and implementation of a sociological work is an utmost necessity.

f) Qualified Managers and Employees

Tourism is a service industry in which production and consumption occurs in the same place at the same time. So, success in tourism business is mainly achieved by the quality of service. One of the basic requirements of tourism industry in Turkey is good professional managers and qualified personnel. The plans and programs of tourism always emphasized on investment in real estate but neglected the investment on human factors which determine the quality of service in tourist business. And as a result of this, the insufficiency in the quantity and the quality and managers and personnel to operate hotels and motels created an important bottleneck in Turkey. Solution of this problem seems to have a vital importance for the development of tourism in Turkey.

It must be realized that the investment in hotels and motels must be secured by competent hotel management and staffing. It seems that the tradition of professionalism in tourism industry recently established itself in Turkey in both public and private sectors. And a positive attitude to work in tourist industry was gained lately by many young Turks.

g) Unfavourable Environment for Foreign Investment

A consistent and stable policy for foreign capital investments in general was not established in Turkey for decades. Several laws were issued concerning foreign capital but they all failed to attract foreign investors especially in the field of tourism. Foreign investors were reluctant to invest in Turkey mostly because of bureaucratic obstacles and high costs in the realization of projects. Also, the political and social instability created an important reason for foreigners to not to invest in Turkey. So, Turkey could not enjoy fully the benefits of foreign investment potential because of foreign investors' high sensitivity to economic, social and political conditions.

In order to develop tourism in Turkey the capital and the managerial know-how of international hotel chains are needed. So, the foreign investors must be promoted in every possible way to build and operate a big accommodation capacity. All necessary economical, financial and administrative measures must be taken to encourage them. Pessimistic considerations and bureaucratic obstacles needs to be eliminated and a more favorable environment must be created for mutual interests in an international business like tourism.

Recent Developments and Trends

In recent years a number of developments took place in Turkey which are rather important from the viewpoint of tourism. Economical, political, social and administrative conditions are much more favourable today for the promotion of tourism than they were before. Some of the most important developments are as follows:

- a) Disclosure of *Economic Stability Program* on January 24, 1980,
- b) Military intervention on September 12, 1980 and reconstruction of political and social stability and security.
- c) Establishment of *Higher Coordination Board of Tourism Affairs* on January 1982 and,
- d) Issue of *Bill of Promotion of Tourism* number 2634 which was put into effect on March 16, 1982.

Economic Stability Program of January 24th presumes that the State will not involve in the economic activities where the private sector is efficient. Government will be determined to create the basic economic and social infrastructure and will induce and regulate the private sector's contribution to the economy. Within the general framework of the program the private sector is expected to develop their organization and follow a price policy of free market conditions. Another important aspect of this program is the intention to eliminate the bureaucratic obstacles and promote the flow of foreign capital investments into Turkey.

The Military intervention of September 12, 1980 restored law and order, ended the social fluctuations, anarchy and terrorism, eliminated the unfavourable conditions in work environment which deeply affected the tourism and travel establishments. And so, created a more favourable atmosphere for both the international tourist and the businessman in tourism.

The Foundation of Higher Coordination Board of Tourism Affairs represents a new and important stage in governmental organization of tourism in Turkey. This new organization which consists of all related ministers and the prime minister meant a very high level of coordination. And this may also be considered as an attempt to eliminate all the delays in decision-making and execution.

The Bill of Promotion of Tourism which is generally referred as the Tourism Law, number 2634 can be regarded as another milestone in the development of tourism in Turkey. The objective of this law is stated as "attaining the measures to organize and develop the tourism sector in order to achieve a dynamic structure and operation" in article 1.

The law covers 46 articles in six chapters related to the determination and development of tourism services and the tourism regions, areas and centers for these services; and the promotion, regulation and control of tourism investments and establishments.

A distinctive aspect of this law is that the executive responsibility is given to the Board of Ministers not to the Ministry of Culture and Tourism as in previous tourism laws.

Main features of the law can be summarized as follows:

- Resources will be concentrated in priority regions and centers instead of allocating them to all over the country in an inefficient way which decreases the productivity of resources.
- Public authorities will be responsible for the provision of infrastructure and preservation of natural and cultural environment.
- The Ministry of Culture and Tourism will involve in obtaining and allocating the land for superstructure investment.
- Low interest credits and grants will be allocated to the investors through The Tourism Banks' *Tourism Development Fund* in order to eliminate the financial bottlenecks.
- The unfavourable factors which delay the realization of projects will be eliminated. Investment and operation in tourism business will be encouraged through promotive measures. Yatching tourism will be promoted.
- Efficiency in the control of the sector will be increased; homogeneity in price-comfort standards will be achieved and consumer protection will be considered with care and for the realization of all these objectives the Ministry of Culture and Tourism will be equipped with necessary authority.

In 1981 the Tourism Bank granted loans totalling LT. 2.3 billion to the tourist industry, mostly to owners of accomodation to complete work under construction, to increase capacity or to improve the existing facilities. The loans covered up to 60 percent of the total investment costs for construction, equipment, furniture and operation at 15 percent interest for periods of 6 to 20 years.

In recent years the Ministry of Culture and Tourism organized familiarization tours in Turkey for hundreds of travel agents, press representatives and potential tourism investors. Priority was given to well developed regions with the best transportation and accomodation facilities. Turkey was represented at many international fairs and many concerts, exhibitions and Turkish days were organized in various countries. The European Council's 18th exhibition on Anatolian Civilizations took place in Istanbul in 1983 and was a great tourist attraction.

To promote the expansion of the sun-sea-scenery type of tourism, Antalya and Izmir airports were improved and a new airport in Dalaman was opened to scheduled as well as chartered flights. New runways and a new terminal building were added to Istanbul Yeşilköy airport. Turkish Airlines improved its services by adding new airplanes to its fleet and scheduling flights to new destinations. Administrative measures were taken to promote yatching tourism. New marinas and adjoint facilities were built in many town on Egean and Mediterreanean coasts.

Expectations and Some Reccomandations

In order to accelarate the pace of economic development process, to close the gap between herself and the developed countries and to solve the problems of economic and social development Turkey needs to learn to use her own resources efficiently.

In this respect, tourism industry in Turkey, where almost no limitation exists, has a very important potential of contribution to the country's economic and social development. But, determination and execution of a tourism policy which is prop-

erly designed in accordance with the country's requirements is a prerequisite in order to induce the development of tourism industry and channel the cultural and natural assets of tourism to this purpose.

Turkey is a rich country from the viewpoint of tourism assets. But natural beauties, historical remainings, monuments and memorials, culture, tradition, customs, holy places, spas and the others all must be regarded as parts of a commercial product in a free competition market. Of course this requires a conscience to be developed towards tourism business. An efficient utilization of tourism assets of Turkey will increase the number of arrivals of international tourists and the tourist receipts.

Long-term objectives for tourism in Turkey were determined by the Ministry of Culture and Tourism for the period of 1983-1997 as follows:

- Annual tourist receipts will not fall under 15 percent of total annual export earnings.
- Tourist receipts will be increased by about 13 percent annually.
- Average tourist spending will be increased by 300 percent by the end of the period.

During this period the number of arrivals of international tourist are expected to be increased by 13 percent a year. Also, the number of beds available are expected to be increased by 8 percent annually. During the first five year of the long-term plan period ie. 1983-1987, the number of beds in hotels and similar establishments are expected to be increased from 50.000 to 90.000. Within the same period it is also planned that 200.000 beds which are available in low-standard establishment will be improved or modernised.

Seasonal occupancy rates are envisaged to reach to 100 percent and length of stay in tourist acomodation is hoped to be 9 days by the year 1987.

In order to achieve the abovementioned objectives and to promote Tourism in Turkey in general some proposals can be put forward as follows:

a) Development of Tourism Supply

In order to promote tourism in Turkey museums, monuments, holy places, historic remainings of various civilizations, natural environment, recreational facilities, shopping, entertainments, all sorts of attractions and accomodation and transport facilities must either be preserved or created and developed. Of course, some of these are the normal results of the economic and social development of the country. But they are all subject to be rearranged and developed according to the requirements of international tourism. And they consist elements of a whole tourism product to be introduced to international tourism markets.

Particularly, hotels, motels, restaurants and similar facilities are required to be modernised and developed in accordance with the different socio-cultural needs, behaviour patterns and habits of the foreigners. The comfort standards and the service quality of these facilities must be risen up to the international levels.

b) Increasing the Educational and Cultural Context of Tourism

Books, booklets, films and similar means of information and education, which must be produced in various languages, will contibute considerably to the promotion

of tourism in Turkey. This will increase the interest and conscience of the tourist and enable him stay longer and spend more. And the tourist will leave the country with much better impressions.

c) Promotion of Social Tourism

Social tourism, which means expanding cheaper way of international travel must be considered seriously in Turkey. Trade unions, associations, youth organizations, cooperatives and such institutions must be encouraged to cooperate with the tourism authorities in order to realize the participation of large groups of people of low and medium level of income to tourism movements. But, first of all simple, cheap but clean accomodation facilities must be created. Residents in main tourist areas must be encouraged to let rooms, flats or bed-sitters to foreigners. And the recreational and educational facilities of state organizations and the residence halls must be utilized for international tourism purposes.

d) Creation and Concentration of Attractive Events on Spesific Themes

Attractive places and events must be utilized in order to promote tourism activities. Folklore, music, fashion, movie, art or culture Festivals, fairs and exhibitions, national days, anniversaries, olimpic games, congress and seminars and such others may create considerable flows of tourist. If these events are planned or coordinated at national level they can be scheduled at different times of the year and channelled to different places in the country. So, the economic benefits will be increased.

e) Use of Mass-Media to Promote Tourism

Radio, TV, newspapers and journals may help the country's tourist authorities for both attracting the tourists and providing them news, information and leisure while they are staying in the country. The mass-medias is a valuable means of propo-ganda and public relations which must be utulized in every occasions. It also may be useful for increasing the demand at low seasons and channelling the demand to different parts of the country, that's to say, for dissemination and decentralization of tourist concentration.

REFERENCES

- Akoğlu, Tunay; *Dünyada ve Bizde Turizm: Dünu ve Bugünü*, Varlık Yayın., İst., 1971.
Akoğlu, Tunay; *Türkiye Turizminin Dünya Turizmindeki Yeri ve Başlıca Problemleri, İktisadi Coğrafya ve Turizm Enstitüsü Konferansları*, İstanbul, 1978.
Barutçugil, İsmet S.; *Turizm İşletmeciliği*, Bursa 1982.
Göksan, Ergun; *Turizmoloji*, İzmir, 1978.
Milli Prodükivite Merkezi; *Planlı Dönemde Turizm Politikamız: Açık Oturum*, MPM Yayını, Ankara, 1970.
Olalı, Hasan; *Turizm Politikası ve Planlaması*, Ege Üniv. İşletme Fak., İzmir, 1982.
Devlet İstatistik Enstitüsü; *Turizm İstatistikleri 1976*, Ankara, 1978.
Devlet İstatistik Enstitüsü; *Türkiye İstatistik Yıllığı, 1980*, Ankara 1981.
Devlet Planlama Teşkilatı; *IV. Beş Yıllık Kalkınma Planı, 1979-1983*, Ankara, 1979.
Turizm ve Tanıtma Bakanlığı; *Turizm Planlaması Genel Müdürlüğü, Turizm İstatistikleri Bülteni, 1980*, Ankara, 1981.
T.C. Resmi Gazete; *Turizm Teşvik Kanunu: Sayı 2634, Tarih: 12.3.1982.*