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Assessment of world tourism from a geographical perspective and a comparative view of leading destinations in the market

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Abstract

Leading world tourism destinations and their geographical characteristics need to be understood with comparative statistical data to forecast better the future of tourist flows. This study intends to analyze top destinations of world tourism from a geographical perspective and understand the role of geography in visitor mobilization process. Elements of physical geography (climate, distance, area) along with elements of human geography are discussed in relation with tourist arrivals and revenues. The paper analyzes top ten global tourism destinations and recommendations are provided for Turkey's destination marketing strategies based on the interpreted secondary data.

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1. Introduction

Tourism industry serves different markets at the intersection of several sub-sectors like; transportation, accommodation, food and beverage, recreation, entertainment and other travel-related service providers who cooperate in order to prepare the atmosphere and the scene for the displacement of tourists. As is clear from the definition as well, tourism is not a static and immovable activity it is a dynamic process which involves displacement of tourists from their usual habitat to other areas. During this mobility tourists need to use a combination of sub-sector services. The spatial mobility inherent to the definition of tourism consequently turns tourism to a geographical phenomenon. For this reason; there is an unbreakable unity between tourism and geographical sciences.

Geographical characteristics constitute the basic conditions of a tourism destination aspiring to develop intourism market and turn it into a global tourist attraction. Geographical location can help and ease development and progress of a tourism destination with the advantages providing competitiveness against other destinations. The characteristics of a tourism center largely affect tourist expectations and holiday conceptualization. Matching the geographical features of an area with the correct tourism type, it can rapidly develop the area as an international tourist destination. As part of geography the distance and accessibility are also important factors shaping the cost structure and tourist preferences in tourism.

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This study aims to enlighten the role played by geography in tourism destination development and discuss how geography can impact tourism destinations from the perspective of tourism marketing. The study also evaluates the relation between geography and tourism destinations, world tourism destinations and Turkey associated with geographical explanations, Turkish tourism from geographical point of view and role of geography in travel demand to Turkey.

2. Relationship between Tourism and Geography

Tourism phenomenon has its roots in the humanly needs of seeing other places and discovering the unknown areas. This phenomenon spread globally during the post-war period (2nd World War) to cover larger masses of population and further distances. Today, tourism is one of the critical socio-economic facts of the world. It produces severe economic and social impacts, deeply involving with international economic and political relations. As a result, tourism is one of the primary industries acknowledged as income generator, thus attracting great amounts of investments (private and public), and this industry is ever developing despite the threats [1].

Geography has a symbiotic and existential relationship with tourism since latter is a spatial process. As a matter of fact; tourism geography has evolved as a research domain focusing on the dispersion of tourism on the space, impacts of tourism on related areas, selection and justification of tourism destinations and development areas, rules of land use and planning in tourism zones, and protection of tourism areas [2]. Hence, tourism needs a physical geography for production and service phases requiring a deep knowledge on geographies included in the process. For tourism industry, geography is not only the framework or condition (the scene) under which it operates, but also an abundant source of input for several tourism products. For instance; lakes, mountains, snow, sea, climate are some of the elements in physical geography which are topics of study in geography, but these same elements are frequently exploited by tourism industry as natural attractions to visit or as a component of other tourism products or mixed-nature (culture and nature...).

Geography; typically known for researches on spatial dispersions, climate, physical and human characteristics of a given area is closely related with tourism science since tourism activity occurs within the geographical limits [3]. It has a limitative and determinative role in touristic movements and their organization such as; 24 hour time zones, dispersion of heat (temperature) on earth, quality and types of precipitation, topography and land shapes, characteristics of winds and their variations on the globe and likewise, which determine the routes of planes, contents and timing of package tours, location of hotels and airports. In addition to these factors, geography shapes the tourist preferences and tourism demand. Human-beings seek and try to see things they do not have in their geography, and for this reason they try to visit different geographies. Consequently, geographical characteristics may become main attractions for tourists by themselves.

3. Current Outlook of World Tourism

World tourism experiences fluctuations in different periods. Despite several conjectural fluctuations (SARS, economic crisis, wars...) there is a constant growth in global tourism figures. Tourism has been positively affected from rapid post-war economic growth, increase in the prosperity and wealth of citizens, and transport facilities (Figure 1). In 1950, only 25 million tourist arrivals were recorded on the global scale. This figure rapidly increased after 1960s [4]. At this point, tourist number and number of tourist arrivals should be differentiated. Despite the increase in tourist arrivals, these figures may not reflect real number of travelers, since some travelers travel several times a year. Especially in countries like Germany, UK, Holland, France, Japan, USA there are travelers with high travel frequencies. When tourist arrivals are questioned from geographical perspective, Europe seems to be the biggest share holder to attract these arrivals; however her share is gradually decreasing after 1990s. While Europe recedes in tourist arrivals, Americas and Asia-Pacific areas are increasing their shares. However, there are some regions which still face difficulties in attracting tourists. Africa and Middle-East are still receiving relatively very limited number of arrivals [4]. On the other hand, China has become a key destination in Asia as she has increased arrivals constantly during the last decade. China welcomes a great amount of arrivals to Asia-Pacific region. The growth in this sector is expected to rise quantitatively and in 2020 the number of arrivals is expected to reach 1.6 billion, creating more than 2 trillion US dollars economic input in 2020 [2].

As a result of global developments in tourism currently about one billion people travel around the world. This activity is generally taking place in the form of mass tourism and travels for holiday (pleasure) are dominate the industry. Mass tourism has determinative impacts on the tourist generating and receiving destinations, and reshaping

the social and economic structures of the societies involved. The most preferred countries of the world for travel purposes are shown in table 1. France has long been the most visited destination in the world. Annually around 80 million arrivals have been recorded in France and the country constitutes 8.3 percent of global arrivals alone. It is followed by USA (6.3 %), and Spain (6.2 %).

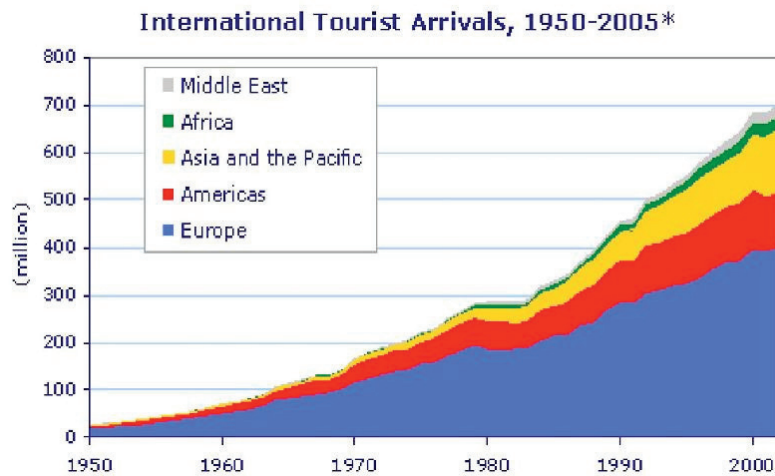


Fig.1. International Tourist Arrivals,1950-200, UNWTO

When questioned in geographical terms it is critical to note that 7 destinations of top 10 are from Europe, 2 of them are in North America (USA and Mexico) and only one in Asia (China). Top 10 tourism destinations receive 45.4 percent of total world tourist arrivals. This means, out of every two persons travelling in the world one is travelling to one of these 10 countries.

When top 10 world tourism destinations are questioned from spatial accessibility angle, they all seem to be easily accessible via airlines. On the other hand, these 10 countries are on northern hemisphere sharing a mild climate, and most of them are located just in the northern part of Mediterranean Sunbelt. Only China has a distinctive attraction power and is differently situated. The economy in China is growing fast during the last two decades and this growth is also observed in tourism domain. Great Chinese-Wall, Hong-Kong (shopping) and Macau Island (gambling) are some popular destinations in China. Another aspect of China is that it has been a mysterious destination for European and American visitors for a long time. In the meantime post-soviet period is now offering more chances to visit other Central Asian destinations.

Table 1: Top 10 World Tourism Destinations (2008)

Country	Number of Tourist (Million)	Global Share (%)
France	79.3	8,6
United States	58.0	6,3
Spain	57.3	6,2
China	53.0	5,7
Italy	42.7	4,6
England	30.2	3,3
Ukraine	25.4	2,8
Turkey	25.0	2,7
Germany	24.9	2,7
Mexico	22.6	2,5

Source: UNWTO, <http://www.unwto.org/facts/eng/highlights>, Accessed at: 12.01.2010.

France, Spain, Italy, Turkey and Mexico are typical holiday destinations of the world. They commonly have long

coastal areas with beaches, mild climatic conditions which attract tourist masses. These countries generally maximize their tourism attraction by blending natural and cultural resources. USA attracts tourists from all over the world. Miami (Florida) is a typical holiday destination like Mediterranean destinations. Orlando (Florida) is also a key attraction in USA with Disneyland. Las Vegas (Nevada) attracts because of casinos and is more attractive for entertainment seekers. The success of destinations in USA is that they do not necessarily have natural attractiveness but these places have been planned and designed as tourism centers. For instance, Disneyland was established on a large marshy area after land planning. Las Vegas is built on a desert zone. The success of these geographically disadvantageous areas proves how tourism marketing can develop alternative tourism forms and contribute to national economy. On the other hand, New York is a globally well-known metropolis where new trends come out. Los Angeles is part of luxury tourism and competes with New York. In USA tourism demand concentrates on coastal zones, nevertheless Yellowstone Park, Niagara Falls and Alamo Castle are some attractions in the inner parts of the country.

Mexico is a holiday destination similar to European destinations depending on 3S tourism. It has a similar climate to Mediterranean destinations thus allowing development of similar tourism products. Tourism demand to Mexico is however different in quality. First of all Mexico is the homeland of millions of Hispanics in USA, and this is a solid tourist market for Mexico. Secondly, Mexico has become an international but not too far holiday destination for Americans (north and south).

When we look at the top 10 tourism destinations by their revenues the countries lie close to each other except for Austria and Australia not shown in the table 1. These two countries can receive higher level of consumption per tourist. Currently, global tourism expenses totals around 950 billion US dollars. This is an important source for the countries in need of tourist dollars. Top 10 countries benefit from tourism revenues in national economy and it has great contribution in the employment and increases the export revenues.

USA is the most successful country in creating tourism revenues. It receives more than 110 billion US dollars. Although USA ranks second in number of arrivals she ranks first in revenues which proves that expenditure per tourist is high in this country. For instance, Las Vegas creates high revenues incurred by casino industry. New York increases the amount of expenditure per tourist thanks to shopping alternatives provided to upper scale visitors. In tourism revenues USA is followed by two Mediterranean destinations; Spain and France.

When two lists are compared regarding arrivals and revenues in top 10 global destinations we can underline two cases. Firstly, Ukraine is replacing Austria. The basic reason of this change lies under the demographic profile of visitors in Ukraine. Russian travelers constitute a decisive segment of Ukrainian tourism demand. Since expenditures of Russian tourists are lower than other tourists, Ukraine receives less income than other destinations. Travel motivation and type of travel organization can also explain the revenues in tourism.

Mass tourism typically leaves less income than some other forms of tourism (golf, cultural, congresses...). Package tours create also generally less income than individual or private travels. Austria benefits from geographical location and can serve cultural as well as winter tourism markets, thus earning more income per tourist (Table 2). It is a mountainous country, and this turns the opportunity to heavy investments on winter tourism. Classical music gives a competitive advantage to Vienna in cultural tourism. Austria has one more geographical advantage concerning her location in Europe. The country is located at the heart of Europe which creates transport opportunities. Cultural tourists generally spend more than mass tourism participants and Austria benefits from this fact.

Mexico has a similar situation like Ukraine, as she receives high number of visitors but low level of revenues in tourism. Mexico is perceived as a cheap, low-cost destination. Like Russians in the case of Ukraine, Hispanics are high in number of arrivals but low in level of expenditure in Mexico. Australia replaces Mexico in the list of top 10 earners from tourism (Table 2). Australia earns higher amount of income per tourist, which Mexico cannot do. The reason Australia can do this is the distance and size of the country. Like USA, Australia is a large country where a tourist needs longer time to discover the entire country. Despite the disadvantage of long distance to tourist markets, Australia attracts the high income level tourists. Location of Australia in southern hemisphere is another factor of success because of reverse season preferences of northern hemisphere markets. Australia offers mass tourism when traditional northern hemisphere countries are in winter season. Long beaches and surfing possibilities help Australia to attract sports motivated tourists. Australia benefits also from her regional competitive advantage in organizing meetings, festivals, and adventure travel programs.

Top 10 countries by tourism revenues receive 48.5 percent of global tourism revenues. Therefore, only 10 countries get half of world tourism revenues. As is the case with tourist arrivals seven out of ten countries are from Europe regarding the top tourism earners. Asia, Americas and Australia are other continents all represented by one

country in the list of top 10 earners. Only Australia is from southern hemisphere. Europe is best benefiting from tourist expenditures. Factors behind Europe's leadership may be the high level of personal and households compared to the rest of the world, the transport structure providing advantage to Europe's accessibility, and tourism products requiring higher level of expenditures.

Table 2: Top 10 Destinations of the World by Tourism Revenues (2008)

Country	Tourism revenue (billion USD)	Share in total revenue (%)
United States	110.1	11,7
Spain	61.6	6,5
France	55.6	5,9
Italy	45.7	4,8
China	40.8	4,3
Germany	40.0	4,2
England	36.0	3,8
Australia	24.7	2,6
Turkey	22.0	2,3
Austria	21.8	2,3

Source: UNWTO, <http://www.unwto.org/facts/eng/highlights>, Accessed: 12.01.2010.

4. Importance of Tourism Industry for Turkey

According to the definition given by Güven [5] tourism is a complex set of activities concerned with pleasure, satisfaction, relaxation and entertainment needs of human beings. People help people see new places, try new experiences, contact with other people and environments, and develop their own culture. It has become a sector that increases the foreign currency influx to the host country and provides employment opportunities. Not only national economies feel the positive touch of tourism, but also international relations, cultural and social interactions are bettered with tourism [6].

In developing countries one of the prerequisites of economic development is to increase the export revenues. In these countries, a shift from traditional agricultural economy to an industry-based economy is a must. This type of shift in economic perspective is difficult and requires a high amount of capital, foreign currency, or debts borrowed. The need for rapid currency flow turns the attention of governments to tourism industry [7]. Current economic conditions have emphasized the importance of tourism revenues as a remedy against economic crises. Tourism industry is a revenue generator, can contribute to balance of payments, and has potential power to modify some macroeconomic sizes such as employment and inflation [8]. Several Asia Pacific countries have developed their economies with the contribution of tourism revenues. Even countries claiming themselves economically closed to the world (Cuba) have started understanding and are protecting the tourism industry. Concerning the development of tourism in Turkey, there seems a serious growth after 1980s. The country has been one of the mass tourism destinations in the Mediterranean Basin following the examples of Spain, Italy, and Greece [10].

In 1953 only 91.000 tourists have visited Turkey. The same year 80.000 Turkish citizens traveled abroad. Until mid 1980s Turkey had a very weak position in global tourism market [9]. From 1980s onwards priority was given to the tourism development especially along the coastal zones. Aegean and Mediterranean coasts received investment due to state incentives and consequently tourism facilities and resorts soared in these regions.

Turkey is now an eminent mass tourism destination and attracts millions of tourists in particular during spring and summer seasons. Low prices and relatively quality of newly opened tourism facilities have favored tourism development during the last two decades. In 2010, it was one of the top ten tourism destinations in the world both by revenues and arrivals.

Table 3 shows how tourist arrivals increased rapidly during the last ten years in Turkey. In 2001, about 13.5 million tourists visited the country creating a revenue of approximately 10 billion US dollars. In 2009 number of tourist arrivals has passed 32 million and the amount of tourism revenues has reached 21 billion US dollars. These figures show that Turkey doubled her revenues from tourism in ten years while increasing her tourist number more than twice. In the last decade it gained nearly 18 million new arrivals, meaning around 1.8 million new tourists per

year.

Table 3: Number of Tourists and Tourism Revenues in Turkey (2001-2008)

Years	Tourism Rev. 1000 \$	Number of Visitors
2001	10.067.155	13.450.121
2002	11.900.925	16.302.050
2003	13.203.144	16.302.050
2004	15.887.699	20.262.640
2005	18.153.504	24.124.501
2006	16.850.947	23.148.669
2007	18.487.008	27.214.988
2008	21.950.807	30.979.979
2009	21.249.337	32.006.149

Source: [11] <http://www.kultur.gov.tr/>, Accessed: 18.03. 2010.

5. Geographical Characteristics of Turkish Tourism

Natural environment and the ecology play an important role in the development and support of tourism industry. As part of geography; ecological environment and ecosystems provide the attraction of a region for tourists. For this reason, conservation and management of natural environment is not only important for tourism industry but also for the civil society [12]. Nature has crucial role for newly developing tourism destinations. If properly offered to tourists; nature can satisfy several tourist motivations such as novelty search, learning, experiencing the unknown, discovering other life conditions in the world and unknown geographies [13]. Turkey's location at the intersection of three continents, good climatic conditions, and rich cultural heritage is closely related with her geographical characteristics.

Turkey has benefited from the global tourism development. Tourism investments increased, the share of tourism revenues increased in gross national product, tourism has become one of the most developed service industries in Turkey. It attracts foreign investment to Turkey which will attract tourists in future and their expenditures in currency [14]. Developing technology, decreasing transport costs have helped the country to become an attractive destination for Near East and European countries (Table 4).

Other factors supporting this development in tourism market are; the pollution of Western Mediterranean countries and the shift of demand to Eastern Mediterranean, Turkey's distinguished situation among EU members in Euro zone [15]. Relative cleanliness of Turkish coasts, mild climate, average number of sunny days per year, all support its position in tourism market. The country is surrounded by clean sea shores allowing her to develop marine tourism and yachting. Antalya and Muğla not only provide 3S tourism resources but also hunting tourism resources on the mountains. From a broad perspective Black Sea coasts complement the lacking aspects of mass tourism because this region offers trekking, rafting and local lifestyles. Central Anatolia region with Cappadocia destination has other alternative tourism forms. Istanbul, is geographically and historically a unique attraction for Turkish tourism.

When tourism demand to Turkey is investigated at length, Russian Federation and Germany figure out as the most important tourist generators (Table 4). These two markets generally seek sea-sun-sand tourism that Turkey offers abundantly. The geographical location allows Europeans to reach the country in a few hours by airlines. As a result, Turkey is mostly visited by tourists from European (Western, Northern, Central and Eastern) countries. It has also advantage to attract tourists from Middle East countries due to her location. Americans play little role in Turkey's tourist demand. Distance and insufficient marketing efforts seem to be the main reasons for this.

5.1. Leading tourism destinations in Turkey

Turkey is a globally established tourism destination having more than 4000 km of coasts around Aegean and Mediterranean regions, over 3200 historical and cultural heritage assets. It has similar products and climate as in Spain, France, Italy but cannot generate as much income from tourism as these countries [16]. From geographical

perspective Turkey has several common characteristics (Mediterranean, sunny, climate, flora and fauna, landscapes...) with very good Euro Mediterranean destinations. The reasons for its delay in the development of tourism industry are multiple. One of these is that Turkey entered in to the international tourism market very late as compared to France, Spain, Italy and others.

Table 4: Principal Markets of Turkish Tourism and Arrivals Created (2009)

Country	Number of Visitors
Russia Federation	5.480.640
Germany	4.488.350
England	2.426.749
Bulgaria	1.406.604
Iran	1.383.261
Holland	1.127.150
Scandinavia Countries	1.096.628
France	932.809
Italy	634.886
Greece	616.489
Belgium	592.078
Austria	548.117

Source: [11], <http://www.kultur.gov.tr/>, Accessed: 18.03. 2010.

The most developed geographical regions in the country are Marmara, Aegean and Mediterranean. These regions receive the major part of the investments. Other regions do not have similar conditions and thus cannot attract investments, moreover there is a constant emigration towards the developed regions from the underdeveloped ones [17]. The development of tourism took place earlier in Marmara, Aegean, and Mediterranean regions. After 1980s state incentives fuelled the development of tourism infrastructure here and geographical advantages helped in the development of these regions. These three regions have generally mild climate, longer sunshine throughout the year and differentiated accommodation choices (Table 5).

Antalya is the most visited destination in Turkey receiving more than 8 million visitors per year (Table 5). This place has a primary role in Turkish tourism because it attracts tourists from different parts of the world (Russia, Europe, Middle East). Not only the geographies of demand are different for this area but also the motivations are diversified from congress to golf as well as other sport activities. Antalya has been a recent tourism destination opened to global tourism markets, which gave the city to learn lessons from the experiences of other Mediterranean destinations. As a result, it has a better planned land use, an increased awareness in tourism matters and high quality and innovatively designed hotels. Destinations following Antalya by number of visitors are Istanbul, Muğla and Izmir.

Table 5: Main Tourism Destinations in Turkey by Number of Visitors (2009)

Destination	Number of Visitors
Antalya	8.260.399
İstanbul	7.510.470
Muğla	2.820.298
İzmir	1.056.792

Source: [11], <http://www.kultur.gov.tr/>, Accessed: 18.03. 2010.

Istanbul is closing the gap between Antalya and seems to become the primary destination in Turkey in the coming decade. It is a year round destination attracting tourists out of mass tourism scope, while Antalya is heavily dependent on seasonally concentrated mass tourism. Mugla has several common characteristics with Antalya. This

city has globally known destination brands such as Marmaris, Bodrum, Fethiye, Dalaman. It has another aspect making her a complementary element of Greek visits because coasts of Mugla are ahead of Greek islands such as Rhodes and Crete. A tourist in Marmaris can visit Rhodes island with a daily boat trip without visa depending on the nationality. Visiting more than one country in a short time span attracts especially long haul tourists. Another superiority of Mugla destination is her geographical situation related to the topography. In the coastal zones of Mugla mountains arrive to the seaside vertically creating several coves, bays, gulfs. Its coastal zones are therefore ideal itineraries for Blue Voyages or cruises. Another important destination in Turkey is Izmir. It the second destination in Aegean region after Muğla. Izmir provides a mixture of mass tourism products and urban tourism types. It has been an important export center. Festivals, congresses and educational services give a competitive edge to the city.

The most visited destinations in Turkey reflect the dominance of mass tourism answering the holiday motivation. The only destination developing truly against the current mass tourism pressure is Istanbul. It has a distinctive place in the countries tourism because she creates her demand independently. Several reasons lie behind the success of Istanbul attracting over 7.5 million visitors. Most important factor might be the unique location and the cultural heritage which has accumulated in the city during her long history. It offers more facilities for congress groups, fairs, expositions, and sports of international level (Formula 1 racing).

6. Conclusion

Turkey has certainly developed its position in the global tourism market. However this development does not have geographical balance. Rapid development of 1980s and 1990s created some poles in tourism while other parts of the country were excluded from tourism movements. In the last decade (2000 and onwards) Turkey started to diversify her tourism markets and distribute the increased number of tourists to less known areas of the country. There is a progress in geographical dispersion of tourist markets of the country and the distribution of tourists within the country.

Before year 2000 Turkish tourism was much more dependent on OECD member countries and European markets. After the revolutionary development of Soviet Union in 1991 Turkey started to welcome tourists from Russia, Ukraine, and Moldova and Central Asian Turkic Republics. Tourist markets sending tourist to Turkey enlarged from Central Europe to Eastern Europe and Asia.

Russia has become the second tourist market for Turkey after Germany. In times of fluctuations in European countries Russian tourists balanced the tourism industry. A new reality supporting the diversification of tourist markets in the country is the removal of visa procedures between Turkey and countries in the closer geography. Turkey now can attract more visitors from her neighbors (Iran, Bulgaria, Syria, Greece...) from where she could receive a very limited number of visitors before the year 2000. Not only the neighboring countries but also countries within the close geographical periphery of Turkey are also increasingly becoming tourist generating markets for the country. Middle East countries like Jordan, Israel, Saudi Arabia, and United Arab Emirates are getting increasingly connected with Turkish tourism. The advertisements on TV channels in these countries, and broadcasting services in Turkey in Arab language, relative stability of Turkish economy in the last decade, has increased the amount of investments from these countries in Turkey, cultural and historical heritage shared are some of the factors behind the increase of tourist numbers from the region.

Americas and African continent are two weak geographical zones of Turkish tourism as demand generators. Concerning these geographies new flights to be started by Turkish Airlines can play a positive role. India, China, Far East countries, countries of Indian Ocean and Pacific Ocean (Australia, New Zealand, Indonesia, and Philippines) are difficult markets where Turkey cannot penetrate to attract tourists. These geographies are generally distant and the political and economic insufficiencies of potential visitors seem important constraints.

From a directional point of view; tourist flow to Turkey are geographically located as:

North-western direction countries (EU, Scandinavia, Eastern Europe)

Western direction countries (Greece, Bulgaria, EU, USA)

Northern direction countries (Eastern Europe such as Ukraine, Moldova)

Northeastern direction countries (Russia, Kazakhstan, Azerbaijan)

Eastern direction countries (Iran, Central Asia, South Korea, Japan)

Southeastern and southern (only Arab countries create a significant markets)

In terms of hemispheres, Turkey is relatively successful to attract tourists from northern hemisphere. Concerning the southern hemisphere it has very weak presence in markets such as Latin America, middle and southern parts of Africa and Pacific-Indian Ocean areas. The country receives limited number of tourists from long haul markets.

Moreover the differences of hemispheres, the poverty in some of the southern hemisphere countries, controversial seasonality, a long travel distance to Turkey and limited economic-cultural exchanges seem limiting the tourism potential.

Tourists have started to discover non-traditional destinations in Turkey due to new airports and roads put into service. The increasing access from neighboring countries help development of new tourism destinations in Eastern parts of Turkey. Ease of visa applications, entrance and exit procedures at customs, increased mobility possibilities support development of new destinations in economically less developed regions of Turkey. Organizing activities with possible regional impacts (between neighboring countries) based on sports, commerce, cultural exchanges and so on will help homogenized distribution of tourists in the country. Tourism products can be diversified by developing infrastructure (transport-roads, airports, lodging, new border gates...), supporting some domestic tourism movements with tourists from neighboring countries and finally opening these new destinations to international tourism markets through promotional activities which can then help spatial equilibrium of the inland tourist distribution.

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