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**THE ANALYSIS OF RELATION BETWEEN
SOCIO-CULTURAL-ECONOMIC AND TOURISM
DEVELOPMENT LEVELS OF THE PROVINCES IN TURKEY**

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Abstract

It is a common fact that tourism is a leading sector in progress of under-developed and developing regions. Consistent with the policies to ensure tourism variety and spreading tourism activities throughout the country in to the four seasons, efforts to find and develop natural, historical, archeological and cultural resources in different regions of Turkey are continuing. In spite of the various tourism potentials of the cities that are developed in urban scale and socio-economic progress, their tourism development levels are not as required. In this study, the tourism policies followed in Turkey since 1970's and influence of those policies on the investment distribution and space are investigated and the socio-cultural and socio-economic reasons underlying the failure of Turkey's developed cities to reach the required level in the tourism development are stated. Depending on the time, the touristic development levels and socio-economic development levels of Turkish provinces are designated and the relation between them are evaluated.

INTRODUCTION

Turkey suffers the problem of an inequality between the regions as a problem from the point of social and political dimensions. Considering the history, as the republic was declared, many economic, social and political changes have been encountered in Turkey with the efforts to transform from traditional to modern society. Within the transition period from agriculture-based economy to industrialization, the increased urbanization imposed a new spatial organization. But, a large portion of Turkey remained outside of this modernization period and due to economic growth and the unfair distribution of the capital, double-sided socio-economic structures have emerged along with the regional differentiation. The double-sided structure in the spatial organization of the socio-economic system in Turkey appeared as a regional differentiation between the eastern and western regions in the entire periods (Caliskan, et.al, 1997).

The economic development policies aimed at the underdeveloped regions are a means to realize the targets specified for the entire country (Dinler, 2001). It is known that there are important disparities between socio-economic development levels of different regions and tourism industry can be a planning investment in revitalizing the less developed areas. Turkey is a very large country, it has very much climatic regions and natural resources and as it is a place of meeting of many cultures and religions throughout the history, it owns a very rich cultural and archaeological inheritance. In this framework, it is possible to make tourism investments in such fields as urban tourism, sea-sun tourism, winter tourism or religion based tourism. The urban tourism that is able to attract tourists in any season has a very widespread potential in the country and provides us with substantial opportunities for the provinces with only one tourism option such as winter tourism.

In spite of the problems due to busy touristic activities in some locations and seasons, many European countries aim at developing regions with touristic potential and creating alternative touristic areas with the approach that this would increase employment, and provide the regions with better a transportation in addition to a better economic and social structure (Gezici, 1998).

The first priority of Turkey's 2010 tourism vision is to emphasize the cultural variety and richness of Turkey (Ministry of Culture and Tourism, 2004). As a tourism country Turkey has more than sea, sand and sun triangle, and correct investments should be encouraged for turning such potential into a marketable product. Primary touristic products of Turkey should be developed in line with the new trends of the world and the touristic concentration in the coastal regions should be drawn to the internal Anatolia and spreaded to the country (Çıracı,

et. al, 2004). From that point, the tourism potentials and infrastructure of the provinces are very important.

Considering the necessity to use tourism to minimize the inequalities between the regions in Turkey with regard to differing development levels of provinces and regions, this study determines the spatial distribution of provinces depending on the tourism development levels and socio-economic development levels and examines the relation between socio-economic development and tourism development levels of the provinces.

REGIONAL DEVELOPMENT STRATEGIES IN TURKEY

Although Turkish economy has realized considerable developments with regard to structural transformation and integration into the international markets, the regions differ very much with regard to economic development. Turkey's long-term economic growth performance could not yield the positive influence in eliminating the different development levels between the regions and provinces. In addition to income, the population structure, physical and social infrastructure, entrepreneurship, human resources. Education level, access to medical services, environmental quality and employment are not fairly distributed between the regions. Although by the time, some policies have been developed for the purpose of eliminating the different development levels between the regions and some tools have been employed, the required targets could not be realized and the inequalities between the regions have survived (National Development Plan Pre-Report, 2004-2006).

The globalization process, accelerated in the 1990s, influenced the local and regional dynamics and imposed some changes in the concept of region. Today, the changing definition and increasing importance of the concept of region is being discussed. Furthermore, the increasing environmental problems in all scales, including local, national and global, increased the importance of a contributive and equalized understanding of development. From that point of view, the concept of sustainability has taken its place as another important dimension (National Development Plan Pre-Report, 2004-2006).

The problems that cause the socio-economic inequalities among the regions of Turkey

- Limited employment and insufficient human resources (high level of unemployment, low income level, insufficient entrepreneurship, unequal distribution of the qualified labor between the regions)

- Excessive intensification of the industrial and economic activities in the metropolitan areas and the technology, organization, marketing and financing problems faced by the industry sector in underdeveloped regions
- Poor physical and social infrastructure in underdeveloped regions at urban and rural areas,
- Spread settlement due to the geographical structure and climate
- Lower productivity, less number of products and economic activities particularly in the underdeveloped regions
- Weak central and local administrative mechanisms that would support and conduct the regional and local development activities and the lack of coordination and cooperation between them
- International political instabilities and terror
- General economic instabilities
- Disasters (National Development Plan Pre-Report, 2004-2006).

The potentials that could set the regional dynamics throughout Turkey

- Existence of the land, climate and product variety convenient for agriculture and stock raising
- Existence of the agriculture based industrial accumulation in the regions
- Existence of the small industrial sites and organized industry zones that would provide the infrastructure requirements of industries and constitute a basis for establishing the industrial groups
- The motivation and renovative vision in the society due to EU candidacy and increasing relations with EU
- Turkey's being in a geographical junction and neighbor to many countries
- Existence of education and research infrastructure
- Increasing importance of the local governments and contributive management understanding in Turkey
- **The rich historical, cultural and tourism resources with a variety in different regions** (National Development Plan Pre-Report, 2004-2006).

The policies to reduce development differences among the regions in Turkey

The period from the very foundation of Turkish Republic until 1945 is defined as the transition to the modern society and, for Turkey, agriculture based economic structure and single party democracy, and for the world, economic stagnancy and politic crisis. The 1945 - 65 period includes considerable social and economic changes in Turkey. Transition from the

etatism to market economy is significant determinants of the period of transition from single party democracy to multiparty democracy in the planned development and policy. The changes in the social and economic arena imposed the population movements and an accumulation towards the cities began. The period from 1965 to 85 is the term where the capitalist relations imposed by the market economy are defined and the post 1980 private sector is encouraged and the large cities have been metropolises, which period also continues today (Caliskan, et.al, 1997)

Unplanned Period

1923-50: Efforts were made for the transportation between many cities and Ankara and Istanbul. Most industrial plants were established in the districts with a population less than 10 thousand, and outside of the Marmara and Aegean Zones. **1950-60:** Most of the public investments took place outside of the large settlement zones. The industrialization realized by the private sector, increased the instability in favor of Istanbul (Keles, 1993).

Planned Period

1963-2000: In the development plans issued according to the sectoral development basis, the policies to reduce the changing levels of development between the regions were considered. In the **1963-67** and **1968-72** plans, a regional planning was considered while in the **1973-77** plan, the development of the regions with a priority was emphasized. In the **1978 - 83** plan, it was stated that the policies to reduce the differences between the regions were not successful, and the process of determining the regions with priority in development was continued. Solutions for developing the South and Southeast Anatolia regions were sought. But policies reaching to a consistent solution could not be established. In the **1985-89** plan, the former ways were assumed again, a regional planning concept was adopted, and the policy assuming regions with development priority was continued. The aim was again to reduce the development differences between the regions. In **1990-94** plan, the regional planning was only considered for those regions for the purpose of developing the regions with priority. In this period, a regional differentiation considering 16 regions were adopted but no effort was made on the regional planning (Göçer, 2002). In the **1995-99** plan, the problems of the regions with priority was not mentioned under a different heading while the planning concept within the regional planning was not defined. But the applications related to the regional planning were commenced (DPT, 2000, Dinler, 2001). In the **2000-2004** plan, it was emphasized that the regional planning applications would continue and the regional plans to be issued were introduced and the purpose and principles of the regional planning was emphasized (DPT, 2000). In the 2000-2004 plan, the compliance with the changing

conditions in the process of globalization, competition, development of human resources as well as dynamic monitoring of the global market in addition to the importance of the local dynamics on economic and regional development in the new world order were emphasized (Göçer, 2002).

TOURISM IN TURKEY

Turkey realized a very fast development from 1987 to 1997. Although temporary demand reductions were faced due to the crises, the annual average demand increase rate realized by Turkey in the development process became approximately 4.5 times that of the world average.

In 2001 11.6 million tourists visited Turkey, creating tourism revenue of 8.1 billion dollars. In 2002, the number of tourists reached to 13.2 million, with a 14% increase while touristic revenues were about 8.5 billion dollars.

In 2002, the number of tourists from OECD countries increased by 11.6% in comparison to the preceding year, while the tourists from Eastern Europe countries increased by 24.1%. 65.8% of the foreign visitors to Turkey are from OECD and 23.8% are from Eastern Europe countries.

In the last 10 years, the bedding capacity certified by the Ministry of Tourism increased from 200 thousand to 393 thousand. The total bedding capacity of Turkey is over 1 million, including the facilities approved by municipalities.

Turkey has a considerable share in the European tourism market, ranking 3rd. It is 19th among the largest 20 tourism destinations in the world and 11st with regard to tourism revenues with the rate of increase in the number of tourists as well as foreign currency revenues.

In tourism, there are problems and deficiencies in the air and sea transportation and technical infrastructure in spite of the rapid increases in the bedding capacities (National Development Plan Pre-Report, 2004-2006).

Turkey as a Destination

From 1977 to 1987, a preliminary period

From 1987 to 1997, a growth period

From 1982 onwards, Turkey is in professional period

One of the changes required urgently by Turkish tourism is restructuring. The changing demand structure of the world tourism provides many advantages to Turkey. Transition to a demand structure from the conventional sea, sand, sun focus to a one spreading to a large spectrum and including many various opportunities is in compliance with the Anatolia's

shared cultural inheritance. At this point, the insufficient administrative structure becomes more prominent.

Tourism Development in Turkey

Turkish tourism, without considerable improvement until 1960s, has become an integral part of the country's economy, particularly after transition to the multi-party period with the improving domestic touristic activities. The domestic tourism tendency, first towards the Marmara coasts, afterwards passed to Aegean and Mediterranean Seas, as a matter of fact the international tourists visiting these regions have increased. Tourism has taken its place in the development plan within the industrialization and development process as a sub-sector accelerating and driving the industry (Yazgan Gül, 1998).

After 1960s, among the reasons for the increasing interest on the tourism sector in Turkey, are the constant increasing international touristic demand, the international tourism's being less influenced by the economic restrictions, international tourism's assistance to solve the touristic foreign currency bottleneck, lower cost of the touristic development and employment creating affects of tourism could be counted (Gezici, 1998).

As of the beginning of 1960s, tourism's employment creating and foreign currency earning features have become prominent and with the increasing share from the world's tourism, the economic bottleneck was surpassed and tourism has become an important sector in economic development. For reaching these targets in the 5 years development plans, the number of certified beds should be swiftly increased. In 1963, Ministry of Tourism was founded. The Ministry prepared Western Turkey physical development study in 1968. In the end of 1960s, the tourism plans for some regions with priority were assigned to some foreign design offices. In spite of all these efforts, the total investment have only a share of 20% within the GNP and particularly, the investments in the industry sector increased with an acceleration, resources from domestic trade and agriculture were transferred to industry and the accumulation in the urban sectors were tried to be directed to industry through various mechanisms (from 1960 to 1975) tourism investments remained at a very low level (Eraydın, 1997).

In 1970s, giving priority to certain regions, which require a minimum investment for the beginning, was considered as a rational decision as for the country's economy, but in the following years, the touristic intensification continued in those regions with an increase. In the 70s, Turkey failed to yield the expected development in tourism. In 1970, Turkey's share in the world tourism was 2%, while its share in Europe was 4%, taking only 0.5% from the GNP (Göymen, 1993).

A severe economic crisis was suffered in the country from 1975 to 1982, although the tourism sector was in the search of new attempts. The industry however remained to be the favorite investment and the industrial investments were continued with the short-term loans. There were significant reductions in the profitability of the medium and small-scale industry accompanied by severe disruptions in the income distributions. The additional revenues earned due to increase in the unearned incomes and the bottlenecks in the markets created significant savings in the hands of the sectors who were never involved in manufacturing (Eraydin, 1997). From 1978, touristic visits to Turkey decreased continuously although it began to increase from 1983. The touristic visits in 1983 increased by 16% when compared to the previous year. In 1984, this increment continued (Tourism Annual, 1985).

1980 is a period in which the liberalization was started and the capital sources have been shifted to the high profit sectors and at the same time tourism investments were encouraged by means of the law for tourism encouragement. When the general economic structure and the tourism policies were combined, it is a fact that tourism sector was considered profitable by the investors. In this term, where Turkey realized a considerable jump in the international tourism, the larger scale investments were accelerated and this process continued with mutual influences. In this term, tourism plans could not be realized and failed to keep a pace with the developments, and the increase in the incomes particularly in the touristic regions created an unplanned situation. Fast development was not only with the accommodation facilities, but also in the second house and revenue creating investments. This process also caused losses in the natural and cultural values of the country, which form the future of tourism; also the sharing of profits in the touristic regions was out of control (Gezici, 1998). The international tourism movements, which had become stagnant in the period of economic crisis, realized a rapid increase from 1983, after the crisis was over, in turn having a positive influence on tourism development. The reduced environmental quality in the countries such as Spain and Italy, where there was an intense construction, also somehow influenced the demand for Turkey positively.

The additional incentives in the Law for Tourism Encouragement attracted many capital investors to the sector. Some international factors developing with the capital circulation within the country after 1980 created a productive environment for tourism development and supported by the public, this situation provided a considerable and differing developments in the sector (Eraydin, 1997). In this rapid development process, in the end of 1980s, the efforts focused at protecting the environment and environmental values were given much more importance.

From the point of the number of tourists visiting the country from 1980 to 1990 and the tourism revenues, Turkey's performance was much better than the world average. From 1990 to 1991, somehow influenced by the Gulf War, Turkey's tourism revenues and number of tourists visiting Turkey dropped but the tourism revenues realized a continues increase thereafter. From the beginning of 1990, the incentive priorities were also differing. While the new investments at the Southern and Western were not supported, the efforts for increasing the variety of touristic activities were emphasized. The regions with priority where varying types of tourism would be developed were determined. The ministry prepared development plans (Eraydın, 1997).

Consistent with the policies to ensure tourism variety and spreading tourism activities throughout out the country, efforts to find natural, historical, archeological and cultural resources in different regions of Turkey are continuing. Within the framework of all these studies, first Provincial Tourism Inventories and Tourism Development Plans are prepared. Some of the alternative touristic activities developed in the process of putting variety into tourism are: mountain and winter tourism, thermal, plateau tourism, yachts, golf, silk road, religious tourism, caves, lakes and rafting.

For the purpose of putting variety into tourism parallel to the increasing number of tourists and tourism revenues, the congress and winter tourism are among some positive developments. In spite of the rapid increase and considerable developments in the recent years, there are some problems and deficiencies in air and sea transport, tourism education and technical infrastructure, which should be eliminated in a short time. In the airports, which have a close influence on tourism, sector with intense touristic arrivals or departures, the obstructions caused by the lack of infra- and superstructure are still valid.

Tourism Development Policies in Turkey

As far as the national development plans are concerned, it can be seen that although correct targets are determined in the regional development policy and approaches in Turkey, they cannot be put into practice. The development, within the national limits, is on one hand, influenced by the world's economic system, while on the other hand, it is not only considered as an economic development, but an integrated development based on the continuity of the natural and cultural environment and resources is taken into account. At this point, the stake of tourism, which is defined as an influential actor in the regional development intended so far to be realized by means of industrial investments remains as a question. Tourism introduces the natural, historical and socio-cultural values of a region and provides the most compatible development with the region.

The population distribution in Turkey, general, and the instability of development levels, also has similar points in tourism. Tourism is particularly intense in the western and coastal regions.

According to the 1963-67 plan, it is possible to develop only some part of the regions that are available for tourism. Because of that, the studies focused on the regions with a better tourist attraction capability, which can yield results in the short time (DPT, 1963). While the plan targeted a balanced development plan, it also envisages increasing the productivity, particularly by means of allocating the resources to certain development points. Accordingly, the tourism developments were intended to be focused in the higher touristic potential regions such as Marmara, Aegean and Antalya. In the 1968-72 plan, touristic investments were again considered in the regions with higher touristic potential, while increasing the accommodation and transportation means aimed at developing the mass tourism were to be provided (DPT, 1967). In the 1973-77 plan, a similar mass tourism and improving the tourism in certain region was emphasized (DPT, 1973). In 1979, transition period policies were employed and tourism development areas were specified as Istanbul, Izmir, Antalya and Cappadocia. The dominant point is that tourism could improve in the regions with a certain level of development. In the 1979-84 plan, the mass tourism was again emphasized, and the developing of organized tourism areas was aimed. After 1980, the changes in Turkey's economic structure were mostly felt in tourism sector. After the adoption of tourism encouragement laws in 1982, the investments aimed at tourism have increased. The environmental dimension gained an importance in the 1985-89 plan. Conservation strategies were determined in use of the natural and cultural resources for touristic purposes. Furthermore, the other existing tourism types were also put into the agenda (Ministry of Culture and Tourism, 1985). In this period, the applications for receiving tourism incentives increased. But in the loans awarded by the Bank of Tourism, the priority zones and declared tourism centers were Istanbul, İzmir, Muğla, Antalya, Aydın or such other developed regions. In the 1990-94 plan, the existing potentials were determined. Also it was decided that the cities emphasize on industry, tourism, education or such other functions. Alternative tourism types were also taken into account. In the 1996-2000 plan, the priority targets of the tourism sector was to develop a productive tourism economy with a high competitive ability, satisfaction of the requirements of the residents and tourists from tourism, enriching the natural and cultural resources to provide sustainability. Considering the changing demand in tourism and new tendencies, new alternative types of tourism were to be improved and

potential fields to be created, thereby improving the seasonal and spatial distribution of tourism.

Since adopting the planned period, reducing the instability between the regions have been a significant objective in the country development plans and various policies were employed for that purpose. In the 2000-2004 plan, it was stated that the touristic product and market choices in tourism were very appropriate and strategies should have been created to create further demand to the existing products. Based on the conditions of the competitiveness, putting variety to the touristic products and market, environment, infrastructure, superstructure and service quality and the human behaviors, the holiday experience offered to the tourists is an integrated product, and the capacity and product range increasing decisions should consider the supply/demand equilibrium and marketability as the fundamental criteria, and the touristic supply should be formed according to the specifications of the local and international demand, creating the supplies to extend the seasons and increase the occupation ratios, performing the physical planning with the regional plans, offering 3 to 5 days tour packages for the less developed countries, instead of long holiday packages, improving golf, winter, mountain, thermal, health, yacht, convention and eco-tourism, the sea tourism with yachting, cruiser and marina investments and management and emphasizing the cultural tourism (8th 5 Years Development Plan, Tourism Specialization Commission Report, 2000).

The primary objectives of the Ministry of Culture and Tourism in 2004 are as follows:

- Carrying out the economic development and growth
- Extending the investments and business volume to create new jobs
- **Eliminating economic inequalities between the regions**
- Having a positive influence on the social and cultural life
- Improving the relations between the people disregarding the differences in religion, language, race or country (Ministry of Culture and Tourism, 2004).

The geographical condition of Turkey, it's being a home for many civilizations, variety of the natural resources, general hospitality, and tolerance all make Turkey a very attractive country. The Ministry adopted the variety policy for the sake of getting potentially larger share in the world's tourism, making use of the supports that would provide socio-economic development, spreading tourism in the time and space dimension and eliminating the environmental problems caused by the massive human activities (Ministry of Culture and Tourism, 2004).

Turkey has a potential for tourism yet, when the current position of tourism activities are compared with Turkey's resources at hand, it becomes clear that the potential satisfied fully

could not. Parallel to this, it's frequently stated that Turkey is not at the place it deserved in the world's tourism market and the economic revenues of tourism is much less than it should have been. With regard to productivity, competition and sustainability in Turkey, which are the fundamental conditions for development, a new vision should be established by the tourism sector (Ministry of Culture and Tourism, 2004).

THE EVALUATION OF DEVELOPMENT AND TOURISM POLICIES IN TURKEY

The different socio-economic development levels between the regions and provinces of Turkey date back to the pre-Republic period. The development and tourism policies in Turkey include similar targets (Table 1). The common target is minimizing the socio-economic development differences between the provinces and regions to yield a stabilized development. In Turkey, where the differing development levels in the regions is an important problem, various strategies and applications were employed for the sake of preventing such differences. In the country developing programs issued according to this purpose, various targets and strategies have been specified, yet those could not be put into practice and the instabilities between the regions have survived and keeps Turkey's agenda busy.

Table 1. The objectives that were defined in 5 years development plans in Turkey

| Development plans | Objectives for country development | Objectives for tourism development |
|--------------------------|---|---|
| 1963-67 | The policies to reduce the development differences among the regions were considered | To encourage the tourism investments in the regions with a better tourist attraction capability, which can yield results in the short time |
| 1968-72 | A regional planning was considered | Tourism investments were considered in the regions with higher touristic potential |
| 1973-77 | The development of the regions with a priority was emphasized | Mass tourism and improving the tourism certain regions |
| 1978-83 | To encourage the investments in the regions with priority in development Solutions for developing the South and Southeast Anatolia regions were sought | Mass tourism was still developed |
| 1985-89 | A regional planning concept was adopted The policy assuming regions with development priority was continued | The environment gained an importance |
| 1990-94 | Regional planning was only considered for the purpose of developing the regions with priority | Alternative tourism types were also taken in to account |
| 1995-99 | The applications related to the regional planning were commenced | Alternative tourism types were developed |
| 2000-2004 | The importance of the local dynamics on economic and regional development were emphasized | New alternative types of tourism were to be improved and potential fields to be created Improving the seasonal and spatial distribution of tourism |

The 5-year development plans consider assumption of the strategies emphasizing on the development of the region with priority, the alternative tourism types are also put in the display particularly after 90s and the touristic activities are to be comprehensive of the entire year. At this point, the necessity to use tourism as a means in Turkey's developments becomes the subject. But the investments and incentives realized for development and touristic improvement do not correspond to these targets, and therefore, in practice, those targets cannot be realized. Although the strategies were consistent, the practice was not in compliance with those strategies, which shows that tourism has so far been used as a tool for development.

Socio-economic development levels of provinces in Turkey

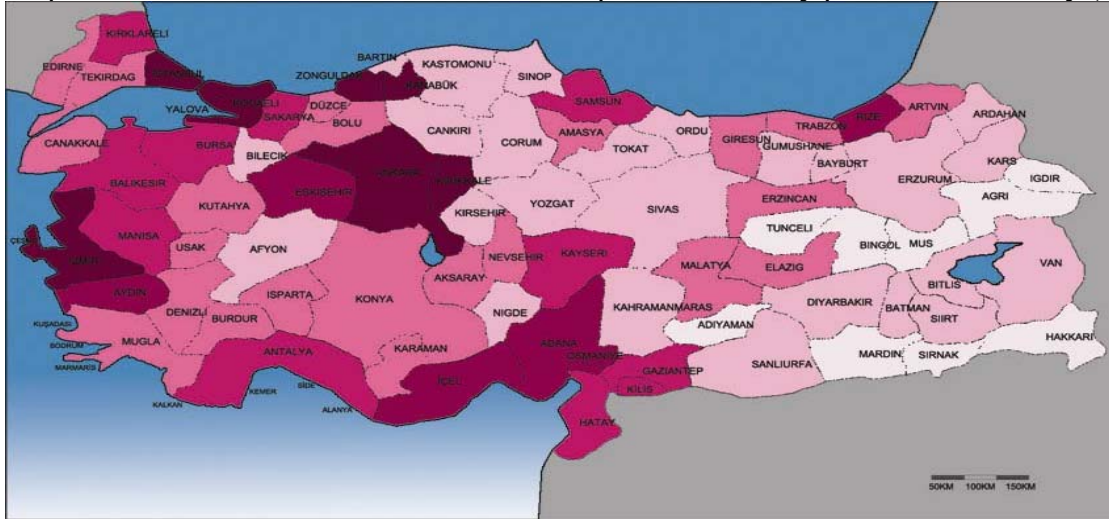
The socio-economic development is a dynamic case and differs with regard to time and space. The time and space differences in the process of development are faced in the world, as well as among the provinces of a country.

The primary purpose is to increase the development level / welfare of the province. Taking the differences between the provinces and regions at an acceptable level, improving the relatively underdeveloped regions and areas should begin at the provincial and district levels. If the strategies to motivate the economic, humanitarian and natural resources and potential of the provinces, the development could take place in a much shorter time. If the development strategy of each province is determined considering the economic and social differences through the country, the stable and consistent way for the development of the country could well be opened (8th 5 Years Development Plan, Regional Development Specialization Commission Report, 2000).

The factors influencing the provincial development are physical, socio economic and legal-administrative factors. Either in rural or in the urban areas, there is no sufficient employment and economy is mostly based on agriculture and stock raising, the agriculture is not developed, the manufacturing and distribution relations and networks are not strong. These all are important economic factors in the process of being underdeveloped. In the social structure, the population structure (population's being young or old), immigration from the country to the city, people's education and skills etc. are important factors for development of a province (8th 5 Years Development Plan, Regional Development Specialization Commission Report, 2000).

The below given maps provide a view for the socio-economic development of provinces in Turkey, by the time.

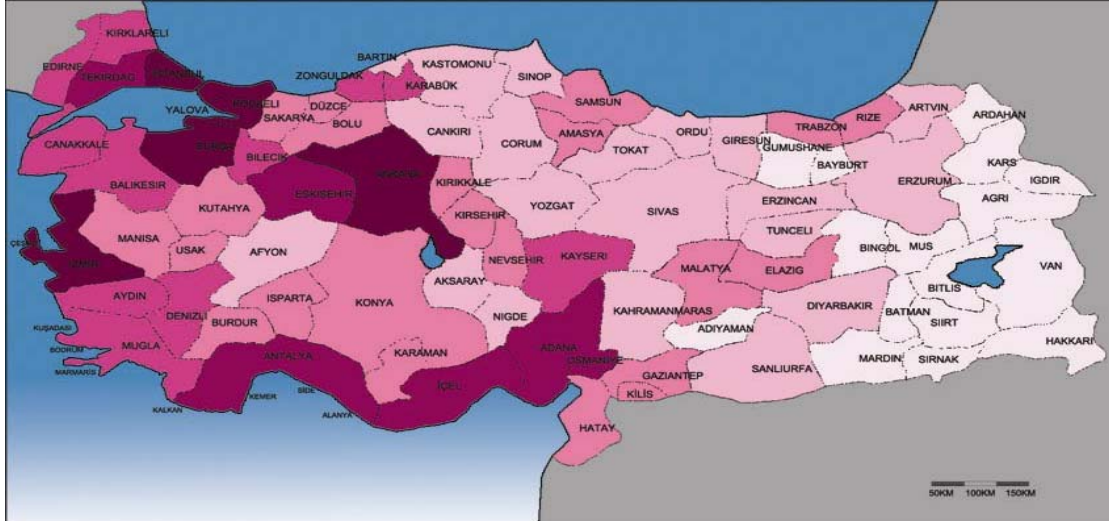
Map 1. Distribution of socio-economic development levels* by provinces in Turkey (1970)



DPT, 1981 (67 provinces)

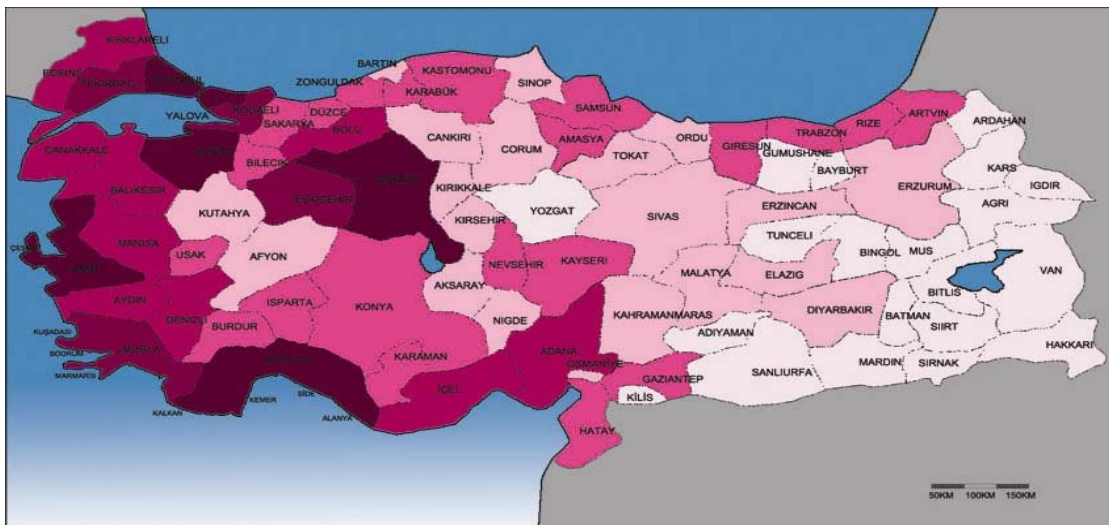
*Development levels increase, as the color gets bolder

Map 2. Distribution of socio-economic development levels by provinces in Turkey (1996)



DPT, 1996 (76 provinces)

Map 3. Distribution of socio-economic development levels by provinces in Turkey (1999)

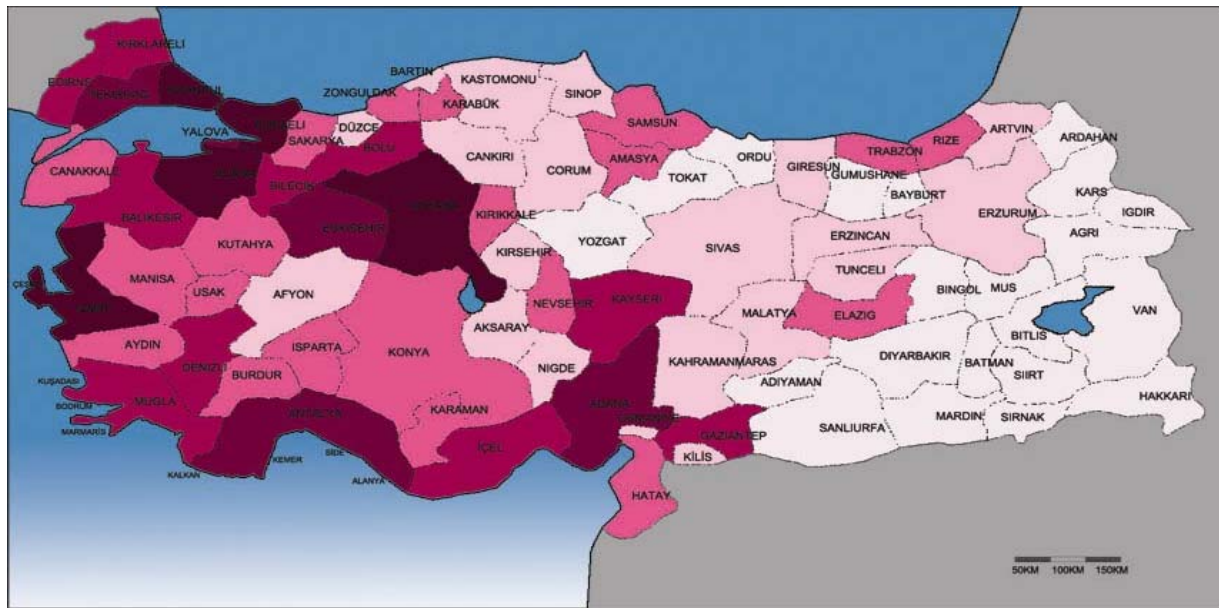


Göçer, 2002 (80 provinces)

Istanbul, Ankara, Izmir, Bursa, Antalya, Muğla, Kocaeli, Tekirdağ, Yalova and Eskişehir contained in the group of 1st and 2nd province, accommodate 36% of the total population while offering some 85.97 of the tourist staying. The cities in the third group accommodate 14% of the total population while 10.35% of the touristic stays. These provinces provide 23.79% of the total vegetable and live stock production. Some provinces in the 4th level of development (i.e. Sakarya, Kayseri, Zonguldak, Bilecik, Konya, Uşak, Hatay, Gaziantep, Burdur, Samsun) constitute 13.5% of the country's population and cover 0.52% of the touristic stays. The least developed provinces make 4.6% of the population and offer only 0.16% of the total industrial product (Göçer, 2002).

The first 10 most developed provinces are distributed in the Central Anatolia, Marmara, Aegean and Western Mediterranean Regions while the least developed ones are in the Eastern and South Eastern Anatolia (Map 4).

Map 4. Distribution of socio-economic development levels by provinces in Turkey (2003)



DPT, 2003 (81 provinces)

In 1970s, there were 67 provinces in Turkey, while in 2000s this has increased to 81 while there is no considerable difference with regard to their level of development. The developed provinces are in the western and southern regions, particularly in the coasts, yet the provinces in the Central and Eastern Anatolia remained the same. Istanbul, Ankara and Izmir are the most developed provinces in Turkey. By the time, also supported by the industrial development, the Thracea region has realized a development, and the provinces on the coast of the Aegean and Mediterranean Seas improved by the support of tourism. Antalya and Muğla completely are among the most developed provinces of Turkey, related to the tourism sector (Maps 1-2-3-4).

Based on the socio-economic development levels of the provinces in the stated time process, the development difference between the Western and Eastern provinces have increased, and the number of underdeveloped provinces in the Eastern regions of Turkey has increased (Map 1-4).

The industry has been the most important factor in the development of provinces in Turkey. The development in the coast provinces is known to be triggered by tourism after 1980s, and within this study, the touristic potential and development indicators of those provinces will be determined, and considering the spatial distribution of those provinces, their socio-economic level will be specified and the evaluation will be carried out accordingly. The aim here is to state that the provinces, which are socio-economically underdeveloped in fact, do have considerable tourism resources.

The Provinces with improved tourism in Turkey

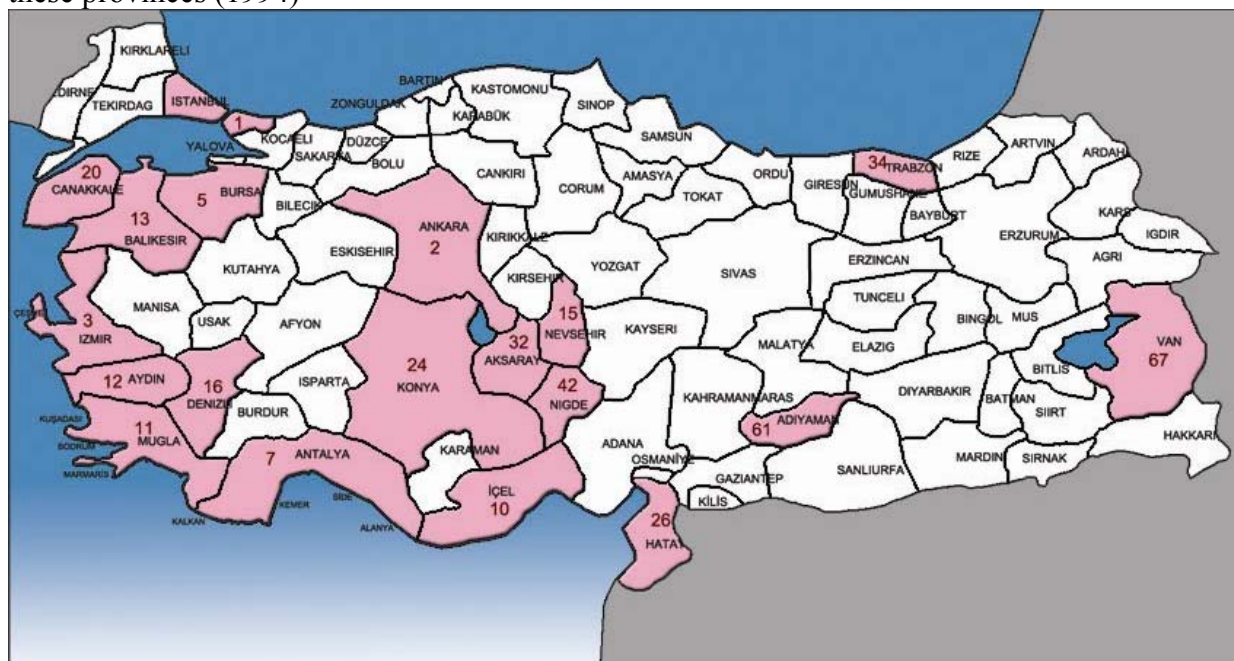
As far as the relation between the regions with development priority considered under the frame of the country development policies and tourism is concerned, it can be seen that touristic investments and incentives continued to emphasize on the developed regions. Although the tourism sector was determined as a target, it is not used for the underdeveloped regions and provinces. In the western and shore regions, 90% of the total tourism investments were made between 1980 and 1994. The transportation investments, which are also necessary for touristic developments, also aimed at the minimum expenditure regions. As for the regional intensification in the tourism investments and touristic supply, is also evident in the touristic demand. Number of tourist overnight stays, average period of stay, number of beds, available transportation, tourism investment and incentives and touristic labor, which are indicators of touristic development, the Mediterranean Region has an evident weight (Gezici, 1998).

According to the regional analysis in Turkey, tourism was found to be not so much related with the demographic development. In an analysis at the level of the touristic provinces, this result differs and the tourism sector and activities, particularly in case of the provinces of Aegean and Mediterranean Regions, preferred the underdeveloped places on the coasts, and increased the development in those regions with population increase and immigration indicators (Gezici, 1998).

According to 1994 tourism development indicators Istanbul is the most tourist attracting city. Then comes Antalya, and Ankara is the third. With regard to stays, Antalya is superior to others. Istanbul is the second, Muğla is the third and Izmir is the fourth. There is a substantial difference between Antalya, which has the highest value in night spending, and others.

Touristic demand indicators show very significant differences between the touristic provinces apart from the inequality between the entire provinces and regions of the country (Gezici, 1998).

Map 5. The provinces with improved tourism- the socio-economic development levels of these provinces (1994)



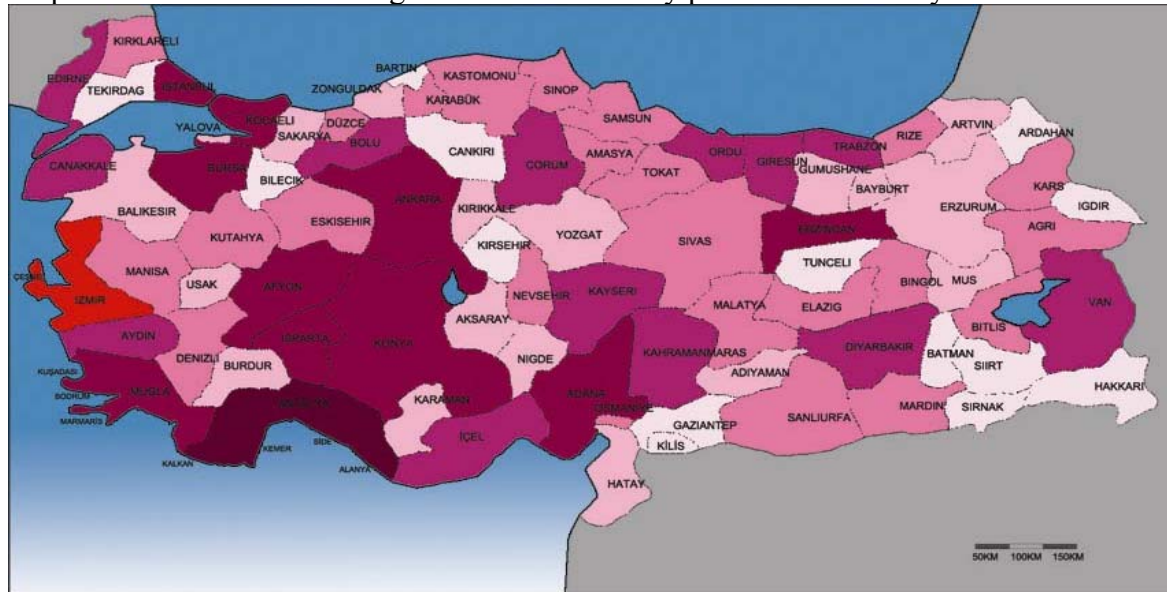
Ministry of Culture and Tourism, 1994, DPT, 1996

As for the increase from 1984 to 94, the provinces over Turkey's average are Antalya, Muğla, Aydın, Denizli, İçel, Adıyaman and Cappadocia. This listing very clearly shows that the tourism investments have been directed towards the Aegean and Mediterranean coasts in the post-1982 process. The provinces with higher number of beds are, respectively Antalya, Istanbul, Muğla, Aydın and İzmir. The difference between Antalya, having the largest number of beds and the other provinces, is much more than the number of nights spent (Gezici, 1998). It is a fact that tourism in Turkey to a larger extent is a mass tourism with sea connection.

The development levels of the stated provinces differ for the coastal provinces and geographical regions, while the touristic provinces of the East are in the lowest group.

The archaeological potential, natural resources, historical and cultural resources of the provinces in Turkey, their transport connections (railroads, airports) sea-sun-sand tourism, thermal tourism, plateau tourism and winter tourism potentials are used to determine the most important provinces with regard to tourism potential. The most significant province with regard to the tourism potential is Izmir (Map 6).

Map 6. Distribution of existing tourism resources by provinces in Turkey-2004

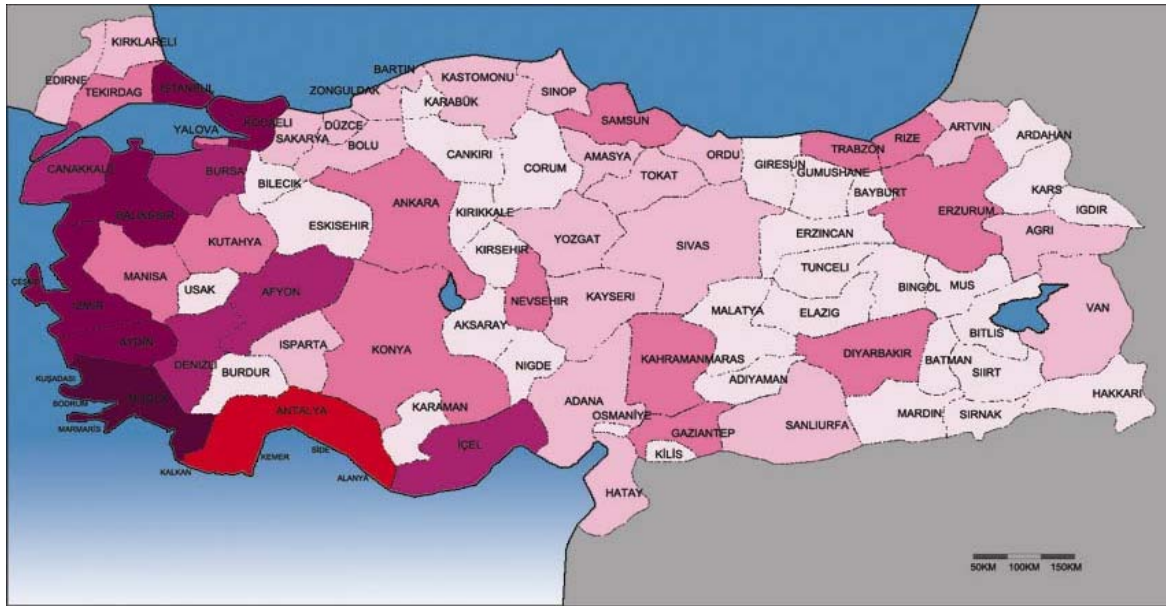


Antalya-Muğla: Being the main destinations of Turkish tourism and holding a considerable share in touristic activities in Turkey, they contain many forms of tourism primarily sea-sun-sand tourism. **Kütahya-Afyon:** These two provinces with strong thermal tourism plants and resources as well as differing natural resources do have a potential targeting domestic tourism. **Izmir:** One of the major cities of Turkey with a considerable function either in domestic or international tourism and a cultural and religious tourism potential, it has a very significant position. **Bolu:** As it is close to Istanbul i.e. the most significant center of Turkey, and differing with its natural resources, Bolu is dominant in the domestic market with its winter tourism and eco-tourism opportunities. In addition to those, it has thermal touristic resources. **Istanbul** is always in the foremost position with regard to Turkey's relations with the international communities and it has a very different significance and potential within the Turkish tourism and is a primary destination with its infrastructure and unique cultural resources and always writes the agenda of Turkish tourism within touristic planning and marketing strategies. The other prominent urban destinations are **Ankara, Bursa, Konya, Isparta, Adana** and **Erzincan**. These important places with historical and cultural richness are important for Turkish tourism with their urban developedness as well as the existence of their touristic infrastructures. But the urban destinations other than Istanbul always have a word in the domestic tourism market. **Kayseri** and **Erzurum** attract winter tourists; **Sinop, Ordu, Giresun** and **Trabzon** offer high plateau tourism while **Hatay, Sanliurfa, Adiyaman, Mardin, Diyarbakir** and **Antep** interest cultural tourists and **Van** interests eco-tourists. But these provinces seem to get a share from the domestic tourism activities. **Aydin** and **Mersin** are the most important coastal tourism centers of Turkey preceded by Antalya, Mugla and

Izmir. Cappadocia, with its different geographical features and unique cultural resources within Turkish tourism turn the whole region into a center of attraction rather than the province containing it. The provinces in the region are **Nevsehir, Aksaray, Nigde, Kayseri** and **Kirsehir**.

When the touristic potentials of the provinces (Map 6) and their socio-economic development levels (Map 4) are compared, it becomes evident that the underdeveloped provinces have considerable touristic potentials. Particularly Erzurum, Van, Adıyaman, Urfa, Diyarbakır, Mardin, Nigde, Aksaray, Kırşehir, Ordu, Giresun provinces can make use of tourism as a means for development.

Map 7. Number of beds by provinces-2003

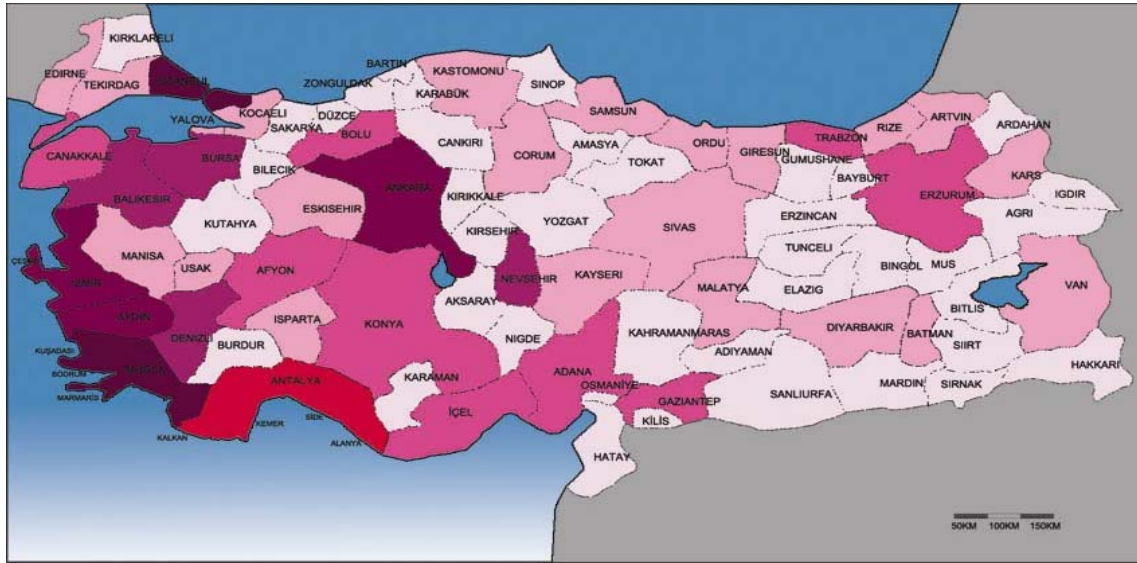


Ministry of Culture and Tourism, 2004

According to the 2003 data, Antalya is the most tourist attracting city (Ministry of Culture and Tourism, 2004). From 1994 to 2003, Antalya surpassed Istanbul. Considering the number of night spending, Antalya is the first, Muğla is the second and Istanbul is the third (Ministry of Culture and Tourism, 2004). Since 1994, Muğla replaces Istanbul. The provinces with the largest number of beds are respectively, Antalya, Muğla, Aydın and Istanbul (Ministry of Culture and Tourism, 2004). When compared with the 1994 data, it is also evident that Istanbul is in the behind. There is a considerable difference between Antalya and other provinces with regard to nights spent and number of beds. As far as nights spent is concerned, the index for Antalya is 100, Muğla is 28.1. Antalya's bed index is 100, and Muğla's is 53.08. In 1994, the difference in the number of beds between Antalya and other provinces was larger than the difference related to the nights spent, while the difference as to nights spent is much

more in 2003 (Table 2). İzmir, with the highest tourism potential, is surprisingly behind with regard to the number of beds and nights spent.

Map 8. Number of nights spent by provinces-2003



Ministry of Culture and Tourism, 2004

In spite of the potentials of the underdeveloped provinces in Turkey, it may well say that they are not sufficiently developed in the touristic demand and infrastructure.

The relation between the tourism and socio-economic development levels in Turkey

There is no relation between the socio-economic development and the tourism potentials of the provinces in Turkey. Tourism is seen to be improved in the Aegean and Mediterranean coasts provinces. The development of the socio-economically improved provinces is particularly driven by the industry. Touristic infrastructure is related to the touristic demand rather than the developedness of the provinces. The existence and development of the tourism sector in the Turkish provinces are in the form of a stand-alone structure with peculiar characteristics. But, the provinces where the post-1980 touristic investments and incentives are focused with the improving tourism, are the ones that became prominent in touristic development.

Table 2. Number of beds, nights spent and development levels index by top 10 provinces-2003

| Provinces | Index of Number of beds | Provinces | Index of Number of nights spent | Provinces | Index of socio-economic development levels-DPT |
|-----------|-------------------------|-----------|---------------------------------|-----------|--|
| Antalya | 100,00 | Antalya | 100,00 | İstanbul | 4,80 |
| Muğla | 53,08 | Muğla | 28,10 | Ankara | 3,31 |
| Aydın | 27,36 | İstanbul | 24,92 | İzmir | 2,52 |
| İstanbul | 22,03 | İzmir | 9,73 | Kocaeli | 1,94 |
| Balıkesir | 20,62 | Aydın | 9,51 | Bursa | 1,67 |
| İzmir | 17,28 | Ankara | 6,86 | Eskişehir | 1,1 |
| İçel | 10,79 | Denizli | 2,94 | Tekirdağ | 1,05 |
| Denizli | 8,32 | Nevşehir | 2,68 | Adana | 0,94 |
| Bursa | 6,04 | Bursa | 2,57 | Yalova | 0,93 |
| Çanakkale | 5,85 | Balıkesir | 2,26 | Antalya | 0,91 |

When the variables of the number of international visitors, number of arrivals, number of nights spent, number of establishments, rooms, beds are analyzed, a significant relation between the tourism potential of the provinces and the number of arrivals (Table 3).

Table 3. The relation between the tourism potential and number of arrivals of provinces

| Model Summary | | | | | | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | |
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | ,538 ^a | ,290 | ,281 | 15,83808 | ,290 | 32,238 | 1 | 79 | ,000 |

a. Predictors: (Constant), ARRIVALS

| ANOVA ^b | | | | | |
|--------------------|------------|----------------|----|-------------|-------------------|
| Model | | Sum of Squares | df | Mean Square | Sig. |
| 1 | Regression | 8086,82 | 1 | 8086,817 | 32,238 |
| | Residual | 19816,7 | 79 | 250,845 | ,000 ^a |
| | Total | 27903,6 | 80 | | |

a. Predictors: (Constant), ARRIVALS

b. Dependent Variable: POTENSIA

There is a positive relation between the development levels of the provinces and the number of beds (Table 4). The touristic infrastructure (transportation, accommodation etc.) In the developed provinces surpasses the underdeveloped ones.

Table 4. The relation between the development levels and number of beds of provinces

| Model Summary | | | | | | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | |
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | ,321 ^a | ,103 | ,091 | ,94939 | ,103 | 9,054 | 1 | 79 | ,004 |

a. Predictors: (Constant), BEDS

| ANOVA ^b | | | | | |
|--------------------|------------|----------------|----|-------------|-------------------|
| Model | | Sum of Squares | df | Mean Square | Sig. |
| 1 | Regression | 8,160 | 1 | 8,160 | 9,054 |
| | Residual | 71,205 | 79 | ,901 | ,004 ^a |
| | Total | 79,366 | 80 | | |

a. Predictors: (Constant), BEDS

b. Dependent Variable: DEVELOPM

The correlations between the stated variables are given in table 5. The variables, aimed at the demand and supply do have similarities, while there is a significant relation between the demand variables and supply variables of the provinces. The development levels of the provinces are not so much related with their touristic development levels. The touristic development levels of provinces could be said to be related with the supply variables rather

than demand variables. Particularly the socio-economically developed provinces' tourist attraction ability is related to their touristic infrastructure facilities rather than their potentials.

Table 5. Correlations

| | | Correlations | | | | | | | | |
|----------|---------------------|--------------|----------|---------|----------|----------|--------|--------|----------|----------|
| | | VISITORS | ARRIVALS | N.SPENT | OCCUPANC | ESTABLIS | ROOMS | BEDS | POTENSIA | DEVELOPM |
| VISITORS | Pearson Correlation | 1 | ,929** | ,916** | ,323** | ,835** | ,870** | ,867** | ,450** | ,411** |
| | Sig. (2-tailed) | . | ,000 | ,000 | ,004 | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 81 | 81 | 78 | 78 | 81 | 81 | 81 | 81 | 81 |
| ARRIVALS | Pearson Correlation | ,929** | 1 | ,949** | ,390** | ,869** | ,902** | ,898** | ,538** | ,514** |
| | Sig. (2-tailed) | ,000 | . | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 81 | 81 | 78 | 78 | 81 | 81 | 81 | 81 | 81 |
| N.SPENT | Pearson Correlation | ,916** | ,949** | 1 | ,381** | ,902** | ,934** | ,951** | ,465** | ,308** |
| | Sig. (2-tailed) | ,000 | ,000 | . | ,001 | ,000 | ,000 | ,000 | ,000 | ,006 |
| | N | 78 | 78 | 78 | 78 | 78 | 78 | 78 | 78 | 78 |
| OCCUPANC | Pearson Correlation | ,323** | ,390** | ,381** | 1 | ,411** | ,415** | ,410** | ,189 | ,281* |
| | Sig. (2-tailed) | ,004 | ,000 | ,001 | . | ,000 | ,000 | ,000 | ,097 | ,013 |
| | N | 78 | 78 | 78 | 78 | 78 | 78 | 78 | 78 | 78 |
| ESTABLIS | Pearson Correlation | ,835** | ,869** | ,902** | ,411** | 1 | ,995** | ,989** | ,516** | ,360** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | . | ,000 | ,000 | ,000 | ,001 |
| | N | 81 | 81 | 78 | 78 | 81 | 81 | 81 | 81 | 81 |
| ROOMS | Pearson Correlation | ,870** | ,902** | ,934** | ,415** | ,995** | 1 | ,996** | ,500** | ,361** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | . | ,000 | ,000 | ,001 |
| | N | 81 | 81 | 78 | 78 | 81 | 81 | 81 | 81 | 81 |
| BEDS | Pearson Correlation | ,867** | ,898** | ,951** | ,410** | ,989** | ,996** | 1 | ,488** | ,321** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | . | ,000 | ,004 |
| | N | 81 | 81 | 78 | 78 | 81 | 81 | 81 | 81 | 81 |
| POTENSIA | Pearson Correlation | ,450** | ,538** | ,465** | ,189 | ,516** | ,500** | ,488** | 1 | ,506** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,097 | ,000 | ,000 | ,000 | . | ,000 |
| | N | 81 | 81 | 78 | 78 | 81 | 81 | 81 | 81 | 81 |
| DEVELOPM | Pearson Correlation | ,411** | ,514** | ,308** | ,281* | ,360** | ,361** | ,321** | ,506** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,006 | ,013 | ,001 | ,001 | ,004 | ,000 | . |
| | N | 81 | 81 | 78 | 78 | 81 | 81 | 81 | 81 | 81 |

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

DISCUSSION AND CONCLUSION

It is a significant fact for Turkey that tourism sector could have an undeniable chance in the international competition, using the local resources and potentials, and in turn could be used as a means for the regional development.

Focusing of tourism in the coastal areas in Turkey, caused population increases as well as urban expansion and regional differences in those regions. As is the case in other sectoral investments, the distribution of the touristic activities in the country differ from region to region. Although it could be known that the climate, geographical features, transportation and infrastructure of the western provinces would make them advantages, the failure to use the resources existing in each province resulted in the expanding gap between the provinces.

Under the country development policies, the regions with priority in development and the consideration of tourism as a means of development show that the tourism investment incentives are focused on the developed regions while tourism sector is not used as a means. Tourism sector and activities rather prefers the developed shore provinces and accelerated the development therein, as verified by the population increase and immigration indicators.

Rather than transferring the resources in the developed regions to the underdeveloped ones, for the sake of improving them, we should use the existing potential there in the most productive manner. The existing and future touristic potentials should be established in the provinces and they should be used as a propellant. When there is a huge development, the cost increases parallel to that while it takes longer time to get the return. Long, medium and short-term targets should therefore be established for the development of provinces, and the short-term targets should be provided to put acceleration into the later development. The short-term targets for the touristic development in the provinces should be the development of the domestic tourism in the provinces, which are retarded, in socio-economic development. What is to be done for domestic tourism in Turkey is to awarding incentives to the regions lacking infrastructure.

The solutions for the development problem in this new information society era should differ from those offered in the agriculture / industry society period. Regional and local factors should be emphasized parallel to the developments in the world. The local and regional dynamics should be the fundamental component of all issues such as organization and contribution. In the 5 years development plan covering the period from 2000 to 2004, the target aimed at the development is determining the local dynamics and emphasizing their importance, while the target for the touristic development is improving the alternative tourism types and reducing the seasonally and spreading the entire touristic movements throughout the country. These two targets complement each other and emphasize the importance of tourism in the development process. Specifying the alternative types of tourism could be possible by establishing the local features and potentials and their detailed analysis.

The regional development policy has the purpose of improving certain areas which have common features with regard to social and economic criteria but perceived as a problem due to being lower than the country average, with certain limitations, by means of humanitarian, institutional, organizational and mental renovations, to reach the country average. Regional development strategies could not be independent from the provincial development strategies. For the sake of reaching the said purposes, the entire resources of the provinces should be analyzed and their capabilities and capacities should be defined and the short, medium and long-term policy tools for the purpose of reaching a new structural foresight.

Any supply potential that could be encountered in the developing countries should be taken as a whole from transportation to accommodation, entertainment to shopping so that they come to a level to be offered to the visitors as a touristic product. The touristic potentials in the region could be just potentials if they are not converted into a product. These are always the

assets of the regions. But for making use of the potential to yield economic results in a touristic activity and converting the potential into money, we should consider it under a project, plan step by step and define the duties. It is important for the tourism industry to balance tourism services, touristic products and infrastructure with the demand for the destination.

It is impossible to claim that the underdeveloped provinces in a developing region could develop using tourism alone. The touristic potential of a province should be taken into account with other provinces and potential resources subject to a regional planning concept. Underdeveloped provinces (i.e. without a touristic infrastructure) touristic development depend on the potentials, as well as the entertainment facilities in the adjacent zones, availability of an international airport, accommodation facilities to satisfy the requirements of the visitors or such other means. From that point of view, the provinces with potential should be considered as a whole with the adjacent provinces.

Turkey is a large country with many touristic resources. There are a number of regions in Turkey, which differ from each other in regard to socio-economic development and differing potentials. Because of the influence of tourism on development, Turkey's regions with less developed socio-economic structures are very important in regard to touristic potential. The development of the tourism sector needs a strong infrastructure. As the new investments to be made in various regions are costly and require a long term, projections in terms of planning strategies stabilizing inter provincial communications to ensure investments not turning into obsolete facilities are crucial aspects.

Employing tourism as a means of development is not an approach, which will yield, in the short term. In the long term the detailed analyses to be produced in accordance with the planned development and the strategies to be determined are very important for Turkish tourism, which only has sea-sand-sun for time being.

Turkey's tourism planning and organization efforts should be sustainable without being affected by political interests and developments. Active, renovative and continuous policies should be established for the sake of competition.

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