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IMPACT OF TOURISM IN TERMS OF SUSTAINABLE DEVELOPMENT: THE CASE OF TURKEY

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ABSTRACT

The purpose of this study, considering the period of 2003-2018 data, the contribution of tourism to national income in Turkey in terms of economics is to demonstrate analytically. The analysis results, the number of tourists visiting Turkey has increased 180% increase from 16 million people to 46 million people. Similar figures on the number of tourists from Turkey and proportions are concerned. In spite of the increase in the number of tourists, tourism revenues increased by 110% and tourism revenues which were 13.9 billion dollars in 2003 were 29.5 billion dollars in 2018. Based on these data, the average expenditure per tourist decreased by 24% from \$ 850 to \$ 647. This situation also affected the share of tourism in the national income. In 2003, the share of tourism in national income was 4.4% and in 2018 it was 3.1%.

Keywords: Turkey, Tourism Sector, National Income

INTRODUCTION

In the national income calculations of countries, three sectors are taken into account, namely agriculture, industry and services. Depending on their level of development, there is a transition from agriculture to industry and then from industry to services in the share of these sectors in national income. In this context, the importance of tourism, which is considered as a sub-area of the services

sector, is increasing day by day in terms of the national income of the countries (Çoban, 2018, 423).

Tourism activities are defined in the form of all travel and accommodation activities that take place outside the environment in which individuals reside, for business or leisure purposes and not exceeding one year (Chuck, 1997: 138; Beyaz and Karabacak, 2018: 63). The tourism sector contributes to the economies of the country from different perspectives, from healthcare to transportation, insurance to accommodation, prevention of unemployment to foreign exchange-earning activities. In this context, the tourism sector has a protective, gripping and stimulating feature. Factors such as population growth, technological development, increased life expectancy, urbanization, social security, freedom of travel and paid holidays play a dynamic role in the development of the tourism industry. In addition, the tourism sector has a direct or indirect spreading effect with trade, transportation, accommodation, construction, food and beverage and other service sectors in many countries (Proença and Soukiazzi, 2008: 749; Çoban & Özcan, 2013). Especially for developing countries, it has many advantages such as the development of infrastructure and tourism-related subsidiary sectors, promotion of foreign capital investments, technology transfer

and so on (Yarcan, 1996: 31; Beyaz and Karabacak, 2018: 63).

In this study, considering the period of 2003-2018 data, the contribution of tourism to national income in terms of Turkey's economy was aimed to determine analytically.

METHODOLOGY

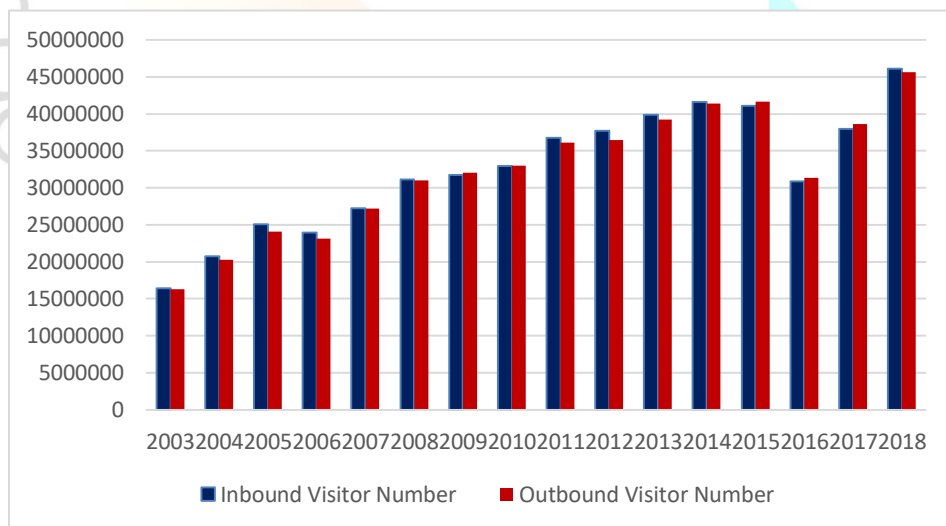
The data used in the analysis in this study were compiled from the Official Tourism Statistics of the Ministry of Culture and Tourism (Kültür, 2019). In this context, Turkey in tourism, national as well as the number-coming tourist arrivals to demonstrate the impact of revenue as well, the number of tourists-tourism revenue, its share in national income per

capita average spending and tourism receipts of tourists were discussed. The created data set was analyzed by analytical analysis.

RESULTS

Turkey tourism in the national as well as the number-coming tourist arrivals to demonstrate the impact of revenue as well, the number of tourists-tourism revenue, its share in national income of per capita average spending and tourism revenues tourists were discussed. 2003-2018-period information related to outbound tourists coming to Turkey are arranged in Figure 1.

Figure- 1: Inbound-Outbound Visitor Numbers to Turkey



According to Figure-1, the number of incoming tourists, which was 16.4 million in 2003, increased to 41.6 million in 2014, and decreased to 31 million as a result of the increasing / experienced terrorist incidents in 2016. The number of tourists, which started to increase again in 2017 and 2018, reached the highest figure in history

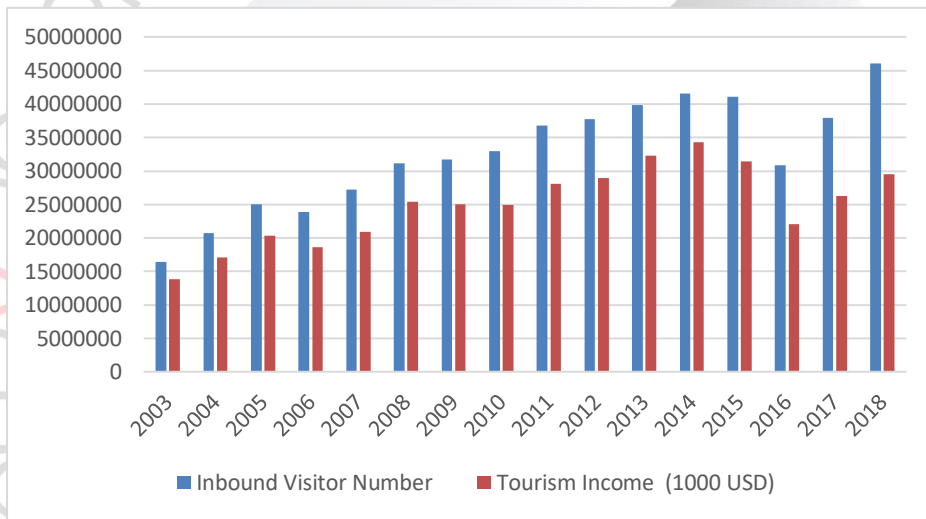
with 46 million people in 2018. A similar trend was observed in the number of tourists; The number of tourists, which was 16.3 million people in 2003, increased to 41.6 million in 2015, dropped to 31.3 million in 2016, and finally reached 45.6 million in 2018.

The number of tourists coming to see the effect of foreign exchange earning of Turkey's economy and tourism revenue figures obtained are summarized in Figure 2.

According to Figure-2, in the period handled, the number of incoming tourists increased by 180% while tourism

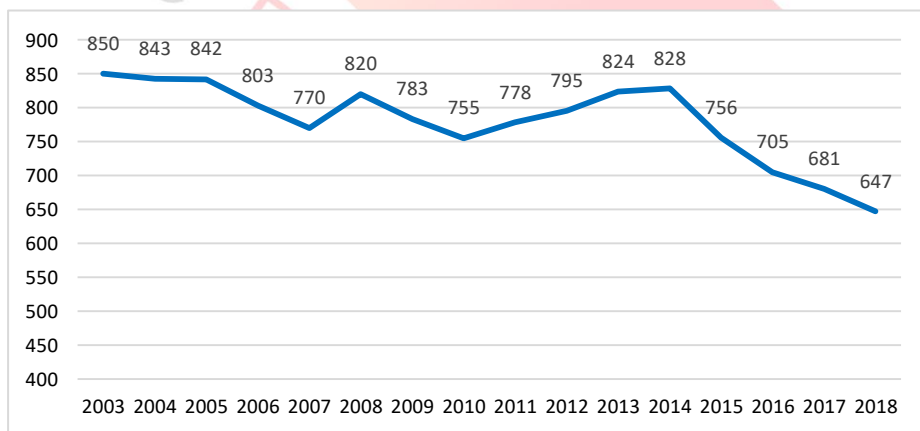
revenues increased by 110%. As the most important reasons for this situation, the depreciation of the Turkish lira against the dollar and the competition in the tourism sector may be attributed to pulling prices down. In this context, tourism revenues increased from \$ 13.9 billion in 2003 to \$ 29.5 billion in 2018.

Figure- 2: Number of Incoming Tourists and Tourism Income in Turkey, 1000\$



Another important indicator for the tourism sector is the average expenditure of each tourist. In the considered period the average expenditure of tourists visiting Turkey are summarized in Figure 3.

Figure- 3: Average Spending per Tourist, USD

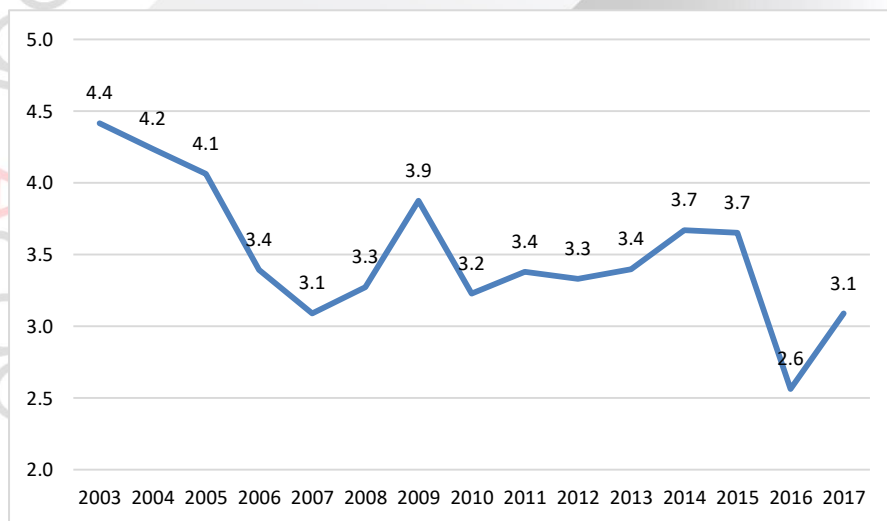


According to Figure-3, while the average expenditure made by each tourist in 2003 was at the level of 850 dollars, the average expenditures decreased after 2014, although this level was maintained until 2014. In this context, the average expenditure, which was 828 dollars in 2014, was finally 647 dollars in 2018. One of the most important reasons for this change is that prices cannot accompany

the increase in the dollar rate depending on the number of tourists coming. The dollar rate, which was around 2.2 TL in 2012, increased to 6.9 TL in 2018.

Another indicator of the tourism sector that can be taken into consideration in terms of economy is the contribution of the sector to the national income. Tourism contribution to national income in Turkey is shown by Figure 4.

Figure- 4: Share of Tourism Sector in National Income, %



According to Figure-4, while the contribution of tourism to the national income in 2003 was 4.4%, it decreased to 3.1 in 2007, to 3.9 in 2009, to 2.6 in 2016, and finally to 3.1 in 2017. Based on 2003, the proportional contribution of the tourism sector, which is generally national income, has decreased in the past period. As mentioned in our analysis above, this decrease is thought to be due to the fact that the prices in the tourism sector do not increase in parallel with the increase in the exchange rates and the average expenditures of the tourists decrease every year.

CONCLUSION

The tourism sector has an important role considering the national income of developing countries. Because of the importance Said was aimed to analyze the contribution to the national income of the tourism sector in Turkey in this study. In addition to the number of tourists coming and going, the indicators such as tourism revenues, average expenditure per tourist and the contribution of the tourism sector to the national income were taken into consideration in the analysis.

According to the results of the analysis, the number of incoming tourists, which was 16.4 million people in 2003, increased to 41.6 million in 2014, and decreased to 31 million as a result of the increasing / experienced terrorist incidents in 2016. The number of tourists, which started to increase again in 2017 and 2018, reached the highest figure in history with 46 million people in 2018. A similar trend was observed in the number of tourists. Tourism revenues increased from 13.9 billion dollars in 2003 to 29.5 billion dollars in 2018. In this context, while the number of tourists increased by 180%, tourism revenues increased by 110%. Considering the average expenditures made by each tourist, the average expenditure, which was around \$ 850 in 2003, was finally \$ 647 in 2018. Finally, when the contribution of the tourism sector to the national income is analyzed, the share, which was 4.4% in 2003, decreased to 3.1% in 2017. In this decrease, it is considered that the decrease in the number of tourists, especially due to the increasing / experienced terrorist events in 2015, as well as the prices in the tourism sector cannot adapt to the increases in the exchange rate.

When the results of the analysis are evaluated as a whole, the number of tourists coming due to the terrorist incidents in 2016 decreased by 27%. However, as a result of the policies implemented in 2017 and 2018, the number of tourists has increased significantly. The important issue here is how the contribution of the tourism industry to the national income has changed in the past period. The figures are not very positive in this regard. Compared to the increase in the number of tourists

coming from one side, tourism revenues and average spending levels per tourist decreased, while the contribution of the tourism sector to the national income decreased. In order to overcome these disadvantages, it is important to develop alternative tourism concepts, review the all-inclusive system and direct the tourists who are stuck in the hotel to touristic activities outside the hotel.

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