

Turkey's Tourist Profile: A Document Analysis for Future Implications

Gozdegul Baser

Antalya Bilim University, Antalya, Turkey

This paper aims to present an analysis of tourist profile in Turkey through a document analysis. The study covers the review of Türsab (Association of Turkish Travel Agencies) magazines published in years of 2000-2017 as well as Turkish tourism official statistics. A picture related to the tourist profile and its change in Turkey is presented. The information may contribute to the competitiveness of Turkish tourism for tourist satisfaction as well as destination marketing and management by contributing to the tourism policy and strategies. The results point out a change in tourist profile since the 2000s. European tourists profile has changed and there have been new nationalities with different preferences.

Keywords: tourist profile, turkey, tourism, destination management, strategy

Introduction

Tourism has experienced continued growth and diversification to become one of the largest and fastest growing economic sectors in the world. In 2009, the contribution of tourism to economic activity worldwide was estimated at 5% (UNWTO, 2010, p. 2). This figure changes for each country, however, the contribution of tourism to economy is substantial. Tourism, at least for the foreseeable future, will see continuing growth in demand and worldwide expansion. Despite the significant growth of international and domestic tourism since the 1950s, there is also a range of obstacles and barriers which continue to inhibit the growth of tourism. Tourism is a sensitive sector which is affected by many economic, political, and social factors.

Turkey is a popular destination for visitors from different European Union (EU) and non-EU countries. Turkey has become one of the main tourist destinations in the Mediterranean rim, primarily because of its natural attractions, historical and cultural heritage, and competitive prices (A. Yüksel & F. Yüksel, 2001a, p. 153). The number of tourist arrivals, the market share, and the revenue have increased substantially since the latter half of the 1980s. Recently, Turkey takes its place in the world's top 20 tourism destinations in terms of both the number of tourist arrivals and tourism revenue. Among different countries, Russia, Germany, the United Kingdom, and Iran are the main tourist generators for Turkey.

Turkey was the 6th most tourist-attracting country in 2015. Turkey has gone a long way in tourism and aims to be one of the most tourist-attracting destinations in 2023 with a target of 50 million tourists and 50 billion dollars of revenue. Development of tourism gained an acceleration in the mid of 1980s as the Özal government gave incentives for tourism investments. After that time, tourism started to progress quite rapidly as the availability of accommodation increased.

Turkey is a developing country and a candidate for the EU. Tourism has a crucial role as a bridge for the European citizens to investigate the Turkish culture, nature, and society as a whole. European tourists may be considered as the “apostles” for Turkey and Turkish culture in Europe. Considering the last four decades, a change in the profile of European tourists visiting Turkey is observed from many aspects like number, nations, income levels, and points of interest. Turkey has been receiving a growing attention from the other countries besides European countries. This paper aims to make a documentary analysis for tourist profile. Tourist profile and preferences are critical information for a successful and sustainable tourism marketing, destination management, and customer relations management which lead to tourist satisfaction, motivation, and consumer retention.

Literature Review

The quality and availability of tourism supply resources are critical elements in meeting the needs of the ever changing and growing tourism market (Uysal, Li, & Sirakaya-Turk, 2008, p. 434). In the tourism industry, a destination is considered a consumer product and tourists are consumers who purchase a number of diverse tourism products and services. To market destinations and amenities within those destinations effectively, marketers need to understand what motivates an individual to travel and what destination attributes are important for an individual to select a product or amenity (Uysal et al., 2008, p. 434). In tourism destination management, maximizing travel satisfaction is crucial for a successful business (Yoon & Uysal, 2005, p. 47).

In the presence of fierce competitive environment, not only organizations, but also tourism destinations (a resort, region, or country) must develop a competitive strategy that enables them to perform more effectively than their competitors (Pearce, 1997). Development of a competitive strategy necessitates an understanding of those factors determining competitiveness of a tourism destination and positioning the destination in relation to other competitors in the market.

Tourists represent a heterogeneous group and within any tourist group, there are subgroups of tourists that are attracted to a destination for different reasons (Andreu, Kozak, Avci, & Cifter, 2005). Tourism and destination managers should understand what drives tourists to travel to a destination in order to elevate tourists' satisfaction level and, thus, to increase re-visitation and positive recommendation levels (Yoon & Uysal, 2005).

Literature on tourism motivation is dominated by three major theories which explain the reason why people travel, why they select a certain destination, and why they engage in certain activities while travelling (Egresi, 2017). These three theories are Maslow's (1943) need hierarchy theory, the push and pull theory (Dann, 1981; Crompton, 1979), and the seeking and escaping theory (Iso-Ahola, 1982). Motivations may differ based not only on the characteristics of the destinations but also on the nationality of tourists (Kozak, 2002; Pizam, Jansen-Verbeke, & Steel, 1997). Hofstede (2001) argued that people carry “mental programmes” which are developed in the family in early childhood and reinforced in school and organizations and that these mental programmes contain a component of national culture. They are most clearly expressed in the different values that predominate among people from different countries. Tourists from diverse cultural backgrounds also exhibit different behavior patterns once they have arrived at their destinations, such as trip arrangement, recreation, shopping activities and expenditures (Povey, Rahimi, & Heitmann, 2016; Yüksel, 2004).

Tourist motivation analysis is quite important to support tourist loyalty. Tourism destination loyalty has causal relationships with motivation and satisfaction (Yoon & Uysal, 2005, p. 55). Although defining the term service quality is not easy, marketing theorists generally accept that the concept is personal and subjective and that consumer perceptions constitute an essential element of its conceptualization (González, Comesaña, & Brea, 2007, p. 153).

A. Yüksel and F. Yüksel (2001b) conducted an exploratory research for a sample of 343 tourists and confirmed that performance levels delivered by other destinations might affect tourist satisfaction and future intentions towards the present destination. That is, the perceived performance or capabilities of other destinations may set the standard against which the current experience is judged. As a result of this research, it was stated that in particular, hygienic food preparation, the responsiveness of staff to tourist complaints, the quality and availability of entertainment, and the security of rooms need to be improved. Satisfaction with the holiday appeared to be substantially determined by the level of tourist evaluation of hospitality, service quality, accommodation, catering and other tourist facilities, services, convenience factors, and activities in which the tourist participated.

Aksu, İçigen, and Ehtiyar's (2010) research related to the expectations and satisfactions of tourists to Antalya region in Turkey covered a total of 10,393 tourists. The research findings show that 47% of the tourists are from the Commonwealth of Independent States (CIS); came mostly (27.7%) with spouse and children, and preferred package tours (84.9%). The study investigated the correlation between their level of expectation and satisfaction, which was found to have a correlation of 0.724.

Tourist profile is critical to define the demographic, psychological, beneficiary, social, and economical qualifications of tourists. Tourist profile research provides valuable information to assess the consumer's needs, demands, satisfaction, motivation, and loyalty. In addition, there is a change in tourists' decision-making process as a result of technology. Today, tourists use mobile applications to obtain information about their trips, before, during, and after travelling. Saura, Palos-Sanchez, and Reyes-Menendez's (2017) research shows that mobile tourism applications provide value to users and focus on the consumer behavior and personalization. Therefore, tourism authorities need periodical information related to the tourist profiles for the destination. This information is also necessary for tourism strategies in order to be competitive and sustainable as well.

Methodology

Document analysis is a form of qualitative research in which documents are interpreted by the researcher to give voice and meaning around an assessment topic (Bowen, 2009). Analyzing documents incorporates coding content into themes similar to how focus group or interview transcripts are analyzed (Bowen, 2009). The researcher must maintain a high level of objectivity and sensitivity in order for the document analysis results to be credible and valid (Bowen, 2009). Qualitative researchers are interested in understanding the meaning people have constructed, that is, how people make sense of their world and the experiences they have in the world (Merriam, 2009, p. 13).

This study is based on a document analysis. Tursab magazine is chosen for document analysis. Tursab is one of the main tourism stakeholders representing more than 8,000 travel agencies in Turkey. Tursab is established for the purpose of taking measures, to insure the development of the travel agency profession in harmony with the country's economy and tourism sector and of protecting professional ethics and solidarity (<https://www.tursab.org.tr/>). The issues of Tursab magazine published between 2000 and 2017 are reviewed for information concerning tourist profile and preferences as well as important incidents affecting the sector and tourists. Tursab magazine was published monthly and the last issues were published every two months. For this purpose, 85 issues were found to consist of relevant information and the news, reports, interviews were listed. The information is analyzed as theme analysis. The themes were grouped under the names like Russian tourists, German tourists, European tourists, etc. All the relevant data were put under the themes. Finally, data are reviewed and analyzed.

Findings

German Tourists

Turkey has a long historical bond with Germany. German people have an interest for Turkey much longer compared to other European tourists. Before the 1980s, European tourists who came to Turkey were basically “*liebhaber*” people (mostly German tourists) who had special interest for Turkey and Turkish culture. After the heavy investments as a result of incentives given by the government in the 1980s, mass tourism started around the 1990s, accelerating in the mid of the 1990s. Number of German tourists increased rapidly after the 1980s, their expenditure in Turkey is considerably lower compared to other destinations and almost half of them visited Turkey for the first time:

According to the detailed survey presented by Armin Vielhaber, the number of tourists visiting Turkey in 1988 was around 800.000. This figure increased to 4 million as of 2005. Vielhaber further explained that the German tourists spend an average of £943 in Turkey. Vielhaber underlined that the average expenditure by a German tourist is £1146 in Egypt, £1033 in Spain and £640 for Croatia. It is also pointed that in 2005, 41% of the German tourists visiting Turkey for the first time, which can also be interpreted as: 59% were coming for the second time. Putting emphasis on the importance of this fact, Vielhaber recorded that tourism would be vivid as long as people tend to visit the country more than once. In the meeting it is stated that 35% of the German people, who plan to spend their holidays abroad, are considering Turkey as a destination alternative. (Türsab, 2007, No. 274)

Figure 1 shows the European visitors to Turkey. German tourists form the greatest number among European tourists. Starting from 2000, more than 70 million Germans visited Turkey. British, Bulgarian, Dutch, and French visitors follow in number.

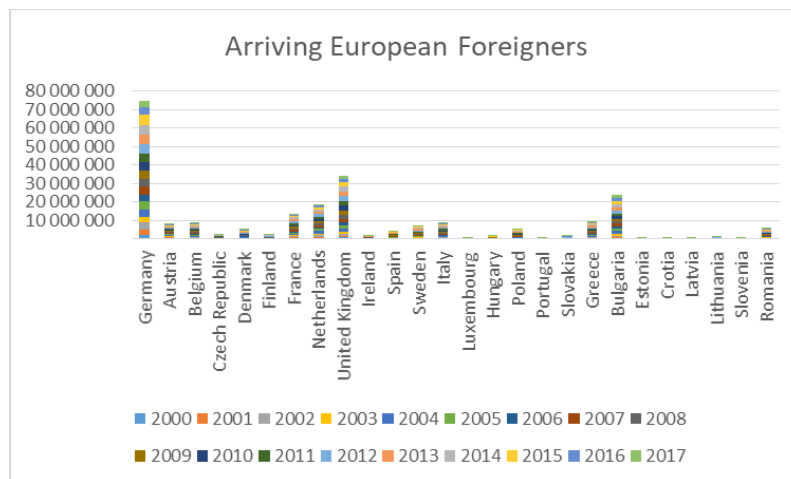


Figure 1. Arriving European foreigners. Source: <http://www.tuik.gov.tr/>.

When considered among all European nations, Germany had a high market share till year 2000. The 2000s were difficult years for Germany as well as for Europe and the world (Türsab, 2002, p. 198):

German Tourism research center, 2002, Reiseanalyse RA: The economic crisis strikes Germans as well. It is possible to register the results of January-March 2002 as follows: People do not want to fly and particularly to Muslim countries, they prefer to fly to secure countries. They do want to go to Europe but not via planes, they prefer Germany, they prefer last minute bookings. While in the past years, Germans were making their holiday programmes long in advance, this year there is quite a decrease in the number of those making programmes... The demands of Germans for all-inclusive options and health-beauty tourism are increasing fast.

These factors caused a decrease in tourism: “Germans are taking fewer vacations this year. German vacation/entertainment tourism experienced a drop of 12% for June and a drop of 15% in the first six months of 2002 when compared with last year” (Türsab, 2002, p. 223).

The increase in oil prices together with the high unemployment rate influenced the decrease in the number of visitors: “The oil prices hit the European economy... The unemployment rate in Germany is 10.7 per cent which is the highest level since the last five years. This situation affects badly the consumer confidence index too” (Türsab, 2004, p. 249). “Stagnation in German travel market. The economic stagnation, hot weather and the world championship had a negative impact on the German travel market for 2005-06” (Türsab, 2007, p. 274). In addition to the economical problems faced, Iraqi War and SARS were on the stage. This caused a “wait and see” policy for Europe:

Based on the “world tourism barometer” prepared recently by the World Tourism Organization, the tourism industry making a negative start in 2003 because of the problems such as a weak economy, Iraqi War and SARS will recover in the second half of the year... Europe: “wait and see” policy is adopted in Europe... It’s stated that this situation depends on the last minute sales and the pressure on the prices...”. (Türsab, 2003, p. 234)

However, some kind of positive events took place supporting Turkey’s image as a country like the third place in the world football championship, proceeding to the EU, woman athlete’s success and success in volleyball, first award in Eurovision: “... 13 million tourists despite negative facts... third place in the world football championship... Turkey is proceeding to the EU... Süreyya Ayhan... Woman volleyball championship... Sertab Erener...” (Türsab, 2003, p. 285).

Figure 2 shows market sections for Turkey. Germany started to lose its leading role after the 2000s.

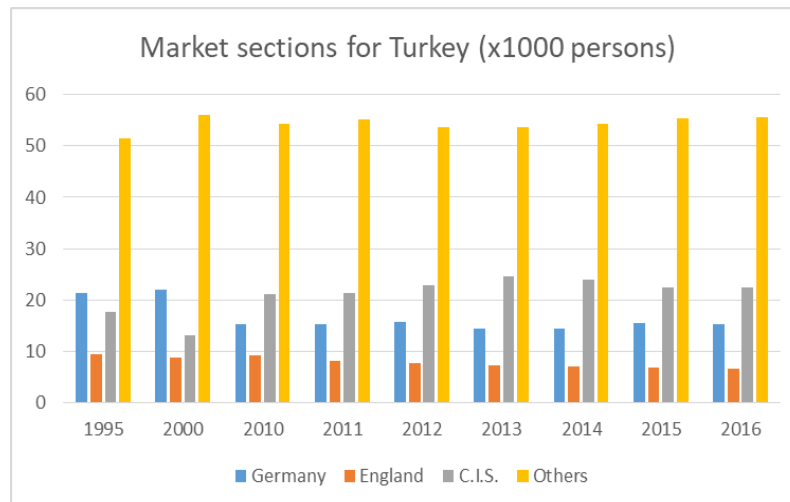


Figure 2. Market sections for Turkey. Source: <http://www.tuik.gov.tr/>.

According to Türsab (2007, p. 275):

Germany Turkey’s number one tourism market shrunk last year after a long time. However, German tourists will still hold the record for best spenders in international travels in 2006... According to the estimation of UNWTO the increase in the number of tourists will continue in 2007 and will be around 4%. The most important fact supporting such a positive estimation is the continuation of the development of world’s economy in general.

German travel demand started to improve slightly after 2005: “Stagnation in German Travel Market, the

survey conducted by DRV, German Travel Associations Union, revealed that the German travel industry improved slightly during September 2005-October 2006 period" (Türsab, 2007, p. 275). "The positive developments observed in the world economy and the recovery in the Eurozone economies mainly such as Germany will increase the travel numbers" (Türsab, 2006, p. 264). Actually during these hard years, Turkey was an attractive destination as being a non-EU country: "... Euro may affect the choice of destination... More tourists will prefer Turkey to Spain if the Turkish lira continues to lose its value" (Türsab, 2002, p. 216).

As a result of the economical constraints, expenditures decreased and the tourism income did not increase (Türsab, 2003, p. 238):

According to the results of a study conducted by the WTO, the tourism industry closed the year 2002 with a rise despite negative events... Since the expenditures decreased because of the facts such as shorter stay period, cheap accommodation, cheap flight and travel to the close destinations, the tourism income didn't increase as much as the tourists' number...

During the 2000s, the majority of the tours organized for Turkey were package tours (Türsab, 2003, p. 231):

... The majority of the tours organised for Turkey are composed of package tours... Turkey is rather preferred by the middle class... 93 percent of the German travel agencies target the families with children and they are followed by the couples without children at the rate of 62 per cent.

There were assumptions for cheaper destinations to be preferred more than the others (Türsab, 2003, p. 237):

Based on the study prepared following the survey conducted by 59 German tour operators, winter reservations rose compared to the previous year and the expectations for the summer season are big. The operators predict that Germans will prefer cheaper destinations next year.

However, there was a segment of German market which preferred luxurious holidays (Türsab, 2006, p. 272):

As one of the leading travel markets of Europe, Germany shows an ever-growing interest in luxurious holidays. The German people who prefer to stay in the exotic island boutique hotels rather than classical destinations, allocate a greater budget for these trips than classical destinations... The increase in the number of travelers over 50 in Germany signals that the interest in luxurious travels will continue.

Turkey's rivals were mainly known as Spain, Greece, Egypt, Italy, and Tunisia for German tourists (Türsab, 2007, p. 278):

Turkey on the rise again in the German market after major losses in the German market last year, Turkey is on the rise again, defeating many of its rivals. Spain, which was lagging behind for the first two months only managed to recover in March and surpassed Turkey. Greece and Egypt are in a regressive trend according to Giata's data. According to Giata indicators based on its database of 16 thousand travel agents and almost 60 thousand tour operators, Spain is in first place in 2007 with 27% in the German market, whereas Turkey holds second place with 15.2%. Greece follows with 7.3%, followed by Egypt, Germany and Italy with 6.2%, 5%, and 4% respectively. Tunisia was ahead of Italy in 2006 with 5.4%, but its share has decreased to 3.1% this year.

In the following years, Turkey has stayed as a popular destination for German tourists (Türsab, 2015, p. 367):

Turkey is the third most popular destination for German tourists after Spain and Italy. I observe more potential. The service and price balance is important. Looking from a short-term and mid-term perspective, there are new capacities for Germany. Turkey is very popular in Germany.

Russian Tourists (CIS Countries)

CIS countries tourists are known to be “Russian” tourists in Turkey. These countries include Azerbaijan, Armenia, Belarus, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan, Turkmenistan, Uzbekistan, and Ukraine. There is serious increase in the number of CIS tourists to Turkey in the 2000s: “In 2003, the number of visitors coming from the Russian Federation rose by 33 per cent. Our Russian visitors interested with our country this year too doubled the number of visits compared to January last year” (Türsab, 2004, p. 241).

The suitcase trade done by CIS countries citizens took attention. In 2010, the Visa Exemption Agreement was signed which caused the increasing number of tourists from these countries to Turkey, Russia leading the rest (Türsab, 2011, p. 311):

Suitcase trade of rich Russians around Black sea shores and in İstanbul was replaced by luxury tourism activities around Antalya and İzmir. Antalya's most important holiday resorts took the appearance of a “hot, sunny Russia” in summer months with the language spoken, food preferred and consuming habits. CDs of Turkish singers were on “the most listened” lists of night clubs and entertainment centres opening in Russia. Russian shop signs and names were appearing next to Turkish ones from mid 2000's in these coastal towns. Everyone who worked indirectly in the tourism industry in the region, from sales assistants in gift shops to waiters in cafes were now speaking enough Russian to get by... The wealthiest or the middle class they just can't give up Turkey. According to tourism experts, Turkey with its geographical location, warm beaches, long coastline and giving a feeling of security, tops the list for Russian tourists for their choice of holiday. After Turkey, Russians mostly visit Egypt, China and France... Escaping the cold climate of their country and flocking to hot beaches of the Mediterranean and the Aegean, Russian tourists usually stay for 10-15 days in Turkey and generally prefer “all-inclusive” hotels. Russian tourist usually choose “aqua park”, “disco” and “animations” as entertainment while on holiday and their biggest complaint is the high price of tour package programs. Naturally, this complaint only applies to Russian tourists who want an economical holiday... The “Visa Exemption Agreement” was signed during Russian State President Dmitri Medvedev's visit to Ankara in May 2010... without a visa for visits lasting up to a calendar month.

Besides tourists who prefer economical holidays, there are also considerable tourists who prefer luxurious holidays (Türsab, 2011, p. 311):

A considerable number of Russian tourists who arrive on their yachts worth hundreds of thousands of dollar and private jets to enjoy a selection of ultra luxurious holidays also visit our country. The leading name among those is also the leading name among the richest businessmen of the world, Roman Abramovich. The businessman, whose every move creates an event, sometimes arrives in Antalya on his yacht that resembles an island and at other times on his private jet. Complaints to Tourism Province Managements by Russian tourists are almost nonexistent...

Kazakhs are quite different among CIS tourists (Türsab, 2009, p. 287):

Kazakhs like luxury. Kazakh customers preferring in general 5-star hotels and “all included” accommodation don't like to be limited with the hotels where they stay. Kazakh tourists generally consisting of families with two children and feeling themselves close to Turkey because of the similarities between the two cultures, get pleasure from shopping and journeys. Kazakhs spending more compared to the other CIS countries, require also luxurious foods, entertainment and transportation; therefore, the works meeting these expectations should be anticipated. One of the main problems in this market concerns transportation. The number of scheduled flights fails to meet the demand and therefore, the increase of scheduled flights of Turkish Airlines between Kazakhstan and Turkey will help developing the tourism relations between the two countries.

Some of the European tourists feel disturbed by Russian tourists (Türsab, 2011, p. 311):

Their own cultural codes may lead European tourists to feel disturbed by them at times. For instance, reserving a table for dinner by placing an apple or a pebble on the table irritates Germans who are renowned for their attention to detail and meticulousness. In fact, the news of the abolition of visas was published in the German press with the headline of "Alas! Visas are abolished; Russians will flock to Turkish beaches".

On November 24, 2015, there was a military problem between Turkey and Russia due to a jet crisis and this caused a serious decline in Russian tourists and damaged relations:

Russia had already been going through some economic problems and the jet crisis had worsened the relations with Russia. The Russian market, 4.5 million tourists every year, is really alarming. Because the charter flights and the licenses of the Turkish companies are cancelled, Russian tourists who want to come to Turkey had no other choice other than chartered flights. (Türsab, 2016, No. 370)

In addition to the economic crisis in Russia, the jet crisis between Russia and Turkey on 24 November made things even worse. Charter flights were cancelled and the Russian people were urged not to visit Turkey... (Türsab, 2016, p. 369)

British Tourists

Turkey is one of the preferred destinations by British people (Türsab, 2005, p. 250):

The report prepared by the Association of British Travel Agencies for the year 2004 states that British people preferred the countries out of Europe this summer. While the visits to the countries such as Turkey, Bulgaria, Croatia, Egypt and Tunisia rose seriously, the visits made to the EU countries such as Spain, France, Greece, Portugal were down to the 20s per cent.

British tourists in Turkey prefer not only hotels but also summer houses and small family-run places (Türsab, 2007, p. 278):

New trends in holiday destinations. According to a survey conducted in the United Kingdom, almost half of the English public prefers to stay in small family-run places with restaurants where they can have a chance to meet with the locals, rather than going to crowded and noisy holiday resorts. The survey, conducted by the research company Quintas de Madeira, did not take into consideration those who prefer sea & sand & sun. For the 39 per cent who were surveyed, the natural beauty of the country they are traveling to was the most important factor in choosing a destination; whereas for 12 per cent this factor is golf, for 17 per cent it is SPAs, and for 16 per cent it is festivals. 35 per cent of the interviewees prefer the hotel they are staying in to be close to a town or village. In another research conducted by Orbitz.

European Nationalities

Bulgarian citizens come as the third in number after Germany and England. However, the content of these visits is mainly for shopping and visit of relatives. The abolishment of touristic visa is also an influencing factor:

Tourism traffic from Bulgaria increases. It's necessary to state that the most important factor for this increase in the recent years is the annulment of the touristic visa applied to the Bulgarian citizens... According to the visitors poll conducted by the Statistics Institute of State in 2001, the majority of the Bulgarian citizens come to our country with the purpose of shopping: this rate is 26.26 percent. The rate of those coming to Turkey with the purpose of visiting their relatives is 25.71 percent.... (Türsab, 2002, p. 226)

In 2001, the majority of the Bulgarian citizens come to our country with the purpose of shopping. (Türsab, 2002, p. 226)

Dutch people prefer Turkey for cheap prices as well as superior quality of touristic facilities (Türsab, 2002, p. 220):

Another reason for the Dutch to prefer Turkey more and more is the superior quality of the touristic facilities in comparison to the rival countries... Cihangir Toköz from Siba Tours thinks that the basic reason for the preference of the Dutch for Turkey lies in life having cheapened as a result of the economical crisis.

Spanish tourists are growing in number, however still they constitute a small market share for Turkey: "When compared especially with the Nordic countries, the figure of the outgoing travels of Spanish people is rather low... They prefer to spend holiday in their country...in this market where our share is less than 1 per cent..." (Türsab, 2003, p. 237).

When talking about European tourists in general, it is possible to say that after the 2000s, there is a trend to spend holidays in closer destinations (Türsab, 2002, p. 223):

The 2001 tourism activities in the European Union Report published by the Statistical Office of the European Commission provides evidence of the fact that over the last two years European tourism activity has begun to turn inward. There has been an increase in the volume of Tourism within the nation of residence and a trend towards closer destinations.

Another important reason to prefer closer destinations is for security and as the increase of the average age (Türsab, 2004, p. 242):

Travellers don't want to waste time on the roads. Parallel to the increase of the average age in the European population, some customer expectations change in the transportation. The study shows that although the price is still important, the quality service, and the security are factors affecting the destination choice. In the next years, near destinations with easy access will be more preferred because of the security concerns. The regions offering various transportation alternatives and without any traffic jam or delays will be the tourism destinations of the future...

Turkey has become a popular destination in Europe: "Turkey is at the first rank in Europe. According to the WTO report, the highest rise was achieved by Turkey by 13.6 percent among countries achieving an increase in Europe..." (Türsab, 2003, p. 229).

Middle income groups visit Turkey in general, Spanish people having the highest expenditures, youngest tourists coming from Russia and French tourists being interested more in culture (Türsab, 2006, p. 268):

In 2005, the highest share among the foreign visitors belongs to the middle income group with 72.9%... The highest expenditure comes from Spain, the youngest visitors are from Russia. The French show the highest interest in culture. The daily expenditures of German and Russian Federation citizens, the top two tourist market of Turkey are around 99\$ and 76\$ respectively.

Eurobarometer research provided detailed information related to European tourist profile and preferences (Türsab, 2009, p. 294):

The results of the survey "Eurobarometer", conducted by the Gallup Organization commissioned by the European Commission for this mission and tracking the travel tendencies of EU citizens in 2009, show that about 63% of EU citizens traveled this year. This percentage was around 67% in 2008. 6% of those answering the polls stated they would travel only by year end, 37% said they didn't go on holiday yet and they won't go either in the days ahead and 22% expressed they already went on holiday in the year and would go once again. Around 86%-88% of the citizens of Finland and Denmark stated they traveled or will travel this year whereas these percentages for the citizens of Sweden, Luxembourg and Ireland were respectively 81%, 83% and 85%. However, only 37% of Malta citizens said they traveled or will travel. An observation of the demographic structure of those among respondents who stated they will finish the year without traveling in 2009, points out a fall in almost all segments on the annual basis... Half of EU citizens traveling this year, preferred to travel domestically. This percentage was around 45% in 2008. Four in ten EU citizens cut their holiday spendings because of the economic turmoil, about 12% of EU citizens preferred last minute sales, 74% of EU citizens preferred or will prefer

classic destinations, the price is very important for 27% of holiday makers, only 60% of those taking part in the survey plan to spend holiday out of homes in 2010. EU citizens preferring mostly to travel to a country outside EU were Slovenes, Croatia, Turkey and USA were the destinations with top priority outside EU for EU citizens... Among EU citizens, Hungarians, Portuguese, Maltese and Czechs preferred overwhelmingly to travel to the classic destinations. The classic destinations were generally chosen by the age group over 54 and the new emerging destinations were chosen rather by young people. About 83% of EU citizens taking part in the polls stated they spent their holiday between May and September this year. July and August were the most preferred months. About two third of citizens of Bulgaria, Slovakia, Italy, Greece and Southern Cyprus chose these months and 68% of Portuguese and Slovenes, 65% of Polish, 64% of Hungarians and French people went on holiday in high season. In the terms of demographic distribution, 64% of youths prefer July and August and this percentage is down to 43% for the age group 55 and over and 62% for the age group 40-54. The percentage of those traveling domestically during these months is 67% whereas those traveling outside EU is as much down as to 40%. Popularity of last minute reservations about 12% of EU citizens traveling abroad preferred last minute reservations. 54% of those making last minute decisions stated the cheap price factor for the last minute reservation; 38% said they decided late for holiday and 21% expressed their hesitation in choosing destination... What were the most important two factors while choosing the destinations?". Among the answers, "getting money's worth" took the first place with 44% and it was followed by "cultural attractiveness" with 31%. "Price" was the third factor with 27% in the choice of destination... The other notions considered, involved "service quality" (22%), "security" (11%), "social structure of the destination" (10%) and "environment sensibility" (10%).

Profile of Polish tourists is stated as (Türsab, 2006, p. 266):

Those dwelling in the urban regions with a population number over 20 thousands, 29-50 age group with middle and higher income level travel; the last minute opportunities are important in their decisions; mostly the beach tourism is preferred but the winter sports are widespread too; neighbour or close European countries are preferred; there is a high demand to the 3-4 star hotels; there is a growing tendency towards 4-5 star hotels all inclusive; hot climate, sea, sports, culture tours, shopping, gastronomy and affordable prices play a role in the choice of destinations; 70 per cent of polish tourists travel by their vehicles and 15 per cent by bus in outbound ; the share of organized travels is 22 per cent; 38 per cent are university graduates and 55 per cent are secondary school graduates.

French people prefer to buy their vacations over the internet (Türsab, 2007, p. 277):

Half of French people buy their trips from the internet French travelers are using the internet for their reservations in a gradually increasing rate. According to the Tourism Ministry of France, half of French people bought their vacations over the internet in 2006. And some 20-25 percent of shopping made from travel agencies was also made via the internet.

Lithuanian tourists had an interest for packet tours in Turkey:

Turkey is the most preferred country in foreign packet tours according to the data obtained from Lithuania Statistic Department 1 million 198 thousand foreign trips have been made in 2005 and among these people 194 Lithuania citizen have conducted its trips through a tour operator or a travel agency (compared to 2004 there is approximately 235 percent increase). On the average 7.75 nights are spent in the packet tours and Turkey has the highest ratio with 18 percent. Compared to 2004, number of Lithuanians visiting Turkey has increased by 15 percent. In the same year Lithuanians have spent approximately 237 million US Dollars for packet tours. (Türsab, 2007, p. 284)

Czech tourists take more interest in luxurious products and comfort in accommodation, transportation, food and beverages in recent years; however, the Turkish travel agencies serving in this market point out that the majority of Czech citizens visiting Turkey consist of price-sensitive consumers... Some of the Turkish travel agencies we applied to have their views, complain they cannot conduct works for promoting services targeting VIP clients, even if they want to, since there are not scheduled flights between Prague and Antalya. Jan Papez too emphasizes that the lack of scheduled flights between Prague and Antalya is a serious handicap... Profile of Czech citizens visiting Turkey can be summarized as:

- They are price sensitive
- They prefer last minute sales instead of early reservations
- They prefer "all inclusive" system
- They don't like extra spendings
- They have less appetite for the culture tourism in recent years
- They choose mostly Antalya; Antalya and Side are the most preferred destinations
- They visit Pamukkale and Ephesus
- They come to Istanbul

mainly for shopping or business tourism and choose to accommodate in the vicinity of Laleli Tourism relations between Turkey and the Czech Republic a steady growth is seen in recent years in the number of Czech citizens visiting Turkey... The Czech Republic became a member of the European Union as of May 1st, 2004 and it entered into Schengen zone by the end of 2007 and thus, the travels of Czechs to Europe increased. According to the informations given by the Statistics Office of the Czech Republic, about 40 million outbound travels were noted in 2007. However, most of these travels were daily visits made with the purpose of seeing relatives. 37% of those visiting abroad travel with the purpose of business, 31% with the purpose of visiting relatives and 21% with the purpose of leisure. (Türsab, 2009, No. 290)

An important attempt was made to develop the tourism between Turkey and Greece (Türsab, 2011, p. 317):

Big cooperation with the neighbour: Important developments were noted on the 8th Turkish-Greek Tourism Forum held in Athens on 12th October. Minister of Culture and Tourism Ertuğrul Günay gave the opening speech. Speaking about creating one of the world's most important tourism destinations with cooperation between two countries who appeared to be rivals, Günay said that "Global realities are pushing us to cooperate". After the forum, which was also attended by TÜRSAB Chairman Başaran Ulusoy, Minister of Culture and Tourism Ertuğrul Günay and his Greek counterpart Pavlos Gerulanos signed an agreement which aimed to increase tourism collaboration between the two countries.

"The country sending 'the least' tourists to Turkey is Luxembourg. In 2007, only 6 thousand persons came from this country. On the global scale, the country sending the least tourists is Iceland with 9 thousand visitors..." (Türsab, 2009, p. 288).

Other Nationalities

Among the other nationalities, American, Israeli, Arabic, Chinese and tourists from Iran are considered. American tourists increased by number over the last years. The American tourists prefer environment friendly tourism destinations (Türsab, 2007, p. 278):

It is stated that 67% of American travelers prefer environment friendly tourism destinations, and they pay attention to whether the hotels use solar or wind energy. It is also mentioned that 5% of Americans would be willing to donate some of their holiday budgets to contribute to the conservation of the environment in the destination they go to.

American tourists started to prefer economical packages (Türsab, 2009, p. 285):

US Tour Operators shift to economical packages. The economic turmoil compels US tour operators to turn their attention from luxurious packages to the economical ones. The tour operators, changing their targeted mass because of the contraction anticipated in the tourism demand in 2009, began to offer more economical tours to the customers... The number of consumers wishing to go on holiday but lacking sufficient money rises every day.

Israeli tourists had an interest for Turkey, however due to some political crisis there was a serious drop in the number of tourists (Türsab, 2016, p. 370):

After the tightening of relations followed by the incidents of Davos and Mavi Marmara, the normalization of the relations with Israel is very good news. The figures are already showing that the five hundred thousand tourists from Israel are coming back to Turkey.

Turkey has received many tourists from Arabic countries in recent years increasing significantly after 2012: "Organised for the first time between 22-24 April in Bursa, The Turkish-Arabic Tourism Gathering (ATCEX 2012) hosted tourism professionals and public administrators, 12 of whom at ministerial level, from 17 countries" (Türsab, 2012, p. 322). However, there was a communication problem that Arabic and Turkish people faced (Türsab, 2012, p. 326):

... There is a serious language problem. The visitors do not speak Turkish or English. Shop employees do not understand Arabic except a few common words. Maybe, this problem causes losses in retail trade and therefore in tourism. According to visitors, the same applies to taxis. They cannot understand the taxi drivers and they are afraid of being "deceived"...

Arabic tourists have the following general preferences:

Traveling Statistics in the Arab World according to research conducted by IPK, an international research company, there has been a 37% increase between 2000 and 2005 in people traveling abroad from countries including Saudi Arabia, UAE, Kuwait, Bahrain and Qatar. The increase in spending by tourists from these countries is 69%. The country that had the most number of people traveling abroad in 2005 was Saudi Arabia with 6.6 million, followed by the UAE and Kuwait with 2.5 million. Bahrain sent 500.000 citizens abroad in the same year. 1.815 Euros were spent per trip per person, and 79 Euros were spent per night. The average duration of these journeys was twenty three nights. The reasons mentioned for traveling abroad in 2005 are 72% leisure, 17% visiting relatives, and 11% business trips. Neighboring countries have a 51% share in the choice of destination followed by Africa (particularly Egypt), South Asia and Europe. Hotels are the first choice for accommodation with 51%, whereas 31% want to stay in rented accommodation. It is mentioned in the same research that 8% of the people in these countries are internet users but only 3% make online reservations. People who do not use the internet make up 92% of the population. (Türsab, 2007, p. 279)

Egypt Ministry of Tourism Nehad Gamal Eldin revealed that 77 thousand Egyptians have visited Turkey last year. Eldin also stated that Turkey has a strong potential as a result of 11 million Turkish tourists heading abroad. Egypt aims to receive around 60 thousand Turkish tourists from Turkey until the end of the year. (Türsab, 2012, p. 323)

The interest of Chinese tourists to Turkey is quite new and increased in the 2000s (Türsab, 2012, p. 320):

The year 2012 has been declared "the China Culture Year" in Turkey. Various events will be organised within this framework. Exchange of visits will take place. The year 2013 will be declared "Turkey Culture Year" in China... Despite stronger commercial relationships which commenced as a result of efforts by the 8th President Turgut Özal, cultural and human sharing has been almost impossible. Tourism figures are a striking example of this: number of Chinese tourists visiting Turkey in 2011 was 96 thousand 701. This means that not even 100 thousand tourists have arrived. That means that our share of Chinese tourism had been only 570 to 1, a small slice hardly worth mentioning. The target is to increase that slice. But that doesn't appear to be easy. First of all, according to Chinese officials, Chinese tourists arrive incidentally. In this situation, the fault doesn't just belong to Turkey and us of course... by Wwang Caoqun, who arrived in Turkey for an "inspection" trip on behalf of Chinese tour operators, as "Chinese tourists arrive incidentally"... China has only just opened its doors to the world. Their tourism tendencies mostly cover the nearby geography, Asian countries and Japan. But we need to pay attention to these words and make a move. Especially the tourism sector in Turkey, has to get to know the Chinese tourist. From its food to daily habits, from its alphabet to entertainment concept, China is a completely different world. For instance, you shouldn't be surprised and get angry if they shout at you. Because Chinese communicate by shouting. Or let's say that they ask for some hot water from a kiosk in Taksim. And they walk away without paying after drinking it. We should not be surprised and get angry. Because, the Chinese drink hot water in their country and they do not pay for it. If tourism means to "get to know the guest", than, with this and similar details of daily life, the Chinese tourist will be the most difficult test for tourism. Besides, the reason for that are not just the great differences between us. There are only 50 "official guides" in Turkey who can speak Chinese. It will not be easy to push the tourist numbers of 100 thousand to 1 million just as Ankara expects. Still, everyone will do all they can. After all, the Chinese tourists spent 48 billion dollars in countries they visited in 2011...

There has been a considerable increase in the number of Iranian tourists to Turkey recently: "... The embargo for Iran has been raised after 30 years. This means that our Iranian friends are opening up to the world" (Türsab, 2016, p. 368). "The lifting of the embargo on Iran has been a hope for the trade volume and tourism as well. The Iranian market has grown by 6.9 percent in 2015 and increased to 1.7 million people" (Türsab, 2016, p. 370). The annulment of visa has made a positive effect: "There has been an increase in the number of Iranian tourists since visas were abolished between Turkey and Iran in 2010" (Sharma, 2016).

Young Tourists From All Nations

Young tourists from all over the world have the following common interests:

- (1) Internet is essential in planning the travel;
- (2) Seventy one percent of youth plans their travels via internet;
- (3) Seventy percent of youth receives assistance from their friends and families;
- (4) Sixty five percent of youth prefers making their reservations through travel agency;
- (5) As the age mean increases, individual organizations gain significance instead of travel agency;
- (6) While the ratio of those employing youth guide is 37%, this ratio among those over 26 decreases to 26%;
- (7) Those with little experience prefer consulting to a travel agency;
- (8) Reservation period in advance is approximately six weeks, on the condition that the destination is rather remote or the travel terms exceed four months, this time period increases to a couple of months;
- (9) Fifty six percent of those experiencing youth and student travel enjoys the existing youth reductions.

“Youth coming to Turkey generally prefer cultural destinations such as İstanbul, Cappadocia, Ephesus and Pamukkale, and there has been a significant increase in the number of youth visitors this year” (Türsab, 2007, p. 282).

New Trends

During the years of the 2000s, there has been a new trend as the accommodation at personal homes or houses of friends (Türsab, 2009, p. 286):

... The share of accommodation at personal homes or houses of friends or relatives increased. These figures give clues in two issues. One of them is that the property ownership by foreigners in Turkey rose sharply in the last three years. Secondly, there is a wide tendency to rent these houses to other foreigners or let the friends and relatives use them for holiday... as the share of middle class keeps declining, the share of low income category rises... As of the year 2008, the middle income group had the highest share with 67.3 percent; it was followed by the high income group with 19.9 percent and low income group with 12.8 percent.

There is a new trend for Turkey related to the sports tourism as many football teams started to camp in Turkey besides all the basic reasons for visiting (Türsab, 2009, p. 288):

Why do the tourists come? First of all, the purpose is obviously sightseeing. However, though sightseeing takes the greatest share, it's not “the unique reason”. Indeed, the statistics in 2007 show that the share of those stating sightseeing as the purpose of their visit is around 49 percent; in other words, half of the tourists come with this purpose. On the other hand, the number of those coming with the purpose of shopping is not low at all. 8 percent of the tourists come for shopping. The lowest share is taken by those coming with the purpose of religion or education and is under 1 percent. Another tourism branch trying to find place in the statistics is “sports tourism”. According to a research conducted by the Association of Tourism Authors and Journalists, the sports tourism is a rising trend over the world. Some travel to different countries to practice trekking, mountain biking and paragliding; some others travel to “watch” the sports organizations. For example, 500 thousand persons only in Europe travel every year to watch football games and per capita spending is around one thousand 500 dollars. Turkey takes its share from this new trend in another area too. Each year, more than one thousand football teams set up camps in Antalya. In winter months, the teams coming from the North Europe countries choose mainly Antalya for camp...

New promotion techniques and internet applications are required for Turkish tourism:

Promotional web pages including promotion films, photographs, virtual tours, animations, maps, audio material, e-magazines, e-brochures, promotions, visitor logs and many useful information should be prepared. Reaching the target

audience via e-mails is another influential method, says the article. Promotion is the most important mean of improving culture and tourism. Focusing on newer means that directly reach the target audience, without discarding traditional means of promotion, will bring big benefits to Turkish tourism professionals. Low-cost and high-efficiency Internet applications are necessary to communicate with both physically distant masses and new generations. (Türsab, 2012, p. 326)

... 17 million English people are planning to book their holiday travels online. While short travels are mostly preferred, luxurious hotels are shown greater interest for these trips. Internet users underline that the promotional web-sites prepared by the tourism offices of the relevant country play an important role in their destination choices. The marketing activities on these sites are shown considerable interest... (Türsab, 2007, p. 275)

According to the information, provided by Euromonitor, e-travel market has displayed a significant growth, by forcing the conventional travel agency market in the last decade. The share of all these sales in all travel sales, has increased 19.5 percent in 2006. While this share was 7 percent in England in 2002, it has reached 35 percent in 2006. In the assessments, it is emphasized that it was impossible to contain this threat, therefore the travel agencies had to adapt themselves to internet world as soon as possible. According to the research, conventional tour operators are trying to make their websites more attractive by providing different and creative services, compared to online travel agencies, to reinforce their places in this area: Such as being viewed on natural search engines, such as Google, to form user-friendly websites and to find creative slogans. (Türsab, 2007, p. 280)

Conclusion and Future Implications

The study provides important information related to the profiles of tourists to Turkey. The information related to the tourists from different nations, related to their preferences, lifestyle, culture, economy, income, expenditure, interests, etc., is quite important for any tourism destination. As A. Yüksel and F. Yüksel (2001b) proposed considering this multi-dimensional nature of factors affecting tourist satisfaction, it would be appropriate to state that the achievement of product quality, competitiveness, and a favorable image depends on the collective and coordinated actions of those interdependent organizations and individuals operating in the tourism industry. Destination authorities may therefore need to ensure that these organizations work together in a systematic and synergistic fashion to secure the delivery of quality experiences to the tourist. The potential for any country's tourism industry to develop will depend substantially on its ability to maintain competitive advantage in its delivery of goods and services to visitors (Dwyer, Forsyth, & Rao, 2000, p. 9). Therefore, it is quite important that tourism associations, unions, offices, and related establishments should gather information in order to use this information for the competitive strategies as well as increasing the quality of service and tourist satisfaction. Türsab is one of these important tourism stakeholders in Turkey and its endeavors contribute to the development of Turkish tourism, its magazine is an example to these efforts. Results of the study are as follows:

(1) Tourist profile to Turkey has changed over the years 2000 and 2017. German tourists are surpassed by Russian (CIS) tourists. Tourists from Iran and Arabic countries as well as Far Eastern countries increased in number. There has been an increase in the visit of other European nationalities like Lithuania, Czech Republic;

(2) Turkish tourism authorities should pay special care for Turkey's German guests. German guests constitute a considerable market share for Turkish tourism Industry. The analysis gives information that most of them belong to middle class, come with families, and at least half of them visited Turkey more than one time: "Turkey is rather preferred by the middle class... 93 percent of the German travel agencies target the families with children and they are followed by the couples without children at the rate of 62 per cent" (Türsab, 2003, p. 231). They prefer all-inclusive package tours. However, recent information points out the increase in the age average of German as well as European tourists in general. There is a tendency for closer destinations for older

tourists. Therefore, direct flights and the comfort of transportation as well as many other factors must be considered for the elder tourists. For the repeating guests, new services, products, diversified tours and programmes should be offered;

(3) Security, political sensitivity, quality, and duration of travel topics should be considered carefully as they influence European tourists' decisions. European tourists are affected by the terrorist attacks and may change their decisions although it is a global problem:

The last one is the hateful attack at Reina against the innocent celebration on the last day of 2016. Our citizens and more than a dozen tourists guests from other countries have been lost... Terrorism is now a global problem, and we don't know when and where it will strike next. (Türsab, 2017, p. 377)

European tourists prefer near destinations with easy access for security reasons (Türsab, 2004, p. 242):

Parallel to the increase of the average age in the European population, some customer expectations change in the transportation. The study shows that although the price is still important, the quality service, and the security are factors affecting the destination choice. In the next years, near destinations with easy access will be more preferred because of the security concerns.

This result points out that the security and the quality of travel (duration, arrival, transfer time, etc.) should be qualified accompanied by the service quality. Political statements should be carefully made as they may have effect on people and media;

(4) Turkey should focus on considerably newer markets in Europe like Lithuania, Czech Republic, Poland, Hungary, Spain, etc., as these tourists have been "new" for the Turkish tourism compared to German, British, and Dutch tourists;

(5) Turkey should concentrate on internet and information and communication technologies and try to establish better e-services for tourism. The Internet and information and communication technologies, namely digitalization, have become more popular in tourism. The world economy is becoming more competitive, more global and increasingly dominated by information and communication technologies (Drucker, 1993). Serious rise in internet reservations should be considered;

(6) New products and services must be offered besides general package holidays so as to be more competitive. Competition brings differentiation in tourism products. Tourists coming from European and non-European countries have become more sensitive for price. Turkey provides all-inclusive package tours besides other options. This option is an advantage for many price sensitive customers, however, some of the tourists are looking for more and different alternatives: "The package holidays are no more attractive... the consumers prefer now more original holidays focused on the client rather than the package tours" (Türsab, 2002, p. 225);

(7) Well-established tourism organizations like tour operators and agencies contribute to the development of tourism as tourists can get easy and qualified service, Turkish tourism needs better qualified international tour operators. One of the findings of the study is related to the well-established European Tour Operators as there was much news related to them in Türsab magazines. Therefore, one of the reasons why mostly German and British people prefer Turkey may be the organized tourism travel tour operators serving internationally: "Neckermann which is one of the leading travel agencies of Germany started immediately its preparations for the next year and it introduced its pamphlets to the market six weeks earlier" (Türsab, 2005, p. 260). "One of the leading European tour operators Thomson states that 50% of the airline ticket and accommodation sales

executed in its companies are realized online” (Türsab, 2006, p. 267). “... Thomas Cook increases luxurious holiday options. It is said that in 2007/2008 tourism winter season of Thomas Cook, one of the leading tour operators of Europe...” (Türsab, 2007, p. 282). However, the number of Turkish tour operators serving internationally is very limited and needs to be increased;

(8) The systematic efforts of tourism authorities are needed to establish networks and relations. The tourism authorities' activities may result in considerably favorable incidents: “As a result of TÜRSAB's attempts and work in ITB Berlin, the German Union of Travel Agencies (DRV) has decided to organize their General Council meeting at the Kuşadası Efes Congress Center” (Türsab, 2015, p. 361). There were similar results for the organizations of “China Culture Year”, “Turkish-Arabic Tourism Gatherings”, “Turkish-Greek Tourism Forum”, etc.;

(9) Turkish tourism stakeholders should give considerable importance for environment and sustainability in tourism. The world is getting more environmentally sensitive and tourism authorities should consider this fact in policy making (Türsab, 2007, p. 283):

Assistant Secretary-General of UNWTO Geoffrey Lipman said that “We want to send signals showing that in our sector decreasing carbon usage is very easy and this will have incredible differences for the future” and indicated that “carbon offset” issue should be used in all meetings and events related to the tourism sector. In the “Ministers Summit” which will be held on November 13, in London WTM Fair, UNWTO will demand the ministers to ratify the declaration prepared by environmental experts in Davos.

(10) Turkey has a big price advantage mainly for European, British, and American tourists. Years starting from 2000 witnessed economical problems around the world as well as the increase in oil prices, economic recessions, etc. Euro and life in Europe became considerably more expensive. However, Turkey as being a non-EU country has been “cheap” for European tourists as well as many other countries: “... This notion is the appreciation of Turkish lira against euro and dollar. This situation boosted the spendings of foreigners in foreign currency in Turkey...” (Türsab, 2009, p. 286);

(11) Document analysis of a tourism periodical supplies important information for tourist profile and preferences. Therefore, tourism magazines, journals, and periodicals are required to keep current and reliable information. As an example: “Belgians visit our country with the purpose of leisure and holiday, their share is 66 percent. The travels with the purpose of culture have a share of 16 per cent” (Türsab, 2004, p. 247). This supplies valuable information for their destination choices: “... The British, German and Austrians, the French, Italian and Belgian attach a higher importance to the weather condition of their holiday destinations. 41% of the people answering the survey stated that the avian influenza would affect their destination choice” (Türsab, 2006, p. 267). Information related to the expenditure, age, and interests are stated (Türsab, 2006, p. 268):

The highest expenditure comes from Spain, 144 \$ per day. The youngest visitors are from Russia. When we look at the distribution of the purposes of visit, the highest share in 2005 belongs to “travel-entertainment” as usual. The French show the highest interest in culture.

(12) There is a continuous change in tourist profile and preferences which requires continuous revision of products and services like diversification and novelty. Changes in profile and demand may lead to tourism diversification and spreading: “... Tourist types are changing, demand is changing, special needs such as history, art, nature and special needs groups such as elderly people and hurdles are increasing. In accordance with the tourist profile, the tourism diversification and spreading is required” (Türsab, 2002, p. 219). Actually as a result

of this policy, sports tourism is a new form of tourism as mentioned above;

(13) Turkey needs to follow the EU tourism policies and developments in order to serve the European tourists with a better service and satisfaction (Türsab, 2004, p. 242):

According to a study "Tourism 2003" realised by the EU in last December to observe the development of the small and mid-scale tourism companies in the region, the corporations providing consumer focused, good quality, cheap, environment friendly and diversified products will survive.

European tourists are looking for consumer focused, good quality, cheap, environment friendly and diversified products. Passenger rights, namely consumer rights are quite sensitive topics for the European Commission. Turkish tourism authorities should take into consideration them (Türsab, 2005, p. 253):

EU broadens the scope of passengers rights. The European Commission developed some plans for the protection of the consumers for all types of mass transportation models... Exclusive protection to the old and disabled passengers... These passengers will be given the right to receive all kinds of aid while boarding the plane.

(14) Annulment of visa contributes to tourism and increases the tourist number. Türsab magazines inform news related to the abolishment of visas for Russia and Iran. The abolishment of visas has progressed the number of visitors from these countries;

(15) Turkey needs qualified personnel for tourism who can speak Persian, Chinese, Arabic, Israeli, and other Far Eastern countries. Turkey has started to receive tourists more from countries like Arabic speaking countries, China, Iran, Israel and other Far Eastern countries like Korea, Japan, Taiwan, etc. However, the number of tourism personnel speaking these languages is limited;

(16) Turkey should concentrate on good quality service and good prices instead of good quality service and cheap prices. Turkey has been offering all-inclusive package tours with cheap prices. However, cheap prices understanding should be switched to "good price";

(17) Tourist profile and preferences and the conditions affecting tourists should be carefully examined in order to establish better policy and strategies. Besides, cultural lessons should exist in the curricula of tourism education in Turkey.

Finally, tourist profile and preference changes should be closely observed in order to be competitive and providing a better service. This should be done through magazines, journals, websites, articles, and all other sources of information. The study proves that Türsab (Association of Turkish Agencies) magazine provided important and considerable information for tourist profile and preferences.

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