

## **Crisis Affecting the Turkish Tourism in Line With the Objective of the 2023 Strategy**

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### **Abstract**

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*The largest study in the history of tourism in Turkey is target is 2023 strategy. These strategies have emerged since 2007 crises affecting tourism have been selected as the subject of this work ever since 2007. The literature examined by us, the mortgage crisis, the Arab Spring and Ukraine Crisis examined the effects of Turkish tourism and interpreted. The 2008 crisis negatively affects a high proportion of the global tourism sector, tourism in Turkey is relatively less affected by the crisis. Arab Spring created an incredibly negative implications for imports and exports were not affected as much in the tourism. The Ukraine crisis has taken a more negative effect than the mortgage crisis and the Arab spring for 2023 targets.*

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**Key Words:** Financial Crisis, 2023 Strategies, Tourism, Turkey

### **1. Introduction**

Developments in the world economy as a result of globalization affects all countries today. Developing countries are the most affected countries from globalization. The tourism sector is also affected by developments in the world quickly for its contribution to the national economy. Tourism affects country economy in cultural, economical and political and it makes tourism more important. Economic impact of tourism in particular provides that countries should accelerate efforts to develop the tourism sector. (Sarı ve Seçilmiş; 2010; 192)

When examining the historical process economic events aren't at the same level, it's seen that all economic development and prosperity in history occurs through an economic decline and dissolution. Changes in economic activity is emerging cause of fluctuations in the economy. (Karabıçak;2000;50)

The crises resulting from global economic fluctuations impact tourism sector positive or negative.

### **2. Conceptual Framework**

#### **2.1 Tourism Sector and the Global Economic Crisis**

Tourism is all, regardless of their aim to make money and stay in a place of permanent residence to foreigners and to providing a place for the event and interest in nature trips. Tourism from various travel way, tourists who are composed of factors action. tourism, social, cultural and political affected quickly from the elements and issues. Tourism from various travel way, tourists who are composed of factors action. (Kesimli, 2011; 26).

Tourism, foreign exchange and employment creation feature is a set of overall economic activity is tourism with cultural activities bringing together different cultures and people's recreational needs. Moreover tourism can positively or negatively affect the environment, environment may positively or negatively affect the tourism too. (Aymankuy, 2001;109)

Faulkner (2001) and Anderson 2006 described crisis or disasters ,the problems that arise suddenly,have to be overcome by agents and describe. Pearson and Clair (1998) have described the crisis as'' organizational crisis low probability, high-impact, threaten the life of organization and its cause , its effects can not be determined in solution, is inevitable given fast decision as possible"(Avcı ve Küçükusta, 2013; 574)

## 2.2 Tourism Industry in Turkey and 2023 Targets Strategies

Culture and Tourism Ministry prepared a very serious efforts for years 2023 Tourism Strategy was completed in 2007. Strategies to target 2023 as the first serious work-related tourism has a positive impact on the tourism sector. The action plan prepared in 2023 strategy goals, more attention was given to fundamental identified and brought to measure. As a result of studies 9 Tourism Development Zone, 7 Thematic Corridor, 10 tourism city, 5 Ecotourism Area is planned tourism destination. As to Turkey's Vision 2023, aimed to enter the top five countries in terms of number of tourists and tourism revenue between the international market also it aims to become a major tourism brand in 2023. In line with this vision, planning, investment, organization, research and development strategy is determined. Tourism Strategy of Turkey - 2023 Document determined the completion of work to be done in the framework of the strategic approach, in the event infrastructure in the region is planned to be developed and to meet the accommodation needs, in 2023, 63 million tourists and \$ 86 billion foreign tourism revenue is projected and the achievement of spending about \$ 1,350 per tourist.

## 2.3 Global Crisis Affecting The 2023 Strategy

Target 2023 strategy was introduced in 2007 so crisis examined which have existed after 2007. The first of these is the 2008 Mortgage Crisis ,second is Arap Spring and third one is Ukrainian Crisis.

**Table 1 Turkey's tourism revenues and Number of Incoming Tourists to Turkey Between the years from 2007 to 2014**

<b>Years</b>	<b>Tourism Revenue (1000 \$)</b>	<b>Number of Tourists</b>	<b>Average Expenditure</b>
<b>2007</b>	20 942 500	27 214 988	770
<b>2008</b>	25 415 067	30 979 979	820
<b>2009</b>	25 064 482	32 006 149	783
<b>2010</b>	24 930 997	33 027 943	755
<b>2011</b>	28 115 692	36 151 328	778
<b>2012</b>	29 007 003	36 463 921	795
<b>2013</b>	32 310 424	39 226 226	824
<b>2014</b>	<b>34.305.904</b>	<b>41 415 070</b>	828

Origin: <http://www.tursab.org.tr>

### 2.3.1 2008 Global Crisis (Mortgage) and Effects on Turkish Tourism

The global financial crisis affects negatively not only the national economy but also social and cultural life . Millions of people have been left homeless and poor because of the crisis. In this context, world economy is living the economic crisis deeply, It is not possible to overcome the negative effects fastly. (Kutlu ve Demirci, 2011; 132) mortgage crisis has emerged in the last months of 2007 and has negatively affected many countries . the mortgage crisis has been particularly effective in September 2008 compared with 1929 world economic crisis.

Losing more than the market value of immovable property in the United States and the increase in sales as a consequence of personal bankruptcy is thought to trigger this crisis. (tr.wikipedia.org; 2015)

Mortgage crisis, disrupting the structure of the starting mortgage loans based in the US, discord in interest structure the implementation of the wrong monetary policy, however, the balloons rise in housing prices, congestion experienced in funding these securities, "credit derivatives markets" are emerging problems in the expansion and credit rating process. (Yıldız ve Durgun; 2010; 11)

According to their official explanation of the World Tourism Organization, in 2008, in the world, an increase of 2% compared to 2007 is 16 million more people travel and has announced that the number of people who travel a total of 924 million people.

Nevertheless, the World Tourism Organization, after the start of the crisis, announced the decline drastically in the tourism sector, in spite of an increase of 5% of the number of tourists in January-June 2008, June-December has been announced that this increase only was 1%. According to the statement of the World Tourism Organization; Middle East is the region most affected by the mortgage crisis and this increase was 11%. Despite a rise in Africa and America ( %5 and %4) in the second half of the year. European and Asian continents, there has been a decrease of 4% in tourism revenues. (Yıldız ve Durgun; 2010; 9)

### **2.3.2. Effects of the Arab Spring to Turkish Tourism**

Arab Spring, which began in 2010 and continuing today , is the common name given to the popular movements in the Arab world. The Arab Spring has emerged from the demands of the Arab peoples ,this demands are democracy, freedom and human rights. Arab Spring is regional, social political-military movement. Arab people are officially transfer several Arab dictators with freedom struggle , protests, rallies, demonstrations and internal conflicts. Arab spring has been effective in countries on a large scale and this countries are Tunisia, Egypt, Libya, Syria, Bahrain, Algeria, Jordan and Yemen , arap spring has effected on a small scale for some countries and this countries are Mauritania, Saudi Arabia, Oman, Iraq, Lebanon and Morocco ; so arap spring has been influential in the arap world. Arab Spring resulted in increased demands for democracy and the people of the Islamic people, this unprecedented movement by many experts, is interpreted as the biggest change in the Arab world.

The crisis has led to lost tourism in Syria. The mutual abolition of visas between Syria and Turkey at 16 september 2009, had increased daily shopping trips. tourists coming to Turkey has created a significant increase in tourism income for region, but this income has suffered during and after the crisis. Crisis damaged the cities where growing by export .this cities are hatay ,gaziantep and şanlıurfa. (Göçer ve Çınar; 2014; 59)

Deep-rooted historical and cultural ties with Turkey to Libya and trade relations were stopped completely due to events which began at 17 february 2011. 25,000 Turkish citizens working in Libya have been evacuated because of the events. events have resulted in the loss of many Turkish businessmen investing in Libya (ORSAM, 2011).

There has been an increase in the number of tourists with Libya and Turkey in 2008-2009 and mutual visa agreement signed in November 2009 and was abolished visa problems. With the start of the event the number of tourists have decreased by 12% in 2011. Rising again in the number of tourists in 2012, there has been stagnation in 2013 between Turkey and Libya. (Göçer ve Çınar; 2014; 61)

Trade relations between Egypt and Turkey fluctuations have occurred throughout the history. Between 2003 and 2009 the number of tourists has increased continuously from the Egypt to Turkey, there has been a decrease in the number of tourists in 2010 with the confusion began. However, this decline was less than in other countries and quickly became the recovery process. (Göçer ve Çınar; 2014; 62)

Tunisia has experienced an increase in the number of tourists coming to Turkey between 2003 and 2008. There has been a decrease in the number of tourists during the 2008 crisis but the number of tourist arrivals in 2012, there has been an increase of 37%.

### **2.3.3 Effects of the Ukraine Crisis to Turkish Tourism**

Pro-Russian demonstrations began on February 23 in Sevastopol , this crisis emerged because crimea accepted binding to russia ([www.unian.net](http://www.unian.net); 2015). On 6 March in the Supreme Council of Crimea has announced that they will hold a referendum on March 16 to determine whether to join the Crimea to Russia (sg.news.yahoo.com; 2015).

A referendum was held on March 16, 2014, participation in the referendum is 83% and contribution is very high. Crimea and Sevastopol referendum results shows that they agreed to participate in Russia. Rates were %96,77 in Crimea and %95,6 in Sevastopol ([www.bbc.com](http://www.bbc.com); 2015)

Crimean parliament on March 17, 2014 was officially forward the request to connect to Russia. Later, Barack Obama has announced its decision to sanction the 11 Ukrainian and Russian authorities. Moreover, Russia's G8 membership is suspended. (tr.wikipedia.org; 2015). March 27, 2014, the UN Security Council, has announced that the Crimean referendum is not legal but On April 17, 2014 Russian President Vladimir Putin has taken a signatory Russia's annexation to Crimea and Crimean officially joined Russia. ([www.dunyabulteni.net](http://www.dunyabulteni.net); 2015)

US and European Union, have taken the decision to apply economic sanctions against Russia. US President Barack Obama has signed a decree banning all exports and imports to Crimea. <sup>[53]</sup> The European Union has also banned the trade with the Crimea. EU ships were prevented from anchoring in the Crimean port.

([www.dw.com](http://www.dw.com);2015) With the decision to embargo Russia USA have dropped oil prices and ruble began to lose value against the dollar. With the devaluation of the ruble, the Russian economy has experienced serious problems. tourism sector is also affected by these events. the Association of Russian Tour Operators is ATOR , has announced that the Russian tourism industry will shrink by 30% in 2015. (Türofed; 2015)

In terms of number of tourists coming to Turkey from Russia,Russia has an important role for tourism revenues in Turkey. Therefore, positive or negative developments in Russia has great importance for Turkey tourism. Russian Tour Operators Association predicts will shrink to 30% of the Russian tourism industry has caused the loss of foreign exchange in Turkey and the determination of the crisis will last two years, Turkey has started to experience serious loss of foreign exchange. According to Tourism Sector Report January-August 2015, the number of tourists coming to Turkey from Russia is steadily on the rise over the last decade have decreased - 20.72% compared to 2014. The biggest reason for the reduction in the number of tourists to the depreciation of the ruble against the dollar, increase the prices of flights and the holiday is becoming more expensive for Russians. The places most affected by the crisis, where the Russians have been the most visited, Antalya in our country. (Turizm Sektör Raporu; 2015)

### 3.Conclusion

As a result of the global economic crisis, the hospitality and tourism industry experienced a serious downturn in sales and profitability, especially during 2009. In 2010, tourism rebounded strongly and in 2011 the international tourist arrivals and receipts are projected to increase substantially. It can not ignore the contribution of tourism to the economy. Turkey is a bridge to the Middle East countries, are affected positive or negative quickly from developments in the neighboring countries. During the crisis, the state must intervene for the realization of future plans. government should working to minimize the impact of the crisis and government should support the tourism sector. After Vision 2023 strategy determined there have been three global crises and the most effective one is Ukranian crisis. Mortgage crisis in 2008 did not show much effect on Turkish tourism, the Arab spring has affected exports and imports more than tourism sector.

The mortgage crisis has reached a global scale has caused a drop in world tourism and therefore all countries that have tourism potential is affected by this situation. Because of the decrease in international travel movement the tourism market has also shrunk. Therefore, Turkey is also affected by this situation because tourism hold an important situation in Turkish economy.Arap Spring has affected Turkey in terms of exports and imports but it not much affected in terms of tourism. At the time of these incidents is starting to make strides in the tourism sector in Turkey these events have a negative impact on Turkish tourism. Turkey made an important agreements such countries Syria Tunisia and Libya but investments were hampered due to events.

Ukraine crisis has been the most influential events for Vision 2023 strategy. the ruble has lost value after the Ukraine crisis, sanctions applied by the EU and the US to Russia caused a crisis for Russia.This crisis affected badly our tourism cities .Most of the Russian tourist preferred Antalya for their holidays . So antalya was affected mostly and their incomes decreased due to Ukranian Crisis.

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