

The Effects of Global Economic Crisis on Tourism Mobilities in the Developed and the Developing Countries

Sevgi AYDIN

School of Applied Science, Capital Market Auditing and Rating Department,
Kadir Has University, Istanbul, Turkey
sevgi.aydin@khas.edu.tr

ABSTRACT

It is widely known that the effects of global economic crises on the basic economical indexes differ between the developed and the developing countries. Similarly, it is expected that global economic crises will have different effects on tourism mobilities in that countries. The aim of this research is to determine the effects of global economic crisis on tourism mobilities in the developed and the developing countries. For this purpose, tourism indicators -such as number of tourists, tourism income and tourist expenditures, number of beds and establishments and, average expenses per capita for number of visitors- of last 22 years (from 1992 to 2012) were analyzed. Mobilities which take place in the indicators of the developed and the developing countries is compared to each other. Nominal - cardinal data, comparative ratio and trend analysis are used for this study.

Key Words: Global economic crisis, tourism mobilities.

Introduction

In this study, we have examined the last quarter century of tourism sector with a constructivist evaluation and the inclination it has. We have taken the number of tourists, tourism income and expenses, facility-bed numbers as the main axes and have based the study on nominal data and the analysis of proportion and index calculations.

1. The Effects of Global Economic Crisis on Tourism Mobilities in the Developed and the Developing Countries

Firstly, the inclination of the change in the numbers of tourists, income and bed capacities in the world, in Turkey, and in Antalya can be seen with its the most general status of nominal data in Figure 1,2,3.

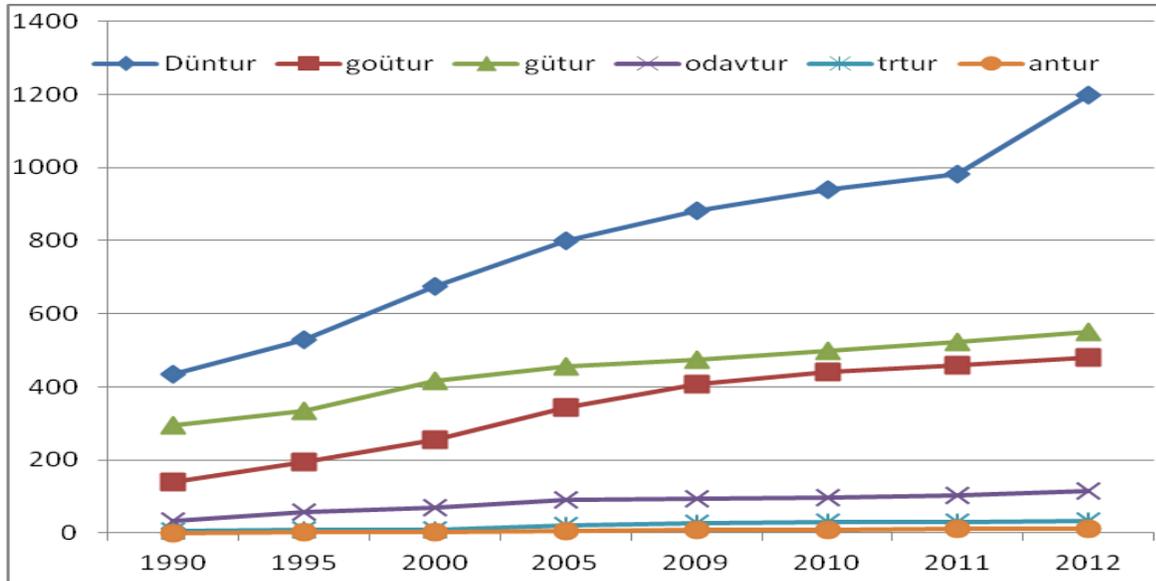


Figure-1. The World, Regions, Turkey, and Antalya Tourist Numbers According to Years (millions of people)

World tourist number in blue (Düntur) was 435 million people in 1990, it was multiplied by 2.7 and rose to 1 billion 200 millions of people in 2012. Turkey tourist number is seen in light blue in the bottom (trtur). It rose from 6 millions of people in 1990 to 37 millions of people in 2012, multiplying by 6.2. Antalya tourist number is seen in orange in the bottom (antur) multiplied 10 times and rose from 1 million of people in 1990 to 10 millions of people in 2012. The green, claret, and violet colors indicate the numbers of tourist that went to developed countries (gütür), developing countries (goütür), and the Middle East and Eastern European countries (odavtur) respectively.

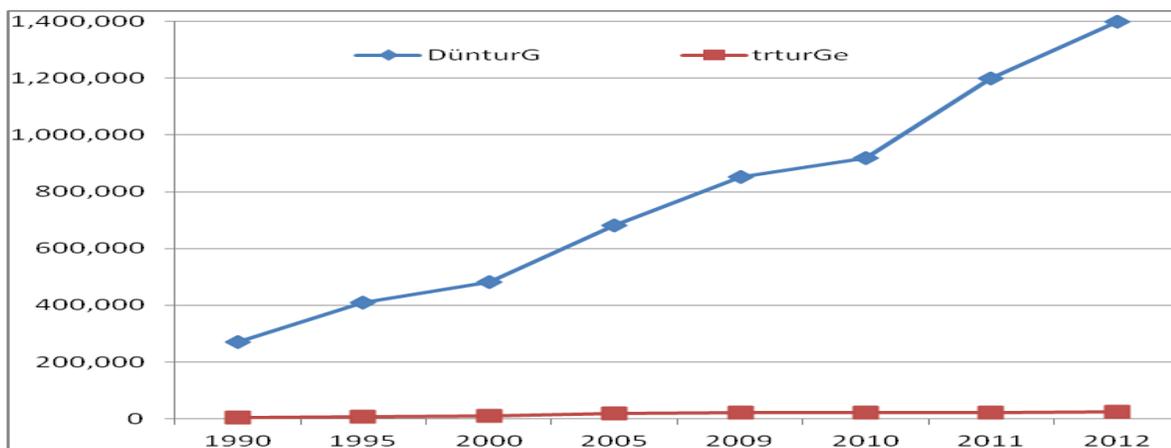


Figure-2. The World and Turkey Tourism Income Changes (million of USD)

As seen in blue in Figure-2, the world tourism income (DünturG) was 270.16 billions of USD in 1990 and it multiplied 5.2 times until 2012. Turkey tourism income (trturGe) was 5.1 billions of USD in 1990, and it multiplied only 4.6 times until 2012.

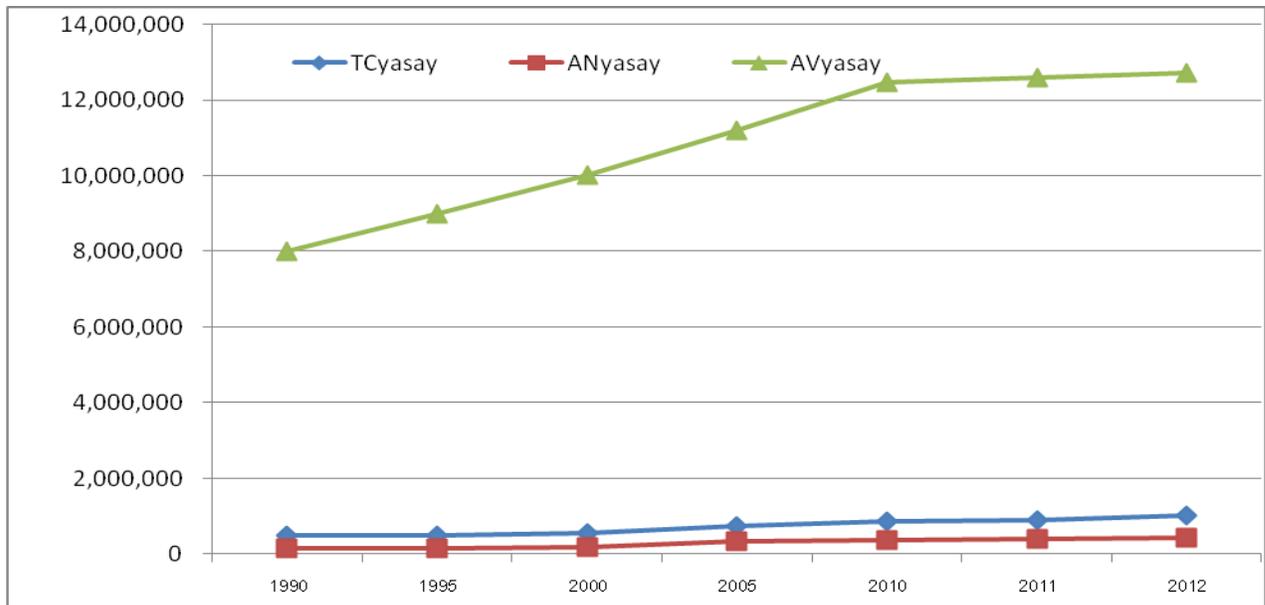


Figure-3. Europe, Turkey and Antalya Bed Capacity Changes

The number of beds in Europe (AVyasay) is indicated in green in Figure 3. The number of beds in Europe was 8 millions in 1990 and it grew 60 per cent in 12 years. The number of beds in Turkey (TCyasay), seen in blue, was 500 thousands in 1990 and it has a growth of 200 per cent until 2012. The number of beds in Antalya (ANyasay), seen in claret, was 145 thousands in 1990 and it increased 300 per cent until 2012. In other words, in the capacity of bed numbers Turkey had a 3 times more increase while Antalya had 5 times more.

The number of beds in the world is almost two times more than the number of beds in Europe. When we evaluate all the nominal data in a sum, we can see that, between the years of 1990 and 2012, the world and Europe increased the bed number capacities 60 per cent, multiplied tourist numbers 2.7 times and tourism income 5.2 times. Although Turkey multiplied its bed capacity more than 3 times and Antalya multiplied its 5 times, and Turkey multiplied the tourist number 6.2 times and Antalya multiplied its 10 times; the tourism income multiplied only 4.6 times. That means Turkey increased its bed numbers much more than Europe and the world, and its tourist number in a higher speed. However, it fell behind the world and Europe in the speed of increasing total tourism income. This situation can be seen clearly from the tourism inclination per person in Turkey and the world in Figure 4.

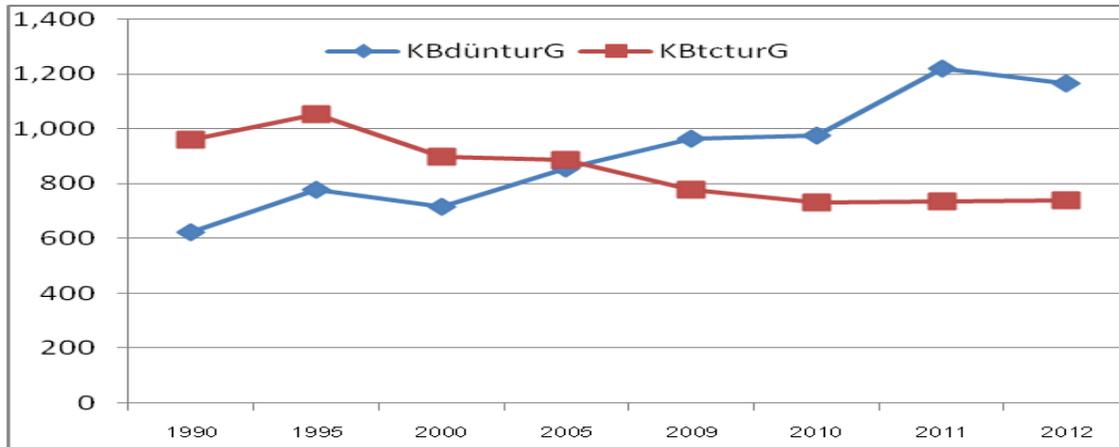


Figure 4. Tourism Income Per Person in Turkey and the World

In 1990, tourism income per person was 620 USD in the world, 970 USD in Turkey. In 2012, tourism income per person was about 1170 USD in the world, 750 USD in Turkey.

The tragic inclination in Turkey's tourism income that occurred between the years of 1990 and 2012 had its actual breakpoint in 2005 and since then it has not improved. Those who are responsible for this negative situation in Turkey are the ones that determine and apply the central and sectoral economy and tourism policies.

The findings that were obtained via the proportion analysis that is based on cardinal data is shown in Figure 5. The inclinations of tourism income and tourist numbers in Turkey, in developing countries, and in the world between the years of 1990 and 2012 are examined proportionally.

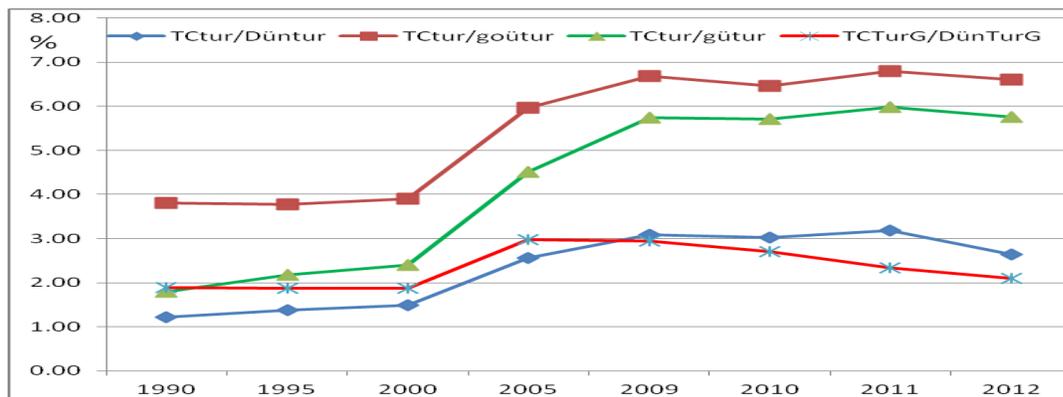


Figure 5. The Proportion of the Number of Tourists, Tourism Income, and the Number of Beds in Turkey to the World.

In Figure 5, the proportion of the number of tourists that come to Turkey to the world (TCTur/Düntur) is indicated in blue. This proportion was 1.22% in 1990, 2.65% in 2012.

The proportion of the number of tourists in Turkey to developing countries (TCTur/goütur) is seen in claret. This proportion was 3.8% in 1990, and it rose to 6.6% in 2012. Similarly, the proportion of Turkey's tourist number to developed countries (TCTur/gütur) is indicated in green. It was 1.8% in 1990 and increased to 5.8% in 2012. In short, between the years of 1990-2012 there is a growth in the number of tourists that come to Turkey.

The ratio of Turkey's tourism income in the world between 1990 and 2012 (TCTurG/DünTurG) is indicated in red in Figure 5. This ratio was 1.9% in 1990 and rose to 3% in 2005. After the year of 2005, there occurred a serious fall in the tourism income of Turkey and consequently the proportion of Turkey's tourism income in the world's tourism income decreased to 2% in 2012. As seen here, 2005 was a year when significant breakpoints happened in tourism sector in Turkey.

In this study, from now on 2005 will be the base year and more detailed analyses according to this reference year will be presented.

To make long term proportional analyses compared to a referenced (taken as basis or base) is essential to a profound examination of the topic that is being dealt with. Therefore, the growth rates that are calculated for consecutive periods or the ratio analyses that shows the proportion in the in the sum are useful for the explanation of the specific aspects of the topic. The aim of this type of reference analyses is to understand the topic with its different dimensions. The numbers of tourists, tourism income-expenses sums and bed numbers for Turkey and the world are evaluated according to nominal and cardinal data, and then the same data are examined compared to the base year 2005 and in greater details.

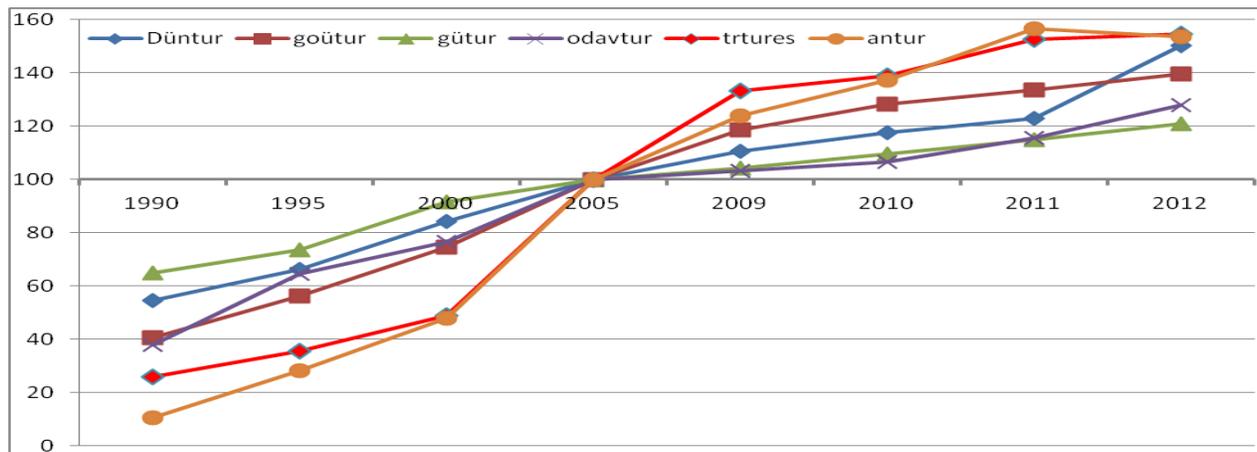


Figure 6. The Growth Inclination of Tourist Numbers in Turkey and the World (2005=100)

The growth inclination of tourist numbers in Turkey and the world is seen Figure 6. The number is taken as 100 for 2005. The number indicated in orange is for Antalya (antur) and it was worst in 1990. Until 2005 it multiplied 10 times. The number indicated in red is for Turkey (trtures) which is the second lowest in 1990, and multiplied about 4 times in 15 years between 1990 and 2005. For the ones following, the growth ratio is comparatively low: the one indicated in blue is for the world tourist number (Düntur), the green one is for the developed countries tourist number (gütur), the claret one is for the developing countries tourist number (goütur), and lastly the violet one is for the Middle East and Eastern Europe tourist number (odavtur). That is because, between 1990 and 2005 the growth rates were 60% for the developed countries and the world, 150% for the Middle East and Eastern European countries. However, between 2005 and 2012, a general improvement occurred and a similar growth was seen, which is about a 150% rise in the tourist numbers of Antalya, Turkey, and the world.

The bed capacity of Antalya and Turkey increased in a lot higher speed than the world average compared to the capacity in 2005. However, due to the problems related to environment, market, and rivalry in the sector, which was integrated with the domestic growth and inflation related foreign currency, it could not reach the expected level of income rise and started to go down.

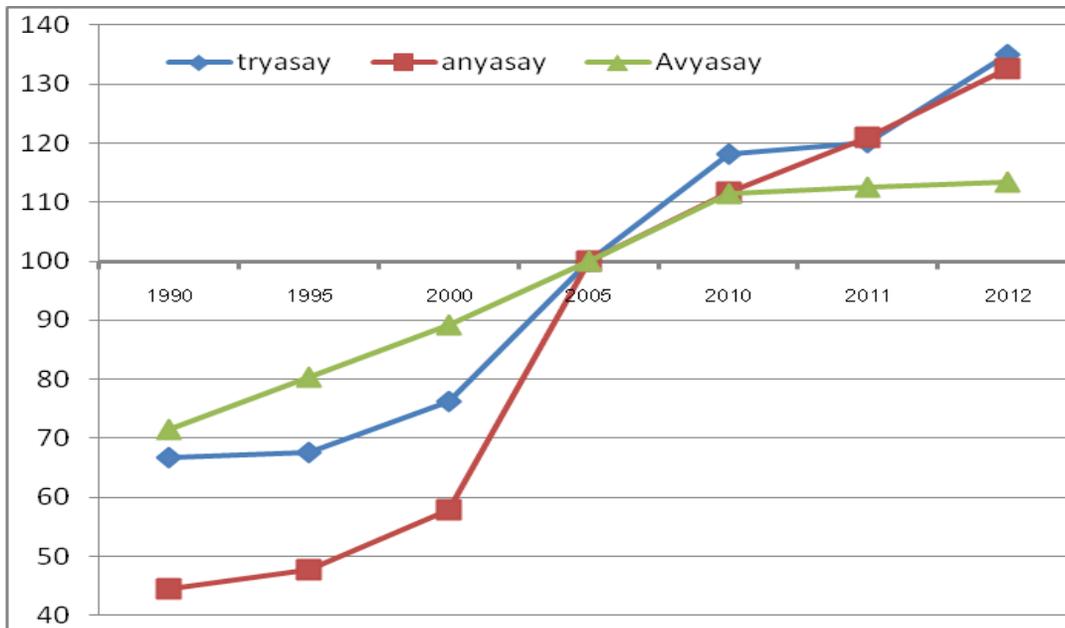


Figure 7. The Growth in the Bed Numbers of Turkey, Antalya, and Europe. (2005=100)

In Figure 7, the number of beds in Europe (Avyasay), indicated in green, grew in a comparatively constant pace between 1990 and 2010, while it was quite stable between 2010 and 2012. Compared to 100 in 2005, it was 70 in 1990 and a little over 110 in 2012. That is to say, it could grow about 10% in 2012, compared to 2005.

Whereas, the bed capacity of Antalya (anyasay), indicated in claret, was 44 in 1990 and 133 in 2012, which means a 33% growth compared to 2005. This growth is three times as great as the one in Europe. In Turkey, even greater increases occurred especially between 2005 and 2012.

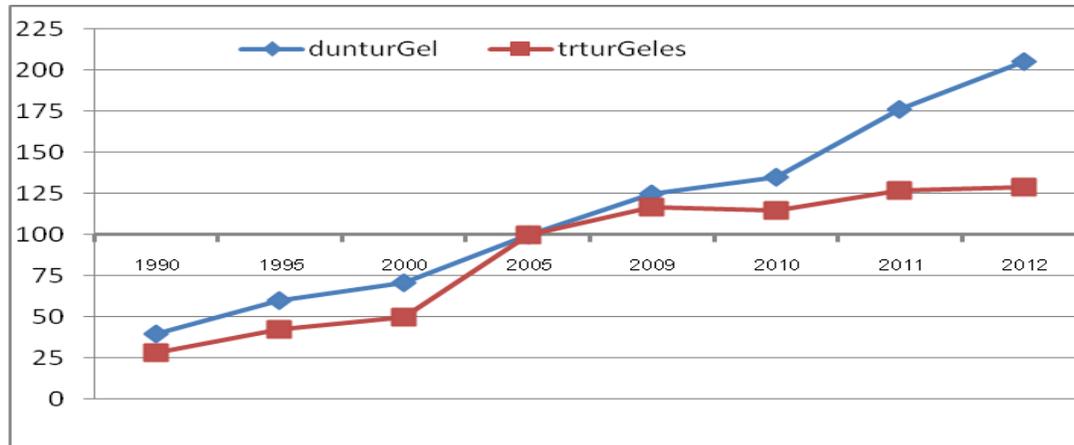


Figure 8. The Inclination of Income Growth Rates in Turkey and the World (2005=100)

When the tourism income indexes of Turkey and the world (trturGeles) were calculated, 2005 taken as the basis, the huge gap between the two income growth paces can be seen more clearly according to nominal data. The world tourism income (dunturGel), indicated in blue, was 100 in 2005, 40 in 1990, and 205 in 2012. This shows that the growth in the world's tourism income is 5.13 times compared to 1990, 2 times compared to 2005. In Turkey, where a much higher rise occurred for the bed and tourist numbers than the world average, tourism income was 100 in 2005 and 28 in 1990. Turkey's tourism income grew 4.6 times compared to 1990, 29 % compared to 2005. Contrary to 1990-2005 period, since 2010 an income growth gap has occurred to the detriment of Turkey.

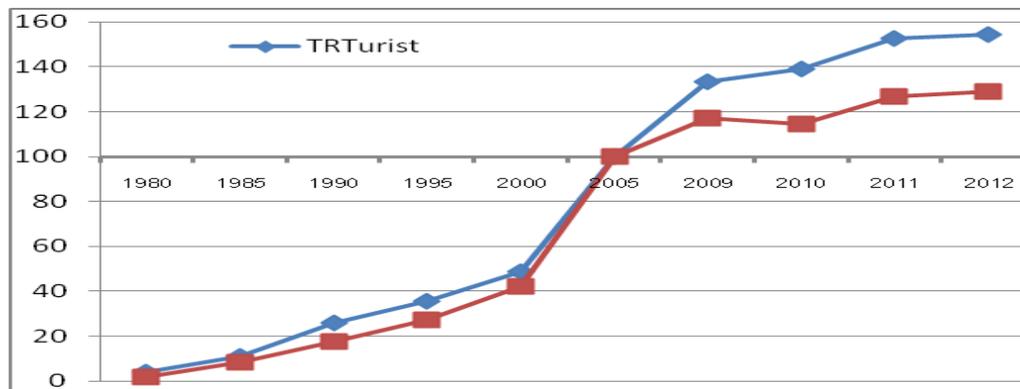


Figure 9. The Number of Tourists that Come to Turkey and Tourism Income (2005=100)

Although the amount of increase in the tourist number is almost equal to income rise between 1980 and 2005; after 2005, the tourist number growth speed increased while income growth speed decreased, even reversed in some years. Therefore the gap between them grew to the detriment of Turkey as great as never happened before. There is not a sustainable aspect of this situation which is seen clearly in Figure 9.

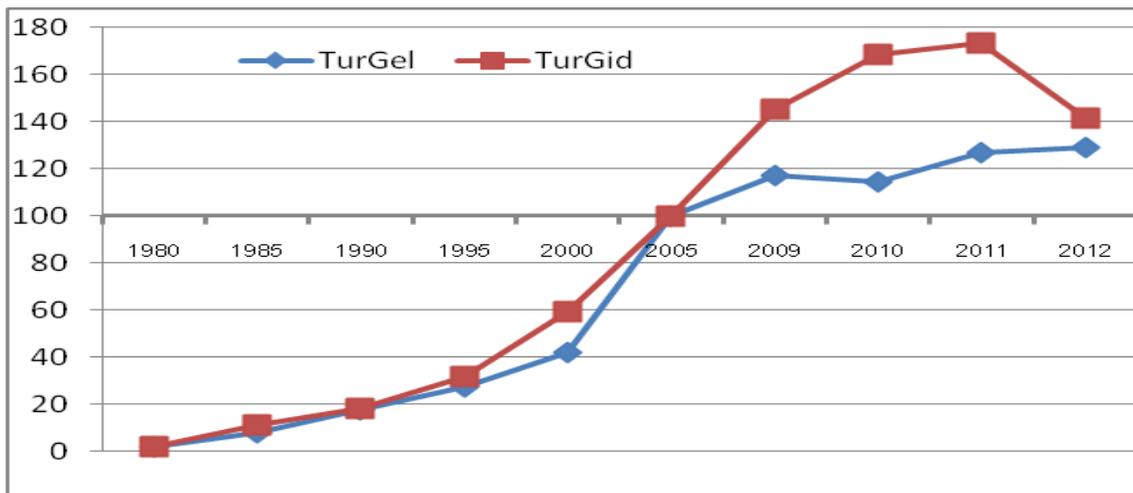


Figure 10. The Change in Tourism Income and Expenses (2005=100)

The negative course in Turkey's tourism income growth pace in the last four years, together with the negative changes which have taken place in the last years between Turkey's tourism income (TurGel) and tourism expenses (TurGid) lines, indicated in Figure 10, produced a manifold deteriorated tourism performance chart.

While the growth paces of tourism income and tourism expenses were completely parallel between 1980 and 2005, serious increases occurred in the expenses every year between 2005 and 2012. For instance, tourism income growth rate was 25 % and tourism income growth rate was about 70 % in 2011. In the last year, although the expenses growth rate seriously shrank it still went 10 points higher than the income growth rate.

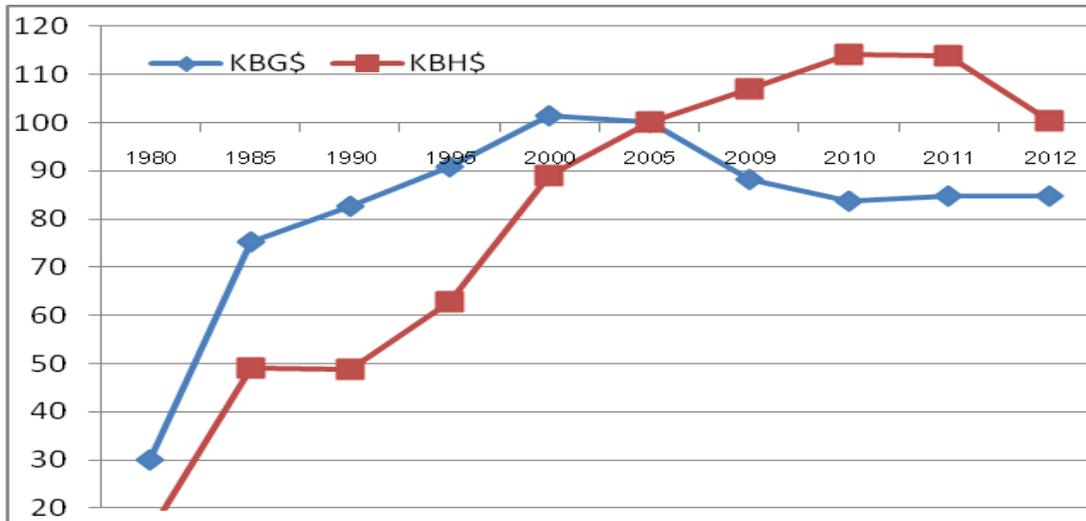


Figure 11. The Change in Tourism Income and Expenses Per Person (2005=100)

Before 2005 when changes in the tourism income and expenses lines which are to the detriment of Turkey started to take place, tourism income per person (KBG\$) growth rate was always higher than tourism expenses per person (KBH\$) growth rate every year in Turkey. Whereas, during the period of 2005-2012, an increasingly adverse gap showed up between the two lines. In 2012, the expenses growth rate decreased a little.

For the years between 1980 and 2012, the numbers of tourists that come to Turkey and Antalya, tourism income and expenses, and tourism income and expenses per person, and index values which were calculated according to the basis year 2005 can be seen in Figure 12.

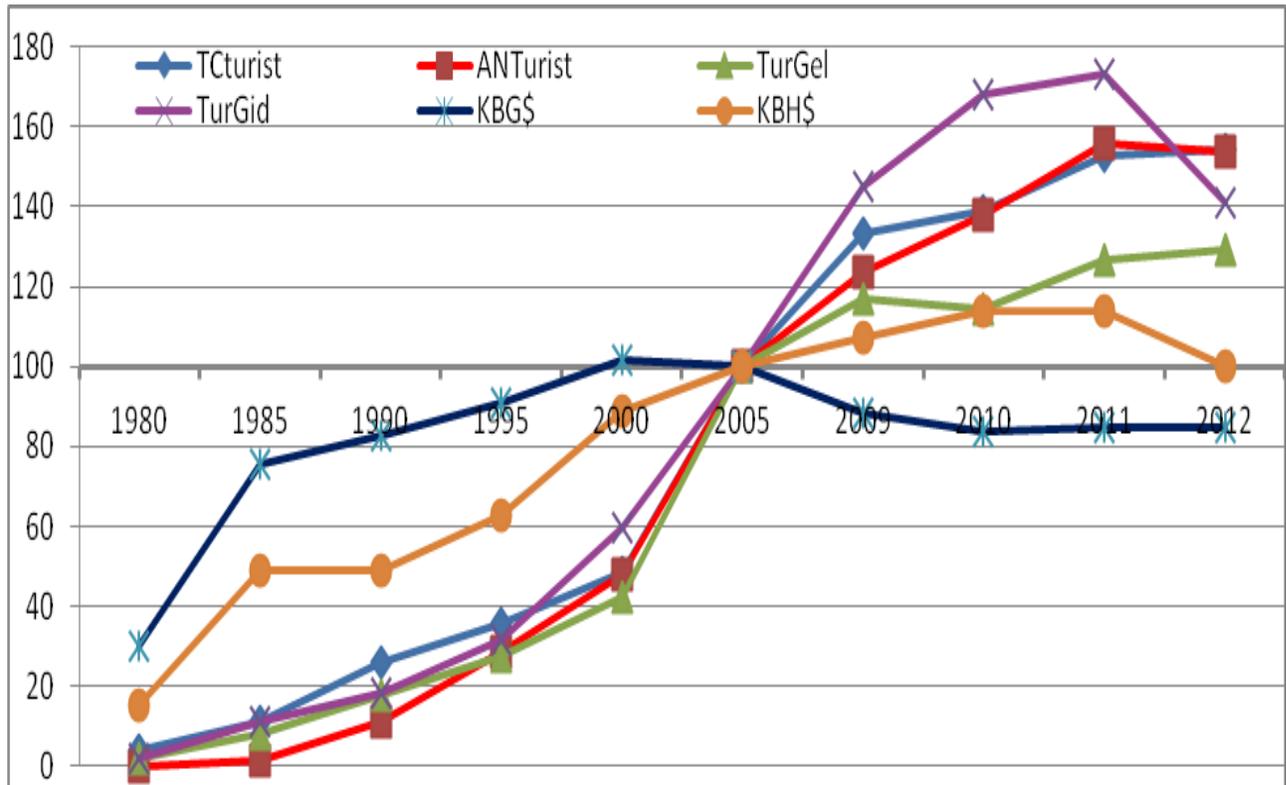


Figure 12. Changes in the Tourist Numbers and Tourism Income and Expenses Of Turkey and Antalya. (2005=100)

Considering the number for 2005 100, according to this reference in 1980, Antalya tourist number (ANTurist) indicated in red is about 0, Turkey's tourist number (TCTurist) indicated in blue is 4, Turkey's tourism income (TurGel) indicated in green and Turkey's tourism expenses (TurGid) indicated in violet are both 2, expenses per person (KBH\$) indicated in orange is 15, tourism income per person (KBG\$) indicated in dark blue is 30.

After 32 years, the growth multiplications are 154 times for ANTurist, 38.5 times for TCTurist, 64.5 times for TurGel, 70.5 times for TurGid, 6.7 times for KBH\$ and 2.4 times for KBG\$. However, compared to 2005, tourism income per person (KBG\$) decreased 18% in 2012. When we look at the year of 2012 in Figure 12 with the aim of grouping, we can clearly see that total tourist numbers and income-expenses sums comprise a group of 40%, while expenses per person makes a separate group of as low as -10%.

Results

When Turkey's tourism performance is compared to developed countries is considering the present situation, it can be remarked as a frustration especially after 2005. That is because the

added value production power of the sector is being reduced swiftly. This structure, too, does not have a sustainable aspect. Since 2005 Turkey's tourism sector has become one of the sectors whose national added value production power is constantly damaged. Especially expensive TL and inconsiderate investment incentive policies have a great effect on this. In other words, those who are responsible for pushing the sector into this situation are public policy makers and appliers. Domestic entrepreneurs, employees, and suppliers are forced to lose perpetually because of those policy makers and appliers. It is essential for Turkey to reconsider tourism policies and adjust specific policies to increase the tourism income if it wants to keep the profitability and sustainability of the sector.

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