

TOURISM AND AIR TRANSPORTATION IN TURKEY

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ABSTRACT

The transportation sector is constantly evolving, with changes resulting from technological transformation, innovation, and national and/or international policies, along with the ever-increasing demand for better-quality services. These developments all have implications for the tourism industry. The most important component of the tourism is industry of air transport. An integral whole, the tourism and aviation industry throughout the world and in Turkey in recent years, showed an rapid development. However, in Turkey, growth potential in the aviation sector has brought with it many problems. The purpose of this research is identifying the current state of the Turkish civil aviation sector and to determine the problems encountered. However, air transport is the main reason of the development of tourism in Turkey. In this research the impact has been investigated. The most important aspect of the study is tourism, transport and public sector evaluations by its employees. Aviation brings a healthy and steady growth to tourism and in this research wished light on the important tips for tourism which contribute to the growth.

Keywords Air Transport, Tourism and Transport, Transport in Turkey.

INTRODUCTION

Transportation science, with recently developed technology, gained an increasingly momentum, this acceleration also had a direct impact on other departments. One of the most important branches which have been affected is, tourism. Because of the travel and motion activity has takes place with transportation systems. In this sense, “speed”, “trust” and “regularity” these basic issues showed us that the tourism and the transport is inseparable. Transportation and transportation services covers departure of the tourists from their residence, after their arrival in the destination country where they will stay, and returning process to their own country.(Spring and Kozak, 2005). Tuncsiper (1995) mentioned that a rapid increase in world population, increases in per capita income levels, technological developments in the study of shortening the duration of the transportation service in the comfort and speed, the increasing consciousness of leisure, led Tourism grow faster. Vacation, education, health, or those who travel for business or work purposes, or on a visit to relatives or friends, makes transportation, and tourism is an inseparable whole (Page, 1994).

A good transportation system in the country will provide transportation costs get reduced make tourism demand higher and as a result of this positive influence, rise in tourism revenues and an increase in the number of tourists will be provided. As a result, a country of tourism is essential for the continuation of the development, for that reason the transportation network and transportation services should be organized in a very good way.

LITERATURE & THEORY

In the tourism sector, public transport is concerned with the need for speed, need for comfort and with number of the passenger transport capacity, and of course need of benefits such as airlines, transportation, and tourism is a very tight relationship is known. According to the studies of international travel is the preferred way of transport, the distance between the two countries, designates the choosing, but the distance increases, airlines, and sea, are the more preferred rather than road transportation (Birzhakov, 2004). 1960's tourism boom in air transport is closely associated with Rapidly growing technological developments, increasing living standards, border procedures is gradually decreasing, and facilitate the movement of

international tourism. These things make tourism huge.

The relationship between Transportation and Tourism organization, such as airlines, contributes to large to world economic and social globalization also. International tourism in the last 30 years in the process of continuous development and diversity, it is the world's fastest growing sectors.

Turkey's geographical location is important due to the airline and tourism industry association of the inevitable combination of both industries. Serious contribution to the Turkish economy will be the brought to life and led the satisfaction of visitor increase. Culpan (1987) identified transportation modes and management as the "important ingredients of the international tourism system," acknowledging that linkage by air, sea and land modes is essential for the operations as well as the availability of support services such as fuel stations, auto repair, motels and rest facilities for land travel. Also, another important factor is economy. air transport operates within dense and occasionally obtuse regulatory environments that concurrently (and thus somewhat paradoxically) restrict and unchain modern international commercial aviation. Debbage and Alkaabi (2010) argue correctly that economies of scale (as well as scope and density) of airline operations have, in many ways, shaped tourism demand, an airline's Access to a market is governed by economic regulation that has foundations in international law and politics (Bogosian 1981).

The World Tourism Organization (UNWTO) and the International Civil Aviation Organization (ICAO) are the intergovernmental organizations responsible for each of these areas. In this framework, and aiming to bridge the gap between tourism and aviation policies, UNWTO has closely collaborated with ICAO since a Working Arrangement between the two Organizations was established in 1978. In 2010, this collaboration was strengthened through a Memorandum of Understanding identifying a number of areas of mutual interest and action. Symbol of increased commitment to work together, the Secretaries-General of the two Organizations signed a Joint Statement in March 2013 aiming to further optimize the benefits of aviation and tourism through maximizing synergies; cooperating for the modernization of the air transport regulatory framework; enhancing air transport connectivity, including visa and other document formalities and issuances; contributing to the protection of passengers, tourists and tourism service providers; reducing greenhouse emissions; addressing air transport for tourism development in long-haul destinations and landlocked or island countries; and assessing the economic impact of taxes, charges and other levies on aviation and tourism.

As a bridge between Asia and Europe, at the crossroad of civilizations, Turkey has excelled in establishing itself as a mainstream destination for many European nations because of its rich culture, history and natural beauty. The industry's share in total GDP is around 4%, while its total contribution was USD 32.3 billion in 2012. In 2023, the direct contribution of the travel and tourism industry to the economy is expected to exceed USD 60 billion which will be approximately 3.4% of Turkey's economy.

The contribution of the travel and tourism industry to Turkey's GDP has a higher growth forecast compared to that of Europe. From 2013 to 2023, average growth is expected to remain around 3% for Turkey. Meanwhile in Europe, average growth from 2013 to 2023 is projected as approximately 2%. After 2010, the travel and tourism industry recovered strongly with a 19.5% rate of growth in 2011, significantly greater than the growth rate of the Turkish economy in that respective period (Figure 1). The reason for this fluctuation was domestic demand, capital investments and indirect revenues had decreased significantly in 2010 compared to 2009. However, the Turkish economy recovered in 2011 and the percentage of growth returned to higher levels.

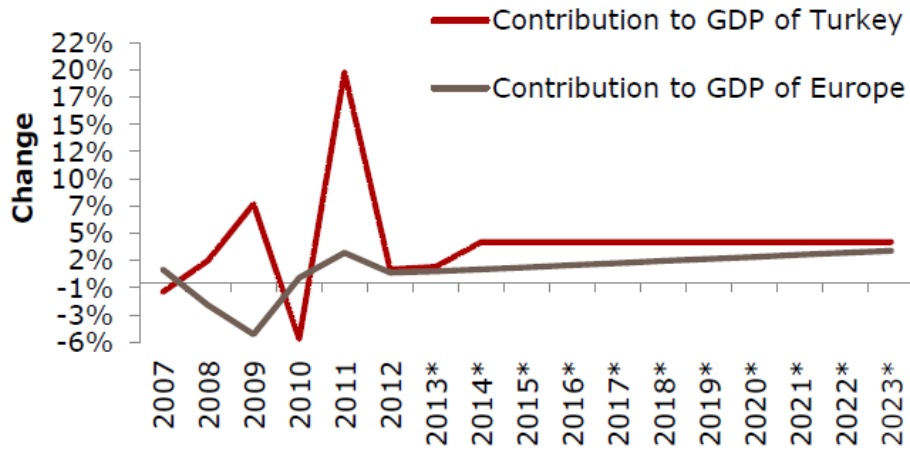


Figure 1. Travel & Tourism Growth, 2007-2023

The annual growth rate of airline passenger numbers has remained strong from 2007 to 2012. Double digit growth rates were experienced every year except for 2009, which was a crisis-recovery year all around the world. More than 130 million passengers arrived in 2012, indicating an 85% increase from 2007 (Figure 2).

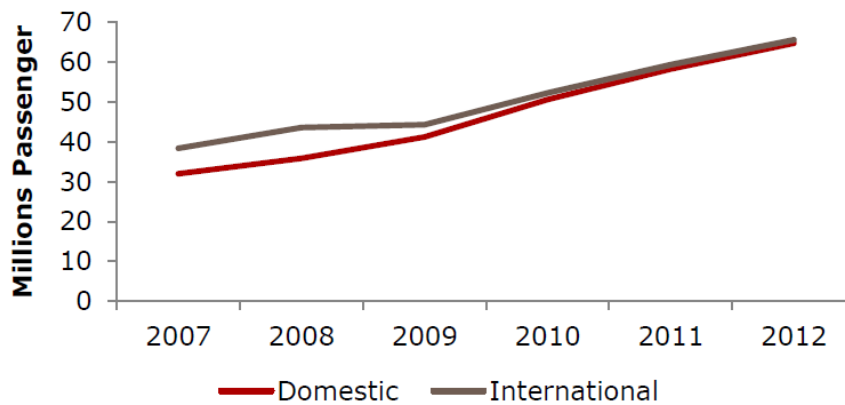


Figure 2. Airline Yearly Passenger Numbers (General Directorate of State Airports Authority)

Turkish Airlines is Turkey's premier airline. It successfully connects to all the major geographic locations of Turkey through its main hub in Istanbul's Atatürk Airport. Turkish Airlines received The Best Airline in Europe Award from Skytrax, World Passengers choice awards, three years in a row in 2011, 2012 and 2013. Turkish Airlines has a fleet of 200 planes that flies to over 180 destinations in 98 countries with 36 domestic lines. Despite a weak global economy, Turkish Airlines is expanding and has ordered 117 Airbus airplanes for its fleet. The total number of airplanes in the fleet is projected to be 235 by the end of 2013.

Even the global economic recession of 2008 and 2009 did not have an adverse impact on passenger traffic for Turkish Airlines. The total number of passengers surged from 20 million to 39 million from 2007 to 2012 with the exceptionally large increase of approx. 98%. During the same period, international passenger traffic increased 138%, while domestic passenger traffic increased 59% (Figure 3).

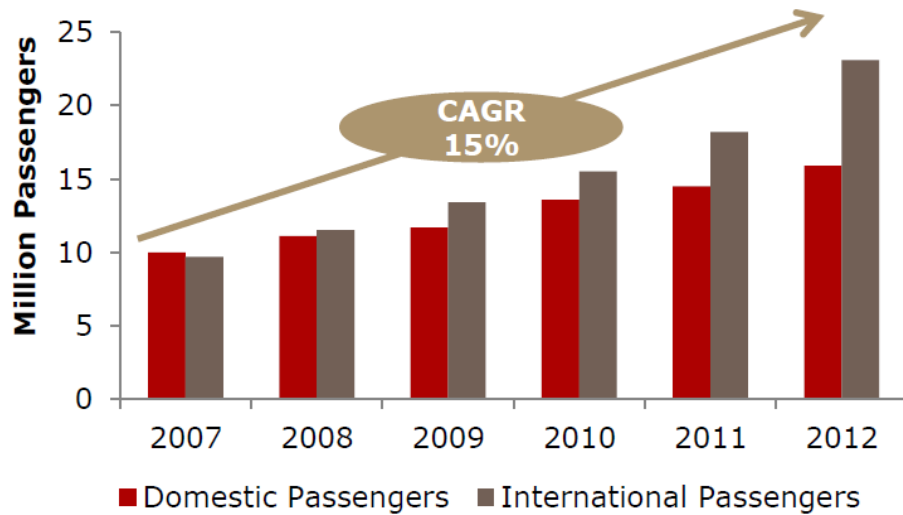


Figure 3. Passenger Growth (Turkish Airlines Statistics)

METHODOLOGY

Turkey's passenger and freight transport, aviation jobs, engaged in domestic and foreign enterprises with many airlines at the airports, and 50 operates. Research aviation is limited with, passenger and tourism sector in the transport of passengers, airline companies and tourism in terms of a high degree of importance in the airports they answered the survey questions. Research conducted airports are summarized in Table 1.

Table 1 Evaluated Airports

<u>Airport Name</u>	<u>Location</u>	<u>Capacity (Total)</u>		<u>IATA Code</u>
		<u>2012</u>	<u>2013</u>	
İstanbul Atatürk Airport	İstanbul	45.091.962	51.320.975	IST
Sabiha Gökçen Airport	İstanbul	14.686.052	18.641.842	SAW
Antalya Airport	Antalya	25.096.144	27.003.712	AYT
Dalaman Airport	Muğla	3.811.958	4.057.173	DAL
Adnan Menderes Airport	İzmir	9.355.902	10.208.627	ADB
Esenboğa Airport	Ankara	9.273.108	10.928.403	ESB
Milas-Bodrum Airport	Muğla	3.530.460	3.631.922	BJV

The study's research method is based on a survey. At the airports questioned people are who work for the airlines and they are airport operators. They were asked 20 questions. Participants answered questions, to be answered in the survey to facilitate the researcher's assessment data more quickly to make the closed-ended. Also, a five-point Likert scale questions were used. In this research, quantitative data for the comparison of Kruskal Whallis H, Mann Whitney-U tests and Spearman's Correlation analysis was performed. Survey forms to the offices distributed by hand, for the units were not available, e-mail was sent. Time scale of the Collection and the distribution the survey data, approximately 11 months. Questionnaire on the implementation of January 2013-December 2013 date covers.

In this research, knowledge obtained from the 123 survey was analyzed using SPSS. With Program through the research, all of the variables number and percent distributions were calculated. However, on the assessment of the data, such as mean and standard deviation descriptive statistical methods were used. Quantitative data for the comparison of more than two groups of the parameters in the case of comparisons between groups using the Kruskal Whallis H-Test, and difference, which is why in the determination of the group Mann-Whitney-U test was used. Scales the relationship between tested with Spearman's Correlation analysis.

The finding of a 96 % confidence interval of 4 % level of significance has been assessed. Air transport related to the scale, Cronbach's alpha reliability coefficient was calculated based on. Reliability coefficient value is between 0 and 1, this value is closer to 1, increasing reliability. Air transport of the problems Faced by the scale of the Significance of the general reliability of the 0,889; the Development of air Transport for the importance of Activities related to the general reliability of the scale is 0,615; Airline of the development of tourism on the Impact of the general reliability of the scale is 0,857.

Research in the scope of airport and airline businesses (AAC) with the findings in terms of frequency and percentage distributions specified in Table 2, the individual factors were analyzed.

Table 2. Research In The Scope Of Airport And Airline Businesses (AAC) Features And Analysis

Airport and Airline companies	Description
Activity Time	The starting 1 year and over 50 years
Property	Public/Private/Rent/Joint Stock Company
Number of staff	The starting 10 people and over 50 people
The average salary (Monthly)	The starting \$250 and over \$1500
Nationalities of employees	Domestic/Foreign
Average Age of Aircraft	The starting 1 year and over 15 years
Fleets	The starting 1 fleet and over 50 fleets
Seat Capacity	The starting 100 seats; 1000 and over
Number of offices	The starting 1 office and over 25 offices
Areas of activity	Domestic /Foreign /Both
Number of Domestic and International Routes	The starting 1 city and over 50 cities
Total annual campaign	The starting 1000 and over 1 million
Future of Flight Plan to Increase	Yes/No/Don't Know
Travel Purpose of passengers	Business/Tourism/Transit/Private/Education/Visit
Most Favorite Cities of passengers (Domestic)	İstanbul/Antalya/İzmir/Ankara etc.
Most Favorite Cities of passengers (International)	Roma/Paris/Viyana/New York etc.

“What are the most important problems Aviation in Turkey encountered in your opinion?” questions in the survey respondents for their answers on the assessment made. Evaluation is very important (5) Important (4) important (3), Junk (2), and no junk (1) values were measured. Such analyses, as well as in the transport sector in Turkey, problems have been identified. These problems are shown in Table 3.

Table 3. Evaluation of Turkey's Aviation Encountered Problems

Problem	Q	Average	SD
High tax for Airport	123	3.99	1.08
High fuel prices	123	4.12	1.01
The architectural problems passenger terminals	123	4.21	0.71
Obsolete fleet	123	4.64	0.76
Lack of trained staff	123	4.43	0.88
The lack of competition among airlines and Turkish Airlines is dominant (in Domestic)	123	4.23	0.96
Service charge and there is no quality equality	123	4.03	1.10
Air transport is underdeveloped in many tourist areas	123	3.50	1.12
Local airways are unable to compete with foreign airlines	123	4.21	0.97
Domestic charter was not developed for business.	123	2.12	1.21
Passport control and customs control problems for passenger	123	2.70	1.24
Visa Issues	123	3.12	1.08
Global economic crisis	123	3.44	1.50
Economic problems for Turkey	123	3.56	1.28
The low purchasing power of citizens of Turkey	123	3.61	1.16
People are giving up their habits and they choose railway and other transport modes	123	3.33	1.15

In addition, the development of air transport's impact on tourism evaluated. According to the Research participants which are airline and the airport authorities, the development of the airline industry in Turkey and abroad, most of the resulting ($x=4,50$), business ($x=4,34$) the expansion of tourism has provided. The majority of experts considers in the development of air transport, domestic tourism ($x=3,99$) and Turkey in the remote areas of travel between quite affected ($x=3,98$). Majority of the participants of the air transport; abroad, eco, culture, health and thermal tourism's the affect is stay on middle levels.

It has been evaluated from participants' opinions the general average of the scores for all business of given in Turkey, the effect of "the development of aviation," to the country's tourism sector," participants' 67,66% very effective 21,94% effective, 5,61% moderately effective, 4,12% less effective, 0,67% were considered to be not effective. Participants from the airport authorities 55,49% of them thinks that, air transport has a positive effect on tourism. The development of tourism in turkey, the country's airline sector in the development of active participants on the question, there is 39,77% of medium effects, 27,59% effective, 32,41% answered very effective.

RESULTS

In the world, the truth that tourism activities have a strict relationship between air transports is known fact. Especially with the rapidly growing airline technology, people, regions, and continents existing between the travel time significantly shortened, and the tourism sector also contributed to the rapid development. On the other hand, World-wide increase in per capita income, trade between regions for the development of tourism and the airline industry demand growth rate has accelerated. As a result, in 2012, the tourist movement, participating has in the 1 half billion people to reach destinations for the airline transportation. Developments in the world make air transport in Turkey important and especially in the tourism sector since 2001 and a growth trend has been continued. Tourism revenues have in 2003 of approximately \$ 14 billion, while in 2013 this figure has exceeded \$ 32 billion.

In 2003, Airlines in Turkey transported 34 million passengers, at the end of 2011, these number reached to 118 million passengers. Civil aviation system is a part of a whole system and if there is a error in the subsystem ,it will affect the civil aviation sector, tourism and the economy of the country negatively. However, in Turkey, the airline transport-related research is very limited, we lack of a healthy of statistical data in the country, air transport on the current status of the detailed information it is quite difficult to achieve. Therefore, Turkey in this study, about the current status of air transport, the problems faced and their impact on tourism to identify is a first.

Number of establishments in the country despite the increase in the competitive environment still is not satisfying. Therefore, Turkish AIRLINES, especially on domestic flights there is a high price policy. In this situation, the development of domestic tourism is negatively. Vice versa, Turkish AIRLINES international flights of foreign airlines within a competitive environment. This is why national airlines have to discounts on sales. As a result, the price difference on tickets will be very lower. The airlines which are not included to this research are small or moderate airports that not equivalent for international flights. Their properties are not inadequate and they are absolute.

In addition, on new airports, adequate feasibility study is meaningless without a way to different lands have been placed on top. This is just a political investments and investment in the future of many of them will remain dysfunctional. Airports operated by the government situations are worse than others. However, passenger and freight transport quality and quick service are the still unresolved issues. On the other hand, Main problem for tourist marketing is insufficiency of domestic airlines companies. They are inadequate. From the above descriptions of the Turkish air transport activities for the development of the following recommendations can be offered;

- Domestic airline companies to compete with foreigners in the organizational structure, management, marketing, finance and human resource policies of the business in a more effective and efficient

management to ensure new strategies by identifying them and putting it into practice advantage

- Monopolistic competitive environment, the market introduction: with THY competition in the domestic market can be encouraged to grow businesses
- The quality of education and the number of trained personnel without compromising development
- Creating the image of the country's tourism
- New airport rather than doing "the current airport infrastructure renewal
- Required by the tourism comfort and equipment is provided
- Domestic tourist areas, with new flight connection opening
- Turkey in the tariff policy of optimizing you need to price and quality to ensure equivalence

CONCLUSION AND FUTURE WORK

As a result, the Turkish airline industry is faced with many problems. These problems of the tourism sector, causes negative affect to tourism sector. The many of the problems of Air Transportation covered up by government officials and are being solved very slowly. Problems in Air Transportation get solved more quickly; other sectors related to economy can obtain healthy and steady growth.

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