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ANALYZING THE TOURIST MARKETS WITH A NEW TOOL: TOURIST MARKET TYPOLOGY

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KEYWORDS	ABSTRACT
	To develop appropriate strategies through classifying the tourist markets is an important issue to increase the tourism revenue. In this study, a tourist market typology was developed. Tourist markets were divided into eight groups in terms of their average daily expenditures, average length of stay, and their contribution to the tourism revenue of destination. Typology of tourist markets was applied using the Turkish tourism data of 2018. It gives concrete recommendations about which strategy to be pursued for each markets in order to maximize the tourism revenue while controlling the cost that associated with the tourism operations.

1. INTRODUCTION

A Destinations, on the one hand, continue to invest in tourism due to its socio-economic contributions (Dogru et al, 2019; Kronenberga and Fuchs, 2021), on the other hand, they seek ways to manage their environmental, cultural and man-made resources sustainably (Kim et al., 2019; Roxas et al., 2020; Siakwah et al., 2020). Thus, destinations mainly aim to maximize their revenue, figure out the problems associated with low productivity (Croes & Semrad, 2018), and mitigate the negative impacts of tourism (Koçak et al., 2020). The structure of tourism resource markets can have significant effects on the stability of tourism revenues (Ağazade et al., 2021). The allocation of resources for the right products and markets becomes critical in this sense, especially in times of crisis when uncertainty may affect decision making processes (Işık et al., 2020). In studies measuring the impact of tourism on economies and the quality of life of local people, it is seen that tourists from different countries can be considered as a single homogeneous group. However, consumers are heterogeneous and the preferences of each group differ (Fu, et al., 2020). Tourist markets, which may show variability in terms of contribution to destination's total revenue, even in different seasons, require careful evaluation. Thus, segmentation of tourist markets and targeting the most profitable ones is a prominent issue which requires Destination Management Organizations (DMOs) to review the contributions of tourist markets carefully and give up markets with low contribution and focus more on markets with high potential. To do that, they need right tools while implementing their marketing and management strategies. Suggested tourist market typology can be a useful tool in this regard.

Tourist typologies (e.g., Uysal & McDonals, 1989; Plog, 2001; May, Bastian, Taylor & Whipple, 2001) and segmentations (e.g., Eusébio et al., 2017; Qu et al., 2018; Terzić et al., 2020) are helpful to understand the interactions of tourists with destinations or travel motivations. For instance, expenditure based segmentation takes into account the visitors' expenditure (e.g., Mok & Iverson, 2000; Laesser & Crouch, 2006; Lima et al., 2012) most of which use threshold values to segment tourists based on their expenditure level at a destination (Mortazavi & Lundberg, 2020). Although they are valuable to distinguish the tourists as low and high spenders and catch some characteristics of those tourist groups, e.g. shopping oriented or activities oriented (Lima et al., 2012), they do not give much insight when classifying tourist markets according to their economical value for the destination. Thus, this new tourist market typology differs from the other typologies through classifying the tourist markets with variables like daily expenditure, length of stay and total expenditure share.

Tourist market typology introduced in this paper can help DMOs to evaluate and group their tourist markets splendidly. Increasing daily expenditure and length of stay of the tourists are two main goals of the destination along with the tourist arrivals to maximize the tourism revenue (Ferrer-Rosell et al., 2015). Tourism revenue is closely related to the average expenditures of tourists.

Increasing the ratio of tourist groups with high daily expenditures and high overnight stays in the total number of tourists might be the ideal solution to maximize the benefit from tourism. Suggested tourist market typology classifies the tourist markets into eight groups using average daily expenditures, average length of stay, and share in total tourism revenue of the destination.

Typology suggested in this paper can be a useful tool for decision makers and researchers who examine the economic contributions of tourist markets. Application of the typology was illustrated using Turkey's quarterly data of 2018. Although econometric models show that tourism provide a positive contribution to Turkey's tourism economy (Gokovali, 2010), high differences in regions of Turkey in terms of tourism activities (Duman and Kozak, 2010) suggests that tourism can generate more revenue. Using quarterly data and assessing the different characteristics of the tourist markets in each quarter enhances the contribution of this paper because seasonal behaviors of tourists from source market countries can be analyzed better by this way that can be used as a guide when deciding of which markets to invest or leave. This typology can be used to help solving the seasonality problems experienced by many destinations.

2. RELATED CONCEPTS AND HYPOTHESES

2.1. Market Segmentation in Tourism

Segmenting the tourist markets may lead to enhance the competitiveness of the destinations (Ernst & Dolnicar, 2018) which can also be used to overcome the negative impact of seasonality (Tsiotas et al., 2021). Various segmentation strategies were applied in the literature such as it might be based on behavioral patterns of individuals (Dolnicar and Leisch, 2010; Sánchez-Pérez et al., 2021) or characteristics of market countries (Bijmolt, Paas, and Vermunt, 2004). Tkazcynski et al. (2010) identified geographic (location), demographic (e.g., age, gender, income), psychographic (e.g., trip purpose, push and pull motivation factors, activities), and behavioral (e.g., expenditure, number of nights, purchasing behavior) segmentations. Demographic segmentation used widely but it may not be so effective if used alone (Dixon et al 2012), and thus, it should be used with other types of segmentations (Green, 2003). In tourism literature, numerous segmentation criteria were used, e.g., motivations (Lee et al, 2004), image (D'ursa et al., 2015), involvement (Hu and Yu, 2007), activities (McKercher et al., 2002). On the other hand, benefit segmentation has been gaining more interest, which is a method applied to distinguish the differences of tourist types in various alternative tourism types, e.g., rural tourism (Frochot, 2005; Almeida et al, 2014), and wellbeing tourism (Pesonen et al., 2011).

The main idea of segmentation is to evaluate each segment and focus on most promising ones for the destinations that increase the economic benefit (Tkazcynski et al. 2010; Laesser and Crouch, 2006). Expenditure based segmentation aims, thus, to increase the return to the destination through increasing expenditure of tourists and/or length of stay. By this way, destinations can increase their market share by focusing on tourism spending instead of number of travelers (Svensson et al., 2011).

Total or daily expenditure of tourists can be employed according to the goal of the segmentation strategy. For instance, a destination may want to increase tourists' expenses without considering their length of stay, or want the tourists expend more in a shorter time period (Legohérel & Wong, 2006). Lima et al. (2012) investigated expenditure segmentation for a mountain destination. Authors found that daily expenditure per visitor at the destination is an appropriate segmentation basis to maximize the positive economic effects of tourism. Similarly, Dixon et al. (2012) reported that segmentation based on daily expenditures of sport tourists, who attended a PGA tournament, worked well to distinguish the spending patterns, trip characteristics and trip preferences of three expenditure-based segments.

The behavioral patterns of tourists, i.e., daily expenditure and length of stay, show significant differences for different seasons of the year (Bonn et al., 2002; Tkazcynski et al., 2010). Researchers offer tools, e.g. seasonal variation index, to understand the seasonality better but these techniques may not allow to know the most favorable tourist groups for reducing the negative impacts of seasonality when there are complex segmentation (Cisneros-Martínez & Fernández-Morales, 2015). Thus, understanding the differences of contributions of tourist markets for the different season may lead to have better marketing strategies that maximize the economic benefits for tourism businesses and the destinations. To ensure this, segmenting the tourist markets according to the expenditure level and length of stay has been becoming more critical which is the main aim of this paper. On the other hand, tourist typologies might also be used to understand the behavioral characteristics of tourist groups.

2.2. Tourist Typologies in Segmentation of Tourist Markets

Profiling and modeling the consumption typologies in tourism has become a complex and challenging task because many factors influence consumption patterns (Simancas Cruz et.al., 2022). Categorizing and segmenting the tourist groups through tourist typologies is a common approach in the tourism literature. Murphy (1985) classifies tourist typologies as interactional and cognitive-normative. While interactional tourist typologies are based on the interaction between tourists and the destination (Cohen, 1972; Uysal & McDonals, 1989; Eagles 1992; Keng & Cheng 1999), cognitive-normative typologies are based on tourists' travel motivations (Cohen, 1979; Plog, 2001; May et al. 2001). Studies on determining the shopping habits of tourists (Fairhurst, Costello & Holmes, 2007), understanding the motivation of golf tourists (Kim & Ritchie, 2012), ecotourists (Hvenegaard, 2002), and backpackers (Uriely, 2009) are cognitive-normative studies.

Tourist typologies, on the other hand, are criticized by some authors. Criticisms made by Lowyck et al. (1992) include that tourist typologies are tautological (limiting the generalization produced from typology to the data that make up the typology), may have methodological constraints, and the difficulty in categorizing strictly due to the complexity of tourist motivations and activities. Sharpley (1994) states that most typologies are static and cannot model the development of tourist types over time, and therefore typologies have

limited predictive features. However, typologies can still be useful tools especially for DMOs for their marketing strategies.

Using typology logic, tourist markets can be categorized and segmented to identify which markets are promising or neglectable according to their economic contributions to the destination. Such a typology can help to destination governance bodies to better understand their source markets and to implement marketing strategies considering each market's structural characteristics. Hence, the variables to be used for such aim need to be selected carefully.

Tourist typologies can help DMOs to pursue their strategies. DMOs generally implement strategies that aim to increase the tourist arrivals, length of stays of tourists, and daily expenditures of tourists. However, not all strategies can be applied or meaningful for all markets and at all times. Each destination has also its unique market portfolio which leads to better or worse performance compared to their rivalries. For instance, a destination can attract more tourists from one market than its main rival but its net tourism gain, which can be called as total revenue minus total cost of all tourism activities, could be less than its rival destination. The reasons of such situation could stem from the differences in selling prices, cost of production, or tourists' length of stay. Overtourism can create also stress on the natural and cultural assets of the destination which might produce unrecoverable damages (Adie et al., 2020; Silva & Henriques, 2021). Especially mature destinations can feel such pressure intensely in peak season. Thus, destinations need a tourism market typology that categorizes the markets so that they apply marketing strategies effectively for throughout the year, not for only peak season. In the following part, a tourist market typology, based on daily expenditure, length of stay, and total contribution to income of destination, is introduced and application of the typology is illustrated using Turkish tourism statistics.

3. DEVELOPING TOURIST MARKET TYPOLOGY

A typology that aims to classify a phenomenon with standard categorical scales should meet the criteria of being mutually exclusive and collectively exhaustive otherwise an observed case may take place in more than one cell, or may not be in any cell (Collier et al., 2008). Unlike the traditional 2x2 matrix typologies, in this study 2x2x2 matrix is used - three variables each with two categories- which constitutes eight cells. Three variables are: the average daily expenditure, length of stay, and income contribution of markets. Dichotomous categorizes are defined as low and high according to the variable's comparative position in the destination's data set. It is categorized as "Low" when below the mean and as "High" when above the mean. The eight group is illustrated in Figure 1 and defined in Table 1 with suggested strategies.

The first group of tourist markets are called as "Weak" markets. Tourists in this market perform below average for all three indicators. It would be an appropriate strategy to ignore these markets and move to more efficient markets. The second group includes the tourist group named as "Resource Consumer" which are in the "Low" category in terms of average daily expenditure and the share of total tourism income of the destination, and "High" in terms of average length of stay. This group of tourists spend less but stay longer in the destination. Their contribution to total tourism revenue is below the average and therefore it is the group with low added value. It may be appropriate to consider these markets for relatively low seasons.

The third group is named as "Useless Crowd" markets. Although they are above the average in terms of total income, they are the markets with low daily expenditure amounts and average length of stay. Due to the high number of total tourists, their share in total income is high but it may be appropriate to reduce their share in the total tourist portfolio due to the low average expenditure per person and the average number of overnights whose added value is low when considering the efforts and the cost associated with handling the tourism operations.

Tourists in the fourth group is named as "Mass Market". The daily expenditure of these tourists is low but their share in the average stay and total income is high. This group can be regarded as the typical tourists of the peak season. Although it is recommended to keep them due to their high total income share, making new investments in these markets could not be a good strategy for maximizing the net tourism revenue.

Fifth group markets are called as "Potential Markets". Despite their high daily spending habits, they stay less in the destination and have a low share in total income. It would be appropriate to monitor these markets and invest in appropriate ones. The sixth group is "High Potential Niche Markets". The main strategy should be to increase the number of tourists by focusing on these tourist markets, which are above average in terms of daily expenditure and
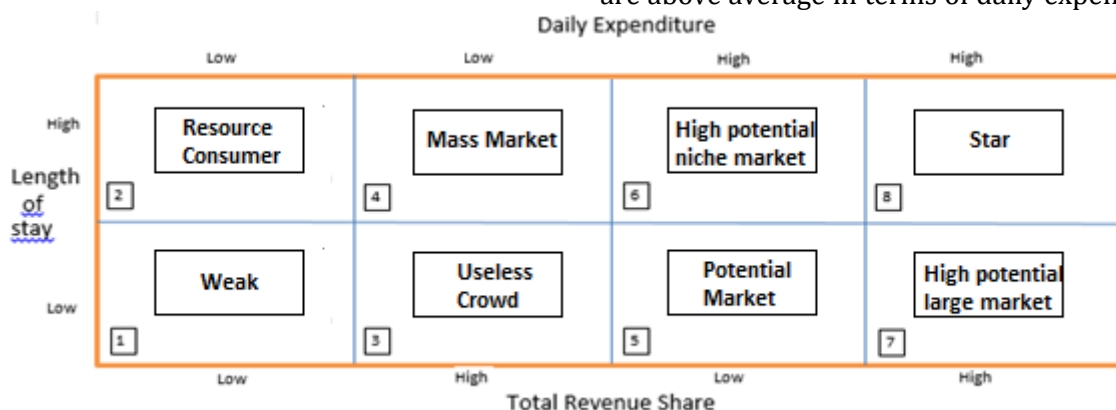

Figure 1. Tourist Market Typology Groups

overnight stays, but have a low total income contribution. The seventh group of tourist markets is called "High Potential Large Market". Despite the low average overnights, their daily expenditure is high. They also contribute to the total revenue of the destination above average. The tourists in this market can be promoted to "star" market status by implementing strategies to increase their average length of stays. The eighth group of tourists is "Star Market" of the destination. It is above average in terms of all three indicators. Protecting these tourist markets and increasing investments in these markets will maximize the total income of tourism.

Table 1. Tourist Market Typology and Strategies

	Typology	Daily Expenditure	Average Stay	Total Expenditure	Strategy
1	Weak	Low	Low	Low	Neglect
2	Resource consumer	Low	High	Low	Consider for low season
3	Useless crowd	Low	Low	High	Decrease the ratio in total share
4	Mass market	Low	High	High	Hold but no more investment
5	Potential market	High	Low	Low	Watch, can be invested
6	High potential niche market	High	High	Low	Focus, increase the tourist numbers
7	High potential large market	High	Low	High	Focus, increase the length of stay
8	Star	High	High	High	Protect and improve

4. METHODOLOGY

4.1. Data Collection and Analysis

In order to illustrate the application of the typology suggested above, quarterly Turkish tourism statistics of 2018 were used. Quarterly data were collected from the web site of Ministry of Culture and Tourism of Turkey (www.turizm.gov.tr). Nationality based tourism revenue ($) of each quarter was taken directly from www.turizm.gov.tr. Average length of stay (ALS_i) of each tourist markets were calculated by dividing total number of overnights (TO_i) to number of tourists (NT_i). Daily expenditure (DE_i) per tourist was calculated by dividing total expenditure of that tourist market ($TEPT_i$) to average length of stay of the market (ALS_i). The mean scores of each variable were calculated for each quarter and then each tourist market was evaluated whether they are below or above the mean scores for the three variables (1). Lastly, tourist markets were placed on the matrix illustrated in Figure 1 according to the market typology developed in Table 1 (Figure 2) (Appendix 1).

- $ALS_i = TO_i / NT_I$ ALS_i is called low if $ALS_i < \overline{ALS}$ and;
- ALS_i is called high if $ALS_i > \overline{ALS}$ (1)
- $DE_i = TEPT_i / ALS_i$ DE_i is called low if $DE_i < \overline{DE}$ and;
- DE_i is called high if $DE_i > \overline{DE}$
- TE_i is called low if $TE_i < \overline{TE}$ and;
- TE_i is called high if $TE_i > \overline{TE}$; Where i = the tourist markets

5. FINDINGS

5.1. Findings of 1st Quarter

Approximately 15% of 2018 tourism revenue was obtained in January-March. In this quarter, most average daily expenditure was done by Spanish tourists (153 $). Iran market made the highest contribution to the total tourism revenue. The other most spending countries are Turks living abroad, African countries, Russia, Germany and the

CIS. Although Georgia is the country with the most overnights (23 overnights), it is also the market that spends the least per person per day (5 $). Azerbaijan (13.2), Germany (9.7), Austria (9.9), and CIS (10.2) are the other countries with the most length of stay.

According to the tourist market typology groups; Bulgaria and Greece are in the 1st group, which is called as "weak market" due to their performance below the average in terms of all three criteria. These markets can be ignored in marketing activities for the first three months of the year. Second group includes Austria, Azerbaijan, CIS countries, Belgium, Georgia, Syria, Ukraine, Sweden and Switzerland. Although the average length of stays of the tourist markets in this group are high, their daily expenditure and their contribution to total tourism revenue are low. The third group consists of markets that have a significant share in total income but have low daily spending and average overnights. In the first quarter, Russian Federation and England are included in this group. The strategy of preserving the current situation can be applied in the 4th group of markets, which can be named as "mass market", consisting of Turks living abroad and Germany.

The 5th group of countries can be seen as a "Potential Market". These are countries with high daily spending characteristics but less length of stay and lower total income contributions. Investments can be made in suitable markets by monitoring these markets. American countries, Australia, France, Denmark, Japan, Canada, Spain, Tunisia, Israel and Italy are in this group of markets (Figure 2a). The USA and the Netherlands are among the sixth group of countries classified as niche markets with high potential. These markets can be leveled up to the "star" group of countries with the appropriate strategies to increase tourist numbers. African countries and Iran are "large markets with high potential" which are in the 7th group and can be included in the "star" group by increasing their average length of stay. In this quarter, there is no country in the "star" category.

5.2. Findings of 2nd Quarter

Approximately 24% of the total income of 2018 was realized in April-June. Top tourism revenue generating markets in this quarter are; African countries, Russia, Britain, Germany, Iran and Turks abroad. Canada, Spain and Japan tourism markets lead in terms of daily expenditure per tourist. Iran, Azerbaijan, Georgia and Turks abroad are the tourist markets which engaged in the most overnight stays.

There are some differences compared to the previous quarter. Denmark is in the 1st group at this quarter due to the falling of daily spending below average. Ukraine, Bulgaria and Greece are the other countries in the first group and in the position of "weak market". Resource consuming markets in this quarter are Austria, Azerbaijan, Belgium, Georgia, Netherlands, and Syria.

Germany and Turks abroad continue to be the mass markets and UK, Iran and CIS countries are other mass markets in this group in the second quarter. Farther countries like USA, America countries, Australia, and Japan along with France, Tunisia, Spain, Sweden, Switzerland and Italy are the "potential markets" because of their low contribution to total revenue and low overnight stays. On the other hand,

tourists from these markets spend above average which makes them potential market. Israel is "high potential niche market" and the main strategy is to increase the number of tourists from Israel in second quarter of the year. There is no country in the "high potential large market" category in the second quarter. African countries are the "star" markets of this quarter (Figure 2b).

5.3. Findings of 3rd Quarter

A significant part (39%) of the total income of 2018 was generated in the third quarter (July-September). In the period of July-September, daily expenditure per tourist decreases compared to other quarters. Japanese and Spanish tourists spend more than any other tourist groups in this quarter. The average length of stay in this quarter is also high. Georgia, Azerbaijan, Turks abroad, Germany, Switzerland and Austria markets are top markets in terms of number of overnight stay (Figure 2c).

Along with Bulgaria and Greece, Australia and Ukraine, which were in other groups in the previous quarters, took place in the first group (weak market) in this quarter. Denmark, France, Sweden and Switzerland are the "resource consumers". Russia, England and Iran are "useless crowd" in this quarter which means that decreasing the share of these markets and focusing other promising markets could add more value. Even though their share in income is high due to the high volume of tourists, daily spending and number of stay of these markets is below the average. Germany, the CIS and Turks abroad are the "mass markets". Most of the countries categorized as "potential market" in the second quarter do not change their positions in this quarter. Israel and African countries moved to the fifth group (potential market), and this group was the group with the highest number of countries together with the second group (resource consumers). In this quarter, there is no country in the "high potential niche market", "high potential large market" and "star" market.

5.4. Findings of 4th Quarter

The last quarter of 2018 (October-December) contributes approximately 22% to the total tourism income. Turkey's total tourism leading markets in terms of their contribution to income are African countries, Germany, England, Russia, Iran and Turks living abroad. Japanese tourists are in the first place in terms of daily expenditure amounts with $191, followed by Spain ($167), Italy ($152), Tunisia ($139) and African countries ($136). In terms of average overnight, Azerbaijan, Georgia, Turks abroad, and CIS are the featured countries (Figure 2d).

It is seen that many countries maintain their positions compared to the previous quarter. Bulgaria and Ukraine are negligible markets of the last quarter of the year as "weak markets". The CIS countries, which are regarded as main markets of Turkey, are "resource consumer" markets in this quarter. Other countries of this group are; Austria, Azerbaijan, Belgium, Georgia, Netherlands, Syria and Australia. The average length of stay in these countries between October and December are high, but their daily expenditure amounts and their share in total income are low. Russia, England and Iran are in the position of "useless crowd" markets. Turks

living abroad and Germany continue to be "mass market" in this quarter. Most important changes in this quarter is that Denmark, Sweden, Greece and France have come to the "potential market" group. African countries are in the category of "high potential large markets" in this quarter. In the fourth quarter, no country is included in the "star" category (Figure 2).
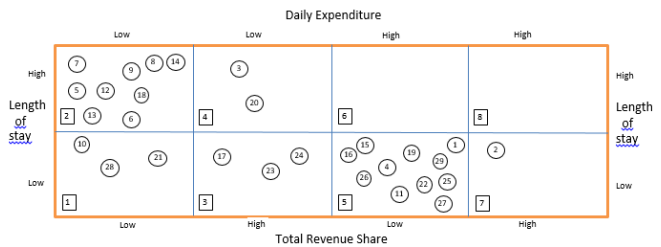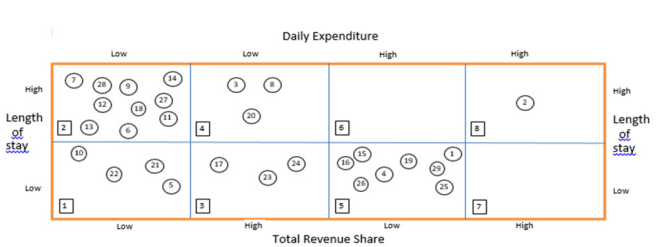
a. 1st Quarter
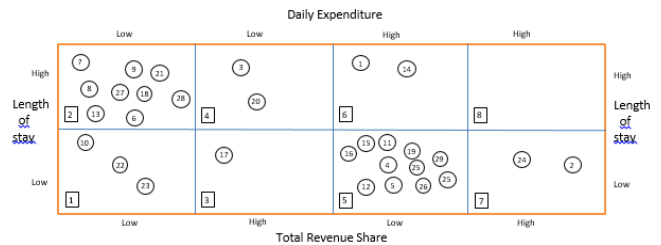
b. 2nd Quarter
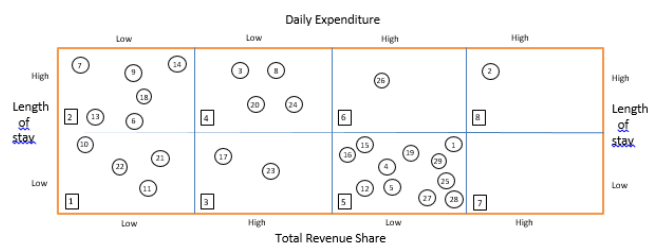
c. 3rd Quarter

d. 4th Quarter

Note: Numbers in circles indicate the tourist markets in Appendix 1.

Figure 2. Tourist Markets of Turkey – Four Quarters of 2018

5.4. General Evaluation

In the first quarter, nearly half of the total income (40.3%) comes from tourists who spend 6-10 nights and have an average daily expenditure of 51-100 $ (40.9%). This quarter is also the period that the contribution of tourists with high daily spending (over 150 $) to periodic income is the highest (28.3%) (Table 2).

During April-June, the contribution of tourists who spend 6-10 night is the highest (68.5%) to the periodic income. In the third quarter (July-September), it is

seen that tourist group with mid-level daily spending (51-100 \$), and tourists who stays between 11-15 days on average, made the highest contribution (49.5% and 86.7%, respectively).

The contribution of tourists who spend 16 or more nights in October-December quarter is higher than any other quarters (28.3%). At the same time, this quarter is the one that the contribution of the tourist group with the lowest average daily expenditure (1-50 \$) is the highest (29.1%). These results are parallel to finding of Koc and Altinay (2007). They used monthly data and found that seasonal pattern in per person tourist spending in Turkey considerably different from the seasonal pattern in tourist arrivals and tourism receipts such that some of the months in the off-peak period are higher than average, whereas it is lower than average in most of the months in the peak period, i.e., in April, May, June and July.

Analysis of tourist markets of Turkey in 2018 reveals that market typology of some tourist markets (such as Germany, Bulgaria and Russia) does not change for all quarters whereas some markets (such as Iran, African countries and Denmark) take place in different typology category for different quarters. It, therefore, requires DMOs to pursue marketing strategies which should consider the seasonality patterns of the tourist markets in order to maximize the economic benefit of tourism.

Tourism revenue can be increased by directing the resources to tourist groups with high daily expenditures and length of stay. In this respect, the tourist groups in the first, second and third groups called as "weak", "resource consumer", and "useless crowd" respectively stand out as markets with low added value which consume more resources and need to be reduced in the total tourism portfolio.

Table 2. Distribution of total income by average overnight stay and average daily expense

	1st Quarter		2nd Quarter		3rd Quarter		4th Quarter	
Overnight Stay	Nu. of Country	Total Income %	Nu. of Country	Total Income %	Nu. of Country	Total Income %	Nu. of Country	Total Income %
1-5	4	3.Nis	5	6.Mar	4	3.Haz	6	8.May
6-10	18	40.3	18	68.5	10	36.4	13	40.9
11-15	3	35.3	3	22.Haz	8	49.5	4	22.Mar
16 and above	4	21	3	2.Tem	7	10,5	6	28.Mar
Av. Daily expense (\$)	.							
1-50	6	8.May	3	3.Mar	2	2.Haz	4	29.Oca
51-100	13	40.9	13	77.3	18	86.7	16	49.9
101-150	4	22.Mar	7	12.May	7	9.Ağu	9	18.Nis
151 and above	6	28.Mar	6	6.Eyl	2	0,9	3	2.Tem

Countries in one of these three categories throughout the year are: Austria, Azerbaijan, Belgium, Bulgaria, Georgia, Russia and Syria. Particularly, the fact that Russia is included in the "useless crowd" group, which contributes above the average to the total income due to the low amount of daily expenditure and length of stay throughout the year, is a matter that should be carefully examined. It may be possible to transform this group into a "high potential big market" or "star" market by developing strategies to increase the average length of stay and / or the average daily expenditure.

Germany and Turks abroad are the typical "mass market" for the whole year. CIS countries were included in this group between April and September and Iran between April and June. On the other hand, Iran is a large market with high potential in the first quarter of the year. It may be wise to increase tourism revenue by focusing more on the Iranian market, especially in this quarter, which is the lowest income generating quarter of the year.

The fifth group of countries are "potential markets". Countries included in this group in all quarters are: American countries, Japan, Canada, Tunisia, Spain and Italy. The USA, France and Israel are the countries in this group for three quarters of the year. This group of countries spends daily above average, but has shorter holidays and have low share in total income. Switzerland, for the second and fourth quarter, and Greece, for the fourth quarter, are the potential markets. Tourists from countries in this group are high-spending tourists. It may be possible to increase tourism revenue primarily by developing strategies to increase the average length of stay. To do this, the travel motivations of tourists from these countries can be examined in more depth and strategies such as developing different activities in destinations suitable for each market, increasing the number of activities, and developing different product concepts can be created.

The sixth group of countries are high potential niche markets with high daily expenditures and average stays, but their low share in total income indicates the low number of tourists from these countries. Strategies to increase the number of tourists from these country groups may lead a significant increase in total tourism income. USA and Netherlands in the first quarter; Israel in the second quarter are in this group.

The seventh group of countries are "high potential large market" countries with high daily spending, low average length of stays and a high share in total income. Implementing appropriate strategies to ensure that the tourists of this country spend more nights will lead these group of countries to move to the "star" group. Iran is in the first quarter, African countries are in the first and fourth quarters take place in this group.

The eighth group of countries, "star" markets, are the countries that are above the average in terms of daily expenditure amounts, average length of stay, and total income share. Only in the second quarter, African countries are included in this group. It is revealed that few markets exist in the sixth, seventh and eighth groups.

6. DISCUSSION

The tourist markets typology suggested in this study provides important managerial and theoretical contributions for practitioners and researchers. While the tourist typologies in the literature mostly aim to understand the motivations of tourists and their expectations in tourism destinations, the typology proposed in this study aims to make an economic evaluation of tourist markets. Tourist market typology produced eight groups by using three variables -daily expenditure, length of stay, and share within the total tourism income of destination- and two categories (low and high). It may be used as a guide to decide which strategic objectives to be followed for which markets, such as ignoring the market, increasing the tourist arrivals or increasing the length of stay.

Application of the typology developed in this

paper was carried out using quarterly data of tourist markets of Turkey in 2018 to better understand the seasonal characteristics of tourist markets and to guide the marketing strategies to be followed for different quarters of the year.

Findings show that it is not enough to use only the strategy that aim to increase the number of tourist arrivals in order to increase the tourism revenue. Tourists' spending habits and average length of stay are also important variables (Svensson et al., 2011). Diversification of the tourist markets of Turkey properly may lead to reduce the volatility of tourism revenues (Ağazade et al. 2021). It is possible to spread the tourism activities to the whole year and increase the total tourism revenue by evaluating each quarter of the year within itself and develop strategies unique for each tourist market. Therefore, an important result that stands out in this study is that it is necessary to analyze the different patterns of quarters of the year more carefully and to follow strategies accordingly. It appears that some traditional markets do not actually perform well (e.g. Russian market) and the total market shares of various countries with potential (especially those in Group 5, 6 and 7) need to be increased. This result is also in line with the findings of Buluk and Duran (2018) and Ağazade et al. (2021). Buluk and Duran (2018), using the panel shooting model, expressed that the UAE, Lebanon, Qatar, Kuwait and Sudan are the countries sending tourists below their potential. Ağazade et al. (2021) found that Turkey may be an important destination especially for tourists from East and Southeast Asia, the Middle East, and African markets.

Another unique contribution of this paper is the variables used in segmenting the tourist markets. Although there are various studies in the literature to determine the factors affecting the average length of stay of tourists (Alegre & Pou 2006; Garcia & Raya 2008) or expenditure amounts (Kozak et al., 2008), these variables were not used in these studies to classify the markets of the sending countries. Instead of using the same strategies for each market country, it was concluded that a strategy to increase the number of tourists in some markets, and strategies to increase the number of overnight stays or daily expenditures for some markets may be more appropriate in increasing total tourism revenue. Tourism revenue have been evaluated in this study with the average overnight numbers and daily average expenditure amounts, which are among the basic indicators that make up the revenue. One important advantage of tourism market typology suggested in this paper is its ease of use. Its simplicity makes it easier for the professionals to use the typology which aids to group the markets based on their contribution for each period of the year. Thus, it can assist to develop a dynamic market strategy to be pursued for different period of the year which in turn generate more profitable and efficient tourism industry which is parallel to what Lin, You, Lau, and Demir (2019) recommended that tourism policy makers should avoid to "one size fits all" marketing strategy. As a limitation, this study applied a cross section analysis and it captures only one year's market composition. It was done intentionally because the aim of the paper is to introduce the typology and let the following researchers to test the typology using multi-year data. In future studies, researchers can use panel data sets and investigate how the tourist markets change in different years, seasons, and for different destinations.

7. CONCLUSION

Identification of different tourist segments which have different effects on tourist expenditure (Aguiló et al., 2017) is vital for destinations to increase the economic benefit of tourism. Moreover, it is also necessary to avoid over tourism for the sustainable use of natural, historical and man-made resources that the tourism is mainly dependent on. Especially mature destinations should find ways to reduce low value added markets and increase high ones in their market portfolios. In this way, the economic contribution of tourism can be increased while minimizing the negative impacts of tourism, e.g. increasing productivity through producing more with using less resources. In this context, the market mix must be set correctly. On the other hand, seasonal differences should also be managed in the best way considering both temporal and spatial characteristics of seasonality in tourism demand (Tsiotas et al., 2021). Not every tourist group can provide the same level of economic contribution throughout the year. Destinations have to use their resources more efficiently by determining which markets will create more added value in which periods while performing market segmentation. DMOs need tools which are easy to use and effective while applying marketing strategies accordingly. Tourist market typology suggested in this paper can be easily used by the DMOs either as a general segmentation tool of tourist markets according to nationality like in this study, or using it to segment the sub-groups of tourists, e.g., rural or eco-tourists.

Marketing strategies can be addressed around three main objectives: increasing the number of tourists, increasing the average number of overnights, and increasing the average daily expenditure. Tourist market typology suggested in this paper was applied to the data of Turkey's tourist markets in 2018 and some strategy recommendations were given in Table 3.

Table 3. Objective, target market typology and generic strategies

Objective	Target Market Typology	Generic Strategy
Increase the tourist numbers	Potential market High potential niche market	Increase the promotion intensity
Increase the average length of stay	Potential market High potential large market	Diversify the tourism products Invest in loyalty programs
Increase the average daily expenditure	Mass market	Raise the value of tourism products

DMOs may aim to increase the number of tourists for potential markets and high potential niche markets. For this purpose, they can increase the intensity of promotion in such markets determined for each quarter. It is reported in the literature that nationality significantly affects the length of stay (e.g., Gokovali et al., 2007; Thrane and Farstad, 2012). Increasing the average length of stay of potential and high potential large markets can help to increase the total tourism revenue. For these markets, diversifying tourism products and investing in loyalty programs can be suggested. To note that increase in the length of stay may not affect daily expenditure significantly (Laesser and Crouch, 2006; Kim et al., 2008) or may affect it positively (Roehl and Fesenmaier, 1995) or negatively

(García-Sánchez et al., 2013; Perez and Juaneda, 2000). Therefore, DMOs should monitor the impact of such strategy and take the necessary actions. Contribution of mass markets to overall tourism revenue of destination is high due to the high volume of tourist arrivals and the above average length of stay of this group. In order to increase the yield from this tourist market, strategies that aim to increase the average daily expenditure can be applied. By this regard, step wise increase in the value of tourism products can be suggested. As a result, if the tourist market typology is used by DMOs appropriately, i.e. considering the seasonal differences of the tourist markets, it can increase effectiveness of the marketing.

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Appendix 1. Tourist Market Typology- Quarters of 2018

		Typology			
	Markets	**1Q**	**2Q**	**3Q**	**4Q**
1	USA	High potential niche market	Potential market	Potential market	Potential market
2	African Countries	High potential large market	Star	Potential market	High potential large market
3	Germany	Mass market	Mass market	Mass market	Mass market
4	American Countries	Potential market	Potential market	Potential market	Potential market
5	Australia	Potential market	Potential market	Weak	Resource consumer
6	Austria	Resource consumer	Resource consumer	Resource consumer	Resource consumer
7	Azerbaijan	Resource consumer	Resource consumer	Resource consumer	Resource consumer
8	CIS Countries	Resource consumer	Mass market	Mass market	Resource consumer
9	Belgium	Resource consumer	Resource consumer	Resource consumer	Resource consumer
10	Bulgaria	Weak	Weak	Weak	Weak
11	Denmark	Potential market	Weak	Resource consumer	Potential market
12	France	Potential market	Potential market	Resource consumer	Potential market
13	Georgia	Resource consumer	Resource consumer	Resource consumer	Resource consumer
14	Holland	High potential niche market	Resource consumer	Resource consumer	Resource consumer
15	Japan	Potential market	Potential market	Potential market	Potential market
16	Canada	Potential market	Potential market	Potential market	Potential market
17	Russia	Useless crowd	Useless crowd	Useless crowd	Useless crowd
18	Syria	Resource consumer	Resource consumer	Resource consumer	Resource consumer
19	Tunisia	Potential market	Potential market	Potential market	Potential market
20	Turks (abroad)	Mass market	Mass market	Mass market	Mass market
21	Ukraine	Resource consumer	Weak	Weak	Weak
22	Greece	Weak	Weak	Weak	Potential market
23	England	Weak	Useless crowd	Useless crowd	Useless crowd
24	Iran	High potential large market	Mass market	Useless crowd	Useless crowd