



# GAZİANTEP UNIVERSITY JOURNAL OF SOCIAL SCIENCES

Journal homepage: <http://dergipark.org.tr/tr/pub/jss>



## Araştırma Makalesi • Research Article

### Economic and Structural Development of Turkey's Tourism within Development Plans During First Century of The Republican Era

*Cumhuriyet Döneminin İlk Yüzyılında Kalkınma Planları Çerçevesinde Türkiye Turizminin Ekonomik ve Yapısal Gelişimi*

Halil İbrahim KARAKAN<sup>a\*</sup>

<sup>a</sup> Dr, Independent Researcher, Gaziantep / TURKEY  
ORCID: 0000-0003-3335-0923

#### MAKALE BİLGİSİ

*Makale Geçmişi:*

Başvuru tarihi: 14 Eylül 2023

Kabul tarihi: 5 Ekim 2023

*Anahtar Kelimeler:*

Cumhuriyet dönemi,

Turizm,

Kalkınma planları,

Turizm stratejisi.

#### ÖZ

Bu çalışma, Cumhuriyet Dönemi'nde uygulanan beş yıllık kalkınma planlarının Türkiye'deki turizm sektörü üzerindeki etkisinin kapsamlı bir analizini sunmaktadır. Cumhuriyet Dönemi'nde uygulanan beş yıllık kalkınma planlarında turizm gelirleri ve turist sayısı sürekli bir artış eğiliminde olmasına rağmen, Türkiye beş yıllık kalkınma planlarında belirlenen hedeflere tam olarak ulaşamamıştır. Bu makalenin temel amacı, Türkiye'nin Cumhuriyet Dönemi kalkınma planlarını analiz etmek ve sıklıkla vurgulanan ve yeterince vurgulanmayan hedefleri belirlemektir. Bu çalışmada karma bir metodoloji kullanılmıştır. Araştırma kapsamında resmi kurumlardan ikincil veriler toplanmıştır. Bu veriler trend analizine tabi tutularak her beş yıllık kalkınma planı dönemi için ortalama turist sayısı ve turizm gelirleri hesaplanmıştır. Araştırmanın ikinci aşamasında kalkınma planları içerik analizi ile incelenmiş ve temalar belirlenmiştir. Bu kapsamda ağ haritası ve kelime bulutu oluşturulmuştur. Sonuç olarak, Türkiye'nin beş yıllık kalkınma planlarında en çok "sürdürülebilirlik" konusuna vurgu yaptığı ortaya çıkmıştır. Bunun yanı sıra altyapı, ulaşım ve turizm olanaklarının çeşitlendirilmesi beş yıllık kalkınma planlarında vurgulanan diğer temalar olarak tespit edilmiştir. Son olarak, bir yapay zekâ modelleme sistemi olan Chat GPT'ye Türkiye Cumhuriyeti'nde turizm sektörünün geleceği hakkında bir soru sorulmuştur. Elde edilen sonuçlar teknoloji, dijitalleşme, yapay zekâ, istatistik, veri toplama, bilimsel çalışmalar, iklim değişikliği, sürdürülebilirlik, istihdam, eğitim ve kriz yönetimi gibi konulara kalkınma planlarında daha çok vurgu yapılması gerektiği tespit edildi.

#### ARTICLE INFO

*Article History:*

Received: September 14, 2023

Accepted: October 5, 2023

*Keywords:*

Republican era,

Tourism,

Five-year development plans,

Tourism strategy.

#### ABSTRACT

This study provides a comprehensive analysis of the impact of the five-year development plans implemented during the republican period on the tourism sector in Turkey. Although tourism revenues and the number of tourists in the five-year development plans implemented during the Republican Era have been in a continuous upward trend, Turkey has not fully achieved the targets set in the five-year development plans. The main purpose of this article is to analyze the development plans of Turkey during the Republican Era and to identify the frequently emphasized and under-emphasized targets. A mixed methodology was used in this study. Within the scope of the research, secondary data were collected from official institutions. These data were subjected to trend analysis, and the average number of tourists and tourism revenues were calculated for each five-year development plan period. In the second stage of the research, the development plans were analyzed through content analysis, and themes were identified. Create network maps and word clouds created. Finally, Chat GPT, an artificial intelligence modeling system, was asked questions about the future of the tourism sector in the Republic of Turkey. As a result, it was found that Turkey emphasizes "sustainability" the most in its five-year development plans. In addition, infrastructure, transportation and diversification of tourism opportunities are other themes emphasized in five-year development plans. However, it has been determined that targets such as technology, digitalization and artificial intelligence should be sufficiently emphasized.

\* Sorumlu yazar/Corresponding author.  
e-posta: hikarakan@gmail.com

## Introduction

Tourism policy is defined as a set of strategies, objectives, measures, or a combination thereof, established by governments through various instruments to develop, guide, and regulate the tourism industry in a country (Çavuş et al., 2009, pp. 4-5). Tourism policy-making and implementation are crucial because the industry is complex, involving various aspects like hotels, transportation, culture, and the environment. Policies need to consider economic growth and social and environmental impacts. Additionally, many different public and private organizations are involved at different levels, making it important to work together and agree on common goals. Understanding these complexities is essential for creating effective policies promoting sustainable tourism growth (Wang & Ap, 2013). This policy encompasses a range of objectives, such as promoting sustainable tourism development, supporting economic growth, creating job opportunities, protecting the environment, and preserving cultural heritage. Tourism policy is formulated and implemented by a country's government to chart the course of the tourism industry and safeguard national interests. It plays a pivotal role in effectively managing the tourism sector and ensuring its sustainable continuity for future generations (Usta, 1993, p. 192).

An important point that should be emphasized in the interaction between tourism and national income and that reveals the role and importance of tourism in the economy is the measurement of the relationship between tourism revenues and gross national product (GNP). (Akın, et al., 2012). Development plans significantly affected the increase in Turkey's tourism revenues share in GNP. Activities aimed at developing tourism in the Republic Era of Turkey occurred in two distinct periods: tourism policies pursued before and pursued during the planned period (Hazar, 2010, p. 195). The share of the Turkish tourism sector in international tourism movements and revenues has been on a continuous upward trajectory. While this ratio was approximately 0.018 percent in 1960 and 0.6 percent in 1980, it surged to 3.7 percent in 2014 (Şahin, 2018). As Turkey commemorates its centennial year, Turkish tourism now contributes around 4.6 percent to the GNP rate (Ministry of Culture and Tourism, 2021).

Jenkins (1980) emphasized the importance of tourism development plans in his study. Tourism policies are an extremely important option for development. Especially for developing countries, they offer the potential to stimulate economic growth and social development. Increased demand from tourists from developed countries can contribute to a more equitable income distribution and increase job opportunities. However, various factors influence tourism policies. For example, developing countries often have a limited influence on aggregate tourist demand and may face transportation problems due to their lack of infrastructure. Moreover, uncontrolled tourism activities can lead to social problems in the long run. In this context, the author argues that host country governments must play an active role in effectively implementing tourism policies. These policies should be formulated and implemented based on extensive comparative, interdisciplinary research. In this way, it will be possible to make the best use of tourism's benefits.

Brenner (2005). analyzes the regulations introduced by the Mexican government in the field of tourism and evaluates their results. He concludes that the typical problems of previous development projects, especially social segregation, the growth of slums and the formation of economic enclaves, have not been solved. Therefore, even small-scale and technically well-planned luxury resorts cannot be seen as a means of initiating socially sustainable territorial development, suggesting the need for a more radical reorientation of tourism policy.

Polat & Aydınli (2017) examined tourism development plans in Turkey. The results of his study revealed that in the first four development plans, especially the economic aspect of tourism and mass tourism were examined. The fifth plan emphasized the diversification of

tourism, and the sixth plan emphasized the participation of local people in tourism. In the seventh plan, the goal was to create a competitive tourism economy and meet local and tourist expectations. In the eighth, ninth and tenth plans, spreading tourism to every corner of the country and supporting environmental investments is important. Moreover, the last three development plans and the Turkey Tourism Strategy-2023 document encourage the participation of different stakeholders in decision-making mechanisms and adopt policies to focus on tourism types that generate more tourism revenues.

Although there are various studies on development plans in the literature, we have not come across a detailed specific study in which each development plan is subjected to content analysis. Based on the studies in the literature, the research questions was determined as follows:

- *“Which points were emphasized sufficiently in the tourism policies implemented during the Republican period?”*
- *Which points were not emphasized sufficiently in the tourism policies implemented during the Republican period?”*
- *Did the tourism policies implemented during the Republican period contribute to the economic and structural development of tourism?”*

The scope of this article is to provide a comprehensive exploration of Turkey's tourism sector, with a particular focus on its economic and structural development within the framework of plans made during the Republican Era. Structural changes within the tourism sector have been a focal point, strongly influenced by the objectives outlined in development plans. This study aims to examine the economic and structural development of the Turkish tourism sector within the framework of the development plans during the Republican era. Additionally, the article seeks to shed light on the impact of these development plans on the industry's growth and transformation.

### **Pre-Planned and Planned Period Tourism Policies**

The development of the tourism sector in Turkey started with the "Turkish Travellers' Association," founded by Raşit Saffet Atabinen and a group of intellectuals after the establishment of the Republic of Turkey in 1923. This society later took the names of "Turkey Touring Club" and "Turkey Touring and Automobile Association." It continued its activities and worked as a state organ in the field of tourism for many years. Important steps were also taken in aviation, and with the establishment of the Turkish Aeronautical Association, the Turkish Airlines Management Administration was established in 1933. Turkey's first public organization related to tourism was established in 1934, and the "Turk Office" was established under the Foreign Trade Department of the Ministry of Economy (Kozak et al., 2008).

The 1950-1962 period witnessed significant developments in the Turkish tourism sector, but it was realized that tourism was a sector that needed to be particularly emphasized during the planned development period. In this period, investments in accommodation facilities were encouraged, and steps were taken to promote Turkey more internationally. In this period, although Turkey had economic and political problems to solve internally and externally, the importance of tourism was recognized, and some pioneering studies were carried out (Emir, 2012).

Before the planned period, in 1949, the "First Tourism Advisory Board Meeting" was held in Turkey to determine tourism policies. This meeting prepared a report to form the basis for the national tourism policy. The report outlined the main outlines of Turkey's tourism policy and defined the roles and responsibilities of the state and the private sector (Hazar, 2010, pp. 195-200). During the planned period, eleven tourism development plans were established

between 1963 and 2023 (Batuhan, 2020). Table 1 shows the eleven development plans realised during the Republican period.

**Table 1:** Development Plans During Republic Era of Turkey

<b>Development Plan</b>	<b>Period</b>
<b>First Five-Year Development Plan</b>	1963-1967
<b>Second Five-Year Development Plan</b>	1968-1972
<b>Third Five-Year Development Plan</b>	1973-1977
<b>Fourth Five-Year Development Plan</b>	1979 - 1983
<b>Fifth Five-Year Development Plan</b>	1985 - 1989
<b>Sixth Five-Year Development Plan</b>	1990 - 1994
<b>Seventh Five-Year Development Plan</b>	1995 - 1999
<b>Eighth Five-Year Development Plan</b>	2001 - 2005
<b>Ninth Five-Year Development Plan</b>	2007 - 2013
<b>Tenth Five-Year Development Plan</b>	2014 - 2018
<b>Eleventh Five-Year Development Plan</b>	2019 - 2023

**Source:** Presidency of Strategy and Budget (2013).

Turkey's tourism sector's development started with the called "planned period" after 1960. Five-year development plans implemented in this period played an important role in determining Turkey's tourism policies (Çavuş et al., 2009, pp. 4-5; Büyüksalvarcı et al., 2016; Tuncel, 2019). Table 1 shows the eleven development plans and the time period in which these plans were implemented. In the First Five-Year Development Plan (1963-1967), tourism targets were set for closing the balance of payments deficit, utilizing natural and historical resources and focusing on promotional activities. In the Second Five-Year Development Plan (1968-1972) period, principles such as making full use of tourism's economic, social and cultural functions, developing domestic tourism, supporting tourism investments and regulating the price policy according to international competition conditions were adopted (SPO, 1968). In the Third Five-Year Development Plan (1973-1977) period, objectives such as the development of domestic tourism, foreign tourism and social tourism, the emphasis on the private sector in tourism investment and management and the continuation of physical planning studies came to the fore (SPO, 1972). The 1978 Programme, the Fourth Five-Year Development Plan (1979-1983) and the following plan periods focused on policy priorities such as diversification of tourism, giving importance to marketing activities, protection of natural and cultural values and enactment of a coastal law (SPO, 1979).

Turkey's foreign trade has been positively affected by world trade, which started in the 1980s and has been growing rapidly for the last 20 years, and this growth has been reflected in the Gross National Product (GNP) (Mete & Bozgeyik, 2017). The state will focus on developing tourism infrastructure, especially for conference, thermal, yacht and climate tourism. Improvement of the infrastructure, increase of bed capacities and especially business management training the State supported issues and encourage foreign capital (SPO, 1984, pp. 42). In the Sixth Development Plan, public resources allocated to the tourism sector are primarily allocated to developing education and technical infrastructure. Emphasis will be given to improving the quality and quantity of tourism infrastructure and superstructure. The occupancy rate in existing facilities will increase, and activities will spread throughout the year. Protection

of natural beauties and cultural values and their utilization for tourism (SPO, 1989). In the seventh development plan, accommodation, infrastructure and renovation investments were encouraged. Promotion and marketing activities were prioritized (SPO, 1995, p. 162). In the Eighth Five-Year Development Plan (2001-2005) period, tourism policies were more marketing orientated and environmental protection and sustainable development gained importance (SPO, 2000). The Ninth Five-Year Development Plan (2007-2013) focused on objectives such as reducing regional imbalances, protecting the natural environment, improving service quality and increasing the share in world tourism. Turkey's tourism policies were shaped by these development plans in the planned period and contributed to the development of the sector (SPO, 2006).

In the tenth five-year development plan, Turkey aims to make tourism more sustainable and quality-oriented. Priorities in this period include protecting cultural heritage, strengthening tourism infrastructure and focusing on alternative tourism types (Presidency of the Republic of Turkey Strategy and Budget Directorate, 2019; Buzcu & Birdir, 2019). The eleventh five-year development plan aims to diversify Turkey's tourism sector further and increase its competitiveness. During this plan period, more emphasis was placed on alternative tourism types such as health, congress, and faith. It aimed to diversify tourism destinations and conduct marketing activities more effectively (T.C. Ministry of Development, 2013).

In a nutshell, these development plans shaped tourism policies and plans, with the tourism objectives determined according to the conditions of the time. Among the common goals of these development plans were increasing the potential tourism demand increasing the number of foreign tourists (the Republic of Turkey Ministry of Culture and Tourism, 2007: 1-6), extending the duration of foreign tourists' stay in the country, increasing foreign tourists' spending in the country, increasing foreign tourism revenues, developing domestic tourism, foreign tourism, and social tourism, conducting promotional and organizational activities based on mass tourism principles, constructing appropriate facilities to promote mass tourism, increasing the capacity of certified tourism accommodation facilities, enhancing competitiveness and efficiency to improve the tourism economy, meeting the expectations of tourists and local people from tourism, creating sustainable tourism while preserving natural and cultural values, transforming the tourism sector into a strong sector capable of overcoming crisis periods, creating its resources, and conducting its own control, eliminating the concept of the off-season by spreading tourism throughout the year, and ensuring the participation of the local population and local governments in tourism-related decisions (Hazar, 2010, pp. 195-200).

The Turkey Tourism Strategy is a collaborative effort between the public and private sectors in the tourism industry, aiming to promote governance principles and involve participatory planning in the management and implementation of strategic planning. This strategy aims to provide a roadmap that guides the industry in production, management, and implementation processes. The Turkey Tourism Strategy-2023 aligns with the objectives of the 9th Development Plan (2007-2013) and follows a dynamic approach, emphasizing regional rather than point-based, directive rather than imperative planning (the Republic of Turkey Ministry of Culture and Tourism, 2007, pp. 1-6).

The strategy's main goal is to adopt a planning approach that supports economic development, is feasible at the physical level, is community-oriented, and is sustainable. Its vision is to make Turkey a leading destination and an international brand among the top five countries in tourist numbers and tourism revenue by 2023, all within sustainable tourism principles (Giritlioğlu & Karakan, 2013).

---

## Research Method

In this study, a mixed method was used. In the first stage of the research, the secondary data were collected from sources from TURKSTAT (Turkish Statistical Institute) (2023), the Ministry of Tourism of Turkey (2023) and TÜRSAB (Association of Turkish Travel Agencies) (2023), including the number of tourists and tourism revenues in the tourism sector during the eleven five-year development plans of Turkey in the Republican era, were collected. Considering the periods of Turkey's development plans, we have calculated the average number of tourist arrivals and tourism revenues for each development plan period. These data were trend analyzed, the average number of tourist arrivals in each development plan period was calculated, and its course over time was monitored.

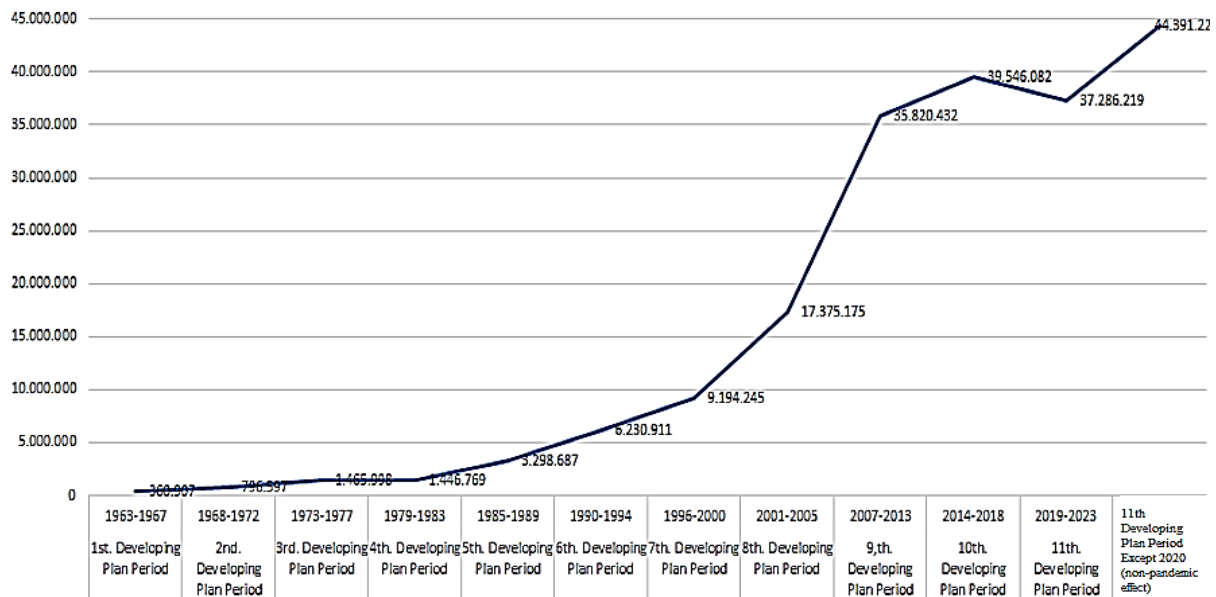
In the second stage of the research, the contents of eleven development plans of the Republican Era were analyzed through detailed content analysis. Quantitative content analysis technique is frequently used in the analysis of written texts. Its main purpose is to categorize themes of answer (Metin & Ünal, 2022). To determine the repetition frequency of words or concepts determined during the creation. As a result of this analysis, the themes emphasized in these development plans for the tourism sector were identified. The effects of these themes on the development of the tourism sector were evaluated. In addition, it has been tried to determine the neglected or insufficiently emphasized themes in the plans. The research design used Voyant Tools software to create network maps and word clouds.

The themes related to the objectives of Turkey's five-year development plans in the Republican period were analyzed through Voyant Tools software, and a word cloud was created from these data. Voyant – Tools, a qualitative analysis method, creates various visual analyses by subjecting single-word expressions to frequency analysis. The word cloud is expressed in the form in which the words most frequently used by the participants are shown in the most central position and the largest form. The algorithm of the word cloud method tries to keep important words as large as possible and close to the center while placing small words in between (Karakan, 2019). Voyant - Tools is a qualitative analysis method based on creating various visual analyses by subjecting single-word expressions to frequency analysis. To create a word cloud, expressions consisting of more than one word were turned into a single word. For this purpose, other words were deleted from the expression, leaving only one word that best reflects the essence of the expression. In expressions that may lack meaning due to the deletion of words, they were merged into a single word. In some words, minor changes were made so there would be no loss of meaning. The word cloud is expressed as the most frequently used words by the participants in the most central position and the largest form. The algorithm of the word cloud method tries to keep important words as large as possible and close to the center while placing small words in between (Karakan, 2019). While creating word clouds showing the frequency of word usage, words other than the main themes were excluded from the list.

Finally, in light of these data and findings, the question was asked to Chat GPT, an artificial intelligence modeling, about the future of the tourism sector of the Republic of Turkey. The question is, “Considering the table on the frequency of the objectives included in the 5-year development plans of Turkey during the Republican period, what kind of objectives should the Republic of Turkey set and what objectives should be emphasized in the development plans to be prepared for the future after the 100th year of the Republic of Turkey?” In order to ensure the reliability of the answers obtained from the Chat GPT, three tourism academics and two sector managers were interviewed and their opinions were obtained. The questions were used to make recommendations for Turkey's tourism strategies and future planning based on the results of the data analysis.

### Results

The study's results contain findings from analyzing the secondary data, relationships between the themes obtained from content analysis and a word cloud made by Voyant Tools. Table 1 shows the averages of the number of tourist arrivals in the development plans realized during the Republican era. Table 1 presents the average tourist arrivals during each development plan period. This table comprehensively shows how tourist arrivals have fluctuated over time within the framework of different development plans. It offers crucial insights into the region's tourism trends and their correlation with policy initiatives.



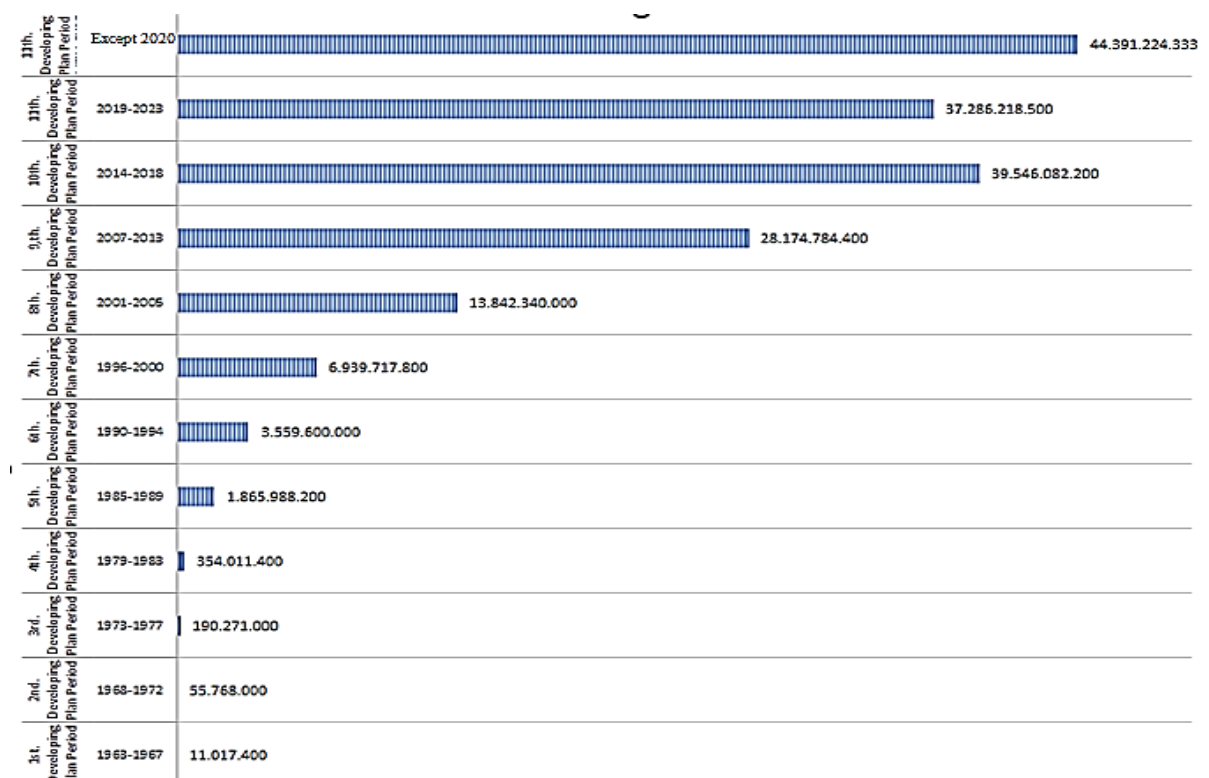
**Graph 1:** Average Number of Tourists Arrivals in Development Plan Periods

Graph 1 shows the average number of tourists in the periods according to the development plans of Turkey in the Republican Era. According to the data in the table, there is a significant increase in the number of tourists according to the periods of Turkey's development plans. While the average number of tourists was 360,907 in 1963-1967, the first development plan period, it increased to 44,391,224 in 2019-2023, the last development plan period. These data show that Turkey's tourism sector has developed greatly. Especially since the late 1980s, there has been a significant increase in tourist arrivals. From 1985 to 1989, tourist arrivals increased rapidly, reaching 6,230,911 in 1990-1994 and 17,375,175 in 2001-2005. The growth in these periods reflects the positive results of Turkey's infrastructure investments and promotional efforts in the tourism sector. Moreover, the rapid increase in tourists since the early 2000s is noteworthy.

The average number of tourists increased from 35,820,432 in 2007-2013 to 39,546,082 in 2014-2018 and 37,286,219 in 2019-2023. The increases in these periods indicate that Turkey's tourism attractiveness is increasing internationally. However, in 2020, the tourism sector was hit hard worldwide due to the global COVID-19 pandemic. Therefore, within the 2019-2023 period, 2020 is excluded, and the average number of tourists is 44,391,224. In conclusion, when analyzing the number of tourists according to the periods of Turkey's development plans, it is seen that the country's tourism sector has shown great growth and development over time. Turkey's tourism sector makes a significant contribution to its economic development.

Graph 2 provides an overview of the average tourism income during various development plan periods. This table allows us to examine how tourism income has evolved

within the context of different development plans, providing insights into the economic dynamics of the region.



**Graph 2.** Average of Tourism Income in Development Plan Periods

Graph 2 shows Turkey's average tourism income in US dollars (\$) for the periods of development plans in the Republican era. According to the data in the table, Turkey has experienced a significant increase in tourism receipts for the planned development plans. While the average tourism revenue was \$11,017,400 in 1963-1967, the first period of development plans, this revenue increased to \$44,391,224,333 in 2019-2023, the last period of development plans. These data show that the contribution of Turkey's tourism sector to the economy has increased significantly over time and that tourism is an economically important sector.

In particular, there has been a significant increase in tourism receipts since the late 1980s. Starting from the period 1985-1989, tourism receipts increased rapidly, reaching \$3,559,600,000 in the period 1990-1994 and \$13,842,340,000 in the period 2001-2005. The growth in these periods can be attributed to Turkey making the tourism sector more attractive internationally and significant investments in tourism infrastructure by developing plans. The rapid increase in tourism receipts since the early 2000s is also noteworthy. The average tourism revenue, which was \$28,174,784,400 in 2007-2013, increased to \$39,546,082,200 in 2014-2018. However, in 2019-2023, there was a decrease to \$37,286,218,500. The main reason for this decrease is the negative impact of the global COVID-19 pandemic on the tourism sector in 2020.

In conclusion, the analysis of Turkey's tourism revenues according to the periods of the development plans shows that the contribution of the country's tourism sector to the economy has increased. However, the impact of global events, especially pandemics, on tourism receipts should be addressed.

Table 2 provides a detailed overview of the objectives emphasized in the development plans, which are the focus of this study. By analyzing the content of the texts of the development



plans, this table shows which objectives are particularly emphasized and the order of frequency among these objectives.

**Table 2.** Content Analysis on the Objectives Emphasised in Development Plans

Developing Plan Period (D.P.P.)	Themes											Total
	1st D.P.P. 1963-1967	2nd D.P.P. 1968-1972	3rd D.P.P. 1973-1977	4th D.P.P. 1979-1983	5th D.P.P. 1985-1989	6th D.P.P. 1990-1994	7th D.P.P. 1996-2000	8th D.P.P. 2001-2005	9th D.P.P. 2007-2013	10th D.P.P. 2014-2018	11th D.P.P. 2019-2023	
<b>Sustainability and environment</b>	1	2	2	2	1	2	1	2	1	2	8	<b>24</b>
<b>Infrastructure and transport</b>			1	2		1	3	1	1	1	5	<b>15</b>
<b>Market studies</b>	1							2		2	7	<b>12</b>
<b>Alternative tourism</b>					1	1	1	1		1	6	<b>11</b>
<b>Education</b>	1	1	2			1		1		2	3	<b>11</b>
<b>Investment</b>	1	1						8			1	<b>11</b>
<b>Organisation and institutionalisation</b>	2	3		1	1						3	<b>10</b>
<b>Introduction</b>	3	2								1	4	<b>10</b>
<b>Service quality</b>							1	1	1	2	3	<b>8</b>
<b>Tourism Credits and Incentives</b>	2	1	2		2	1						<b>8</b>
<b>Tourist spending</b>			1							1	5	<b>7</b>
<b>Superstructure</b>			1	1		1	1			1	2	<b>7</b>
<b>Seasonality</b>			1			1	1	1		1	1	<b>6</b>
<b>Employment</b>						1		1			3	<b>5</b>
<b>Stakeholders</b>	1				1			1		1	1	<b>5</b>
<b>Tourism plans, policies and strategies</b>							2				3	<b>5</b>
<b>Technology and digitalisation</b>											5	<b>5</b>
<b>Statistics</b>			1		1						2	<b>4</b>
<b>Opening public areas for tourism</b>	1			1		1		1				<b>4</b>
<b>Capacity expansion</b>				2							2	<b>4</b>
<b>Crisis management</b>								2		1	1	<b>4</b>
<b>Cultural heritage</b>		1				1			1	1		<b>4</b>
<b>Architectural harmony</b>						1				1	2	<b>4</b>
<b>Private sector</b>				1			2			1		<b>4</b>
<b>Tourist segmentation</b>										1	3	<b>4</b>
<b>Tourism laws</b>	1							1			2	<b>4</b>
<b>R&amp;D and innovation</b>								1			3	<b>4</b>
<b>Domestic tourism</b>	1										2	<b>3</b>
<b>Capacity utilisation</b>						1	1		1			<b>3</b>
<b>Mass tourism</b>			1	1	1							<b>3</b>
<b>Qualified facilities</b>						1					2	<b>3</b>
<b>Planning</b>		1	1								1	<b>3</b>
<b>Certification</b>								1			2	<b>3</b>
<b>Tourism service diversification</b>	1	1							1			<b>3</b>
<b>Bureaucratic Procedures</b>	1		1									<b>3</b>
<b>Regional development</b>									2			<b>2</b>
<b>Price</b>									1		1	<b>2</b>
<b>SMEs</b>						1	1					<b>2</b>
<b>Coordination</b>		1		1								<b>2</b>
<b>Renovation</b>			1								1	<b>2</b>
<b>Restoration</b>		1			1							<b>2</b>
<b>Standardisation</b>							1	1				<b>2</b>
<b>International co-operation</b>					1						1	<b>2</b>
<b>Domestic businesses</b>						1	1					<b>2</b>
<b>Visitor experience</b>											2	<b>2</b>

<b>Tourism corridors</b>													2	2
<b>Development</b>													2	2
<b>Scientific studies</b>													2	2
<b>Carrying capacity</b>													2	2
<b>Individual tourism</b>					1									1
<b>Disability tourism</b>													1	1
<b>Food safety</b>		1												1
<b>Second homes</b>										1				1
<b>Added value</b>												1		1
<b>Coastal management</b>											1			1
<b>Costs</b>													1	1
<b>Brand cities</b>													1	1
<b>Privatisation</b>						1								1
<b>Social tourism</b>													1	1
<b>Tourist information office</b>		1												1
<b>Tourism potential evaluation</b>												1		1
<b>Spreading tourism to regions</b>													1	1
<b>International organisations</b>													1	1
<b>Foreign investment</b>													1	1
<b>Duration of visitor stay</b>													1	1
<b>Number of visitors</b>													1	1
<b>Climate change</b>													1	1
<b>Sharing economy</b>													1	1
<b>Product development</b>													1	1
<b>Projects</b>													1	1
<b>Branding</b>													1	1
<b>Global trends</b>													1	1
<b>Tax exemption</b>													1	1
<b>Total</b>		20	16	17	13	12	16	19	26	10	22	105	276	

The most frequently mentioned theme in Table 2 is "sustainability and environment," with twenty-four mentions in all planning periods. This consistent emphasis reflects Turkey's commitment to promoting environmentally responsible practices within its tourism sector, aligning with global sustainability trends. The following theme is "infrastructure and transport," with fifteen mentions in all planning periods. Infrastructure and transport plans have become increasingly important from the 2nd Development Plan (D.P.P.) onward, underscoring Turkey's recognition of the need to enhance transportation and infrastructure to support tourism development, ensuring accessibility and connectivity for tourists.

"Alternative tourism" is an important theme with eleven mentions in all planning periods. This result shows that the governments of Turkey need to plan not only to depend on coastal tourism but also to utilize its potential and effectively activate alternative tourism types. "Education" is another notable theme with eleven mentions in all planning periods, consistently emphasized across planning periods. This result highlights Turkey's understanding of the importance of human capital development in improving the quality of tourism services and experiences, ultimately striving to offer better services to tourists.

On the other hand, "tourism credits and incentives" theme is mentioned eight times in all planning periods to encourage businesses to invest in tourism and to attract tourists. However, it must explicitly address modern aspects like digitalization and technology, which are increasingly crucial in the contemporary tourism landscape. "Organisation and institutionalization" also receives attention, with ten mentions in the 2nd and 9th D.P.P.s. This result reflects Turkey's efforts to structure and institutionalize its tourism organizations and processes.

In contrast, themes such as "statistics," "scientific studies," and "technology and digitalization" receive limited attention across the planning periods. "Statistics" is mentioned only four times, despite the importance of data-driven decision-making in the modern tourism industry. The lack of explicit focus on "scientific studies" and "technology and digitalization" is notable in an era where technological innovation and data utilization are central to tourism competitiveness and efficiency. In this context, investments should also be made in areas such as artificial intelligence, the Internet of Things and digitalization in the tourism sector.

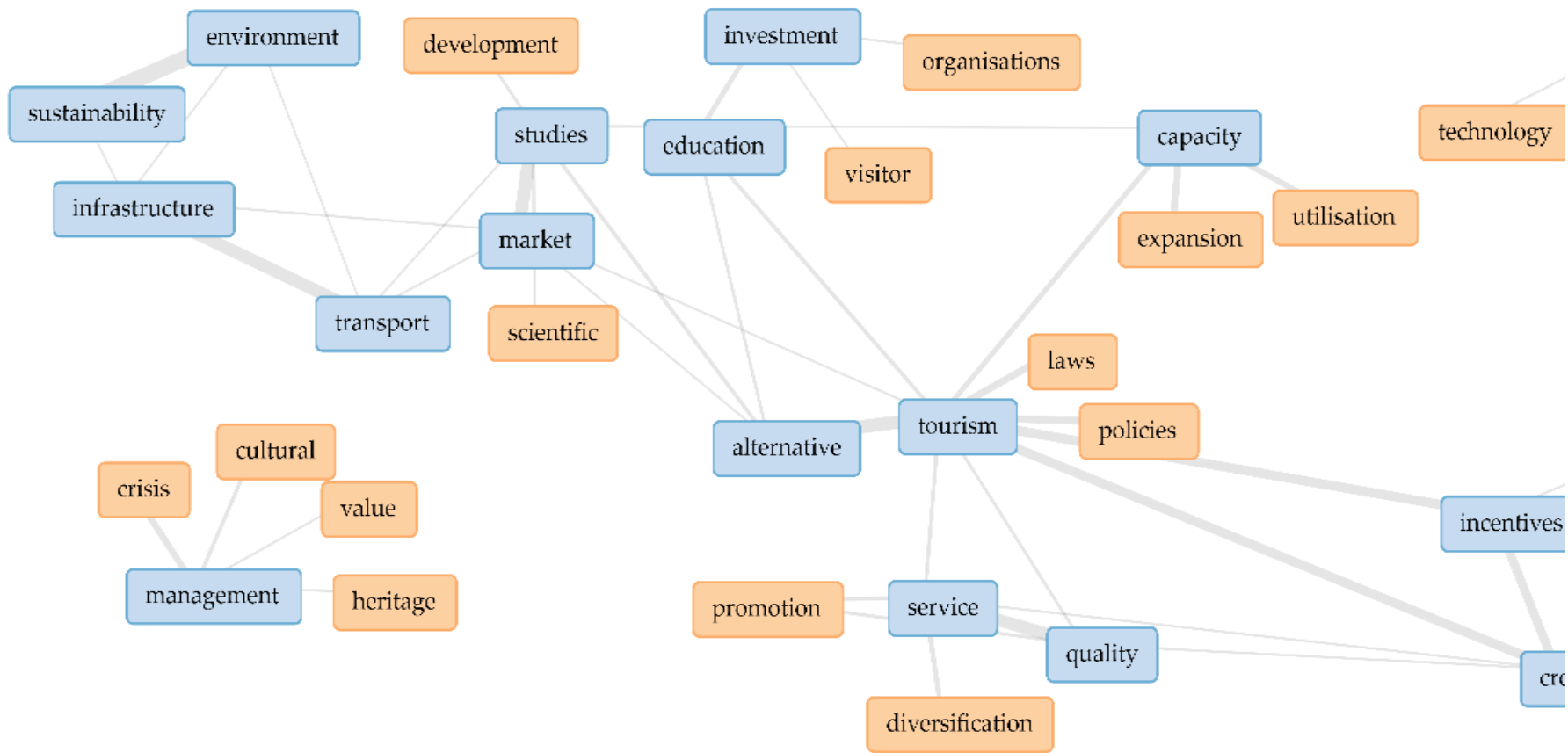
Figure 1 displays a word cloud illustrating the most emphasized objectives found within Turkey's republican development plans. This visual representation highlights the key priorities and focal points outlined in these plans, offering a quick and insightful overview of the overarching goals guiding Turkey's development strategies. While creating word clouds showing the frequency of word usage, words other than the main themes were excluded from the list. The word cloud obtained from the participants' answers is as follows.



**Figure 1.** Word cloud for the most emphasized objectives of Turkey's republican development plans

Figure 1 shows the word cloud related to the most frequently used themes in the five-year development plans made in the Republican era. In the word cloud, the most frequently used words are in large font and centered. When the word cloud in Figure 1 is analyzed, it is observed that the most frequently emphasized themes related to tourism objectives in the five-year development plans during the Republican era are sustainability and environment. Other important themes in this word cloud are infrastructure, transportation, investment, institutionalization, scientific studies, education, alternative tourism and promotion. In this context, the most important issues in the Republic of Turkey's five-year development plans are environmental, sustainability, infrastructure and transport.

On the other hand, it is seen that issues such as technology, digitalization and artificial intelligence, which are described as Industry 4.0, which have made a breakthrough today and will shape the future, have not been emphasized sufficiently but have started to be emphasized in these development plans, albeit insufficiently in recent years.



**Figure 2.** Correlation links between the most emphasized objectives of Turkey's republican development plans

Figure 2 presents a graphical representation of the correlation links among the most emphasized objectives outlined in Turkey's republican development plans. This visual depiction elucidates the interconnections and dependencies between these objectives, shedding light on the intricate relationships that shape Turkey's strategic development priorities.

Links show the strength of the relationships between the themes. It is seen that the term sustainability has a strong relationship with the term environment in the five-year development plans. It is also seen that the term sustainability has a strong relationship with the term infrastructure, which has a strong relationship with the term transport. Statistics has a strong relationship with technology and digitalization. It is observed that the statement "tourist" is strongly correlated with "incentives," "credits," and "spending." Additionally, there is a strong correlation between "incentives" and "credits," suggesting that there could be increased tourist expenditures due to credit reductions and incentives. This result indicates a potential strategy for boosting tourism through financial incentives and credit policies.

"Capacity" exhibits a moderate relationship with "utilization," "expansion," and "tourism." Expanding and utilizing existing capacity can play a significant role in the growth of the tourism industry. It may be important to optimize and expand infrastructure to accommodate more tourists effectively. "Service" has a strong relationship with "quality" and is also related to "tourism," "promotion," and "diversification." This result highlights the importance of providing high-quality services in the tourism sector and the need for promotional efforts and diversification of services to attract and retain tourists. "Market" is strongly linked to "studies" and "development," and it also correlates with "science." Additionally, "studies" are strongly related to "market," "development," and "science," and there is a connection with "transport" as well. This result suggests that comprehensive market research, development strategies, and a focus on scientific advancements can contribute to a vibrant and competitive market. It can also be considered that transport networks are important to attract tourists for tourism marketing.

"Management" is correlated with "crisis," "value," "culture," and "heritage." Implies that effective management practices are vital for handling crises, preserving cultural heritage, and creating value in tourism. "Tourism" is linked to "alternative," "laws," "policies," "markets," "capacity," "credits," "education" and "service." This comprehensive relationship underscores the interconnectedness of tourism with various aspects of governance, economic policies, infrastructure, education, and services. A holistic approach is necessary to boost the tourism industry, involving legal and policy support, market development, capacity-building, and educational initiatives. "Tourist" has a strong relationship with the statements "incentives," "credits," and "spending." In addition, it is noteworthy that there is a strong relationship between "incentives" and "credits" statements. This result can be interpreted as increased tourist expenditures due to credit reductions and incentives. "Capacity" has a moderate relationship with "utilization," "expansion," and "tourism" statements. Maximizing available resources and infrastructure is crucial for accommodating the growing number of tourists and promoting sustainable growth in the sector. "Service" has a strong relationship with "quality." It is also observed that "service" is related to "tourism," "promotion," and "diversification." Exceptional service is a key driver of positive tourist experiences and is essential for maintaining a competitive edge in the market.

It is seen that the "market" has a strong relationship with "studies." It is also observed that market studies have a strong relationship with market, development and science. These studies are closely related to market dynamics, development initiatives, and scientific insights, emphasizing the need for data-driven approaches in the tourism sector. It is also observed that the expression market is related to "transport." "Management" has a relationship with "crisis,"

“value,” “culture,” and “heritage.” Finally, “tourism” is related to “alternative,” “laws,” “policies,” “markets,” “capacity,” “credits,” “education,” and “service”. Effective crisis management, preservation of cultural and heritage assets, and value creation are key responsibilities within the sector. Lastly, “tourism” is intricately linked to various elements, including “alternative,” “laws,” “policies,” “markets,” “capacity,” “credits,” “education,” and “service.” This interconnectedness highlights the complexity of the tourism industry, where policies, regulations, education, and service quality collectively shape the sector's development.

These relationships offer valuable insights into the factors influencing Turkey's tourism sector, emphasizing the importance of financial incentives, service quality, market research, and effective management in its growth and sustainability.

Table 3 summarises a Chat GPT interview with critical recommendations for the future development plans of the Republic of Turkey's tourism sector. The interview provided important insights on how to make Turkey's tourism sector more sustainable and competitive.

**Table 3.** Chat GPT's suggestions about the future objectives of the Turkey Republic

Suggested Objectives	Explanation
<b>Technology, Digitalisation and Artificial Intelligence</b>	The table shows that the themes of technology, artificial intelligence and digitalization should be sufficiently emphasized. In future development plans, it is important to digitalize the tourism sector and increase its capacity to use technology. Focusing on digital marketing, reservation systems and data analytics can increase the sector's competitiveness.
<b>Scientific Research</b>	Scientific studies and data-based decision-making are important for the development of sustainable tourism. More research and data collection efforts for the tourism sector can help to shape strategies better.
<b>Capacity Expansion</b>	Increasing the capacity of the tourism sector may require further investment in infrastructure and diversification of destinations. The development of new tourist regions allows tourists to have different experiences.
<b>Climate Change and Sustainability</b>	More sustainability measures should be taken to cope with climate change impacts. Protecting Turkey's natural resources and environment is important for future generations.
<b>Employment and Education</b>	In order to increase employment in the tourism sector, it is important to develop an educated and skilled labor force. More investment should be made in tourism schools and training programs.
<b>Crisis Management</b>	Crisis management strategies should be developed to be better prepared for unexpected events. Resilience to global events such as pandemics should be increased.

---

**Data Collection and Statistics**

In order to better manage the tourism sector, data collection and statistics need to be improved. This objective is a fundamental requirement for better decision-making.

---

Table 3 shows that the tourism sector needs to be digitized, and its capacity to use technology needs to be increased. This situation can increase the sector's competitiveness by focusing on digital marketing, reservation systems and data analytics. Technology, digitalization and artificial intelligence should be at the forefront of future development plans.

Increasing scientific research is also important. More research and data collection efforts are required for the sustainability of the tourism sector. Informed decisions can contribute to better management of the sector. The objective of capacity expansion should be emphasized to support the growth of the tourism sector. This situation includes increasing investments in infrastructure and diversifying tourist destinations. In this way, it is possible to offer tourists different experiences.

Climate change and sustainability is an important objective in future development plans. Turkey's efforts to protect its natural resources and environment are critical for future generations. Crisis management strategies should also be developed. To be more prepared for unexpected events, especially resilience to global events such as pandemics should be increased.

Employment and training should be among the priority objectives for developing the workforce in the tourism sector. Investment in tourism schools and training programs would contribute to the training of a skilled workforce.

Finally, improving data collection and statistics is a fundamental requirement to manage the tourism sector better. More effective use of data should be targeted to make better decisions. These are the main objectives that Turkey should focus on to make its tourism sector more competitive and move it into the future.

### **Conclusion**

Turkey's tourism sector has experienced significant growth since the 1960s. The number of tourists, 124,000 in 1960, has steadily increased, exceeding 40 million in 2022. During this period, Turkey has significantly expanded its share in global tourism. While it started as a minor player in the tourism sector in the early 1960s, by 2021, it had become a major contributor to the world's tourism industry.

In the comprehensive analysis of Turkey's republican development plans and their impact on its tourism sector, several critical insights come to light. These insights not only shed light on the historical evolution of Turkey's tourism but also offer valuable lessons and considerations for its future trajectory.

The results of this article concerning the average number of tourists and tourism income over different development plan periods reveal an impressive and consistent upward trajectory. This growth is particularly striking when examining the transition from the Republic's early years to more recent times. For instance, the average number of tourists surged from a modest 360,907 during the first development plan period (1963-1967) to a staggering 44,391,224 during the last development plan period (2019-2023 except 2020). This dramatic increase illustrates Turkey's tourism industry's remarkable expansion and development over the decades. This growth can be attributed to several factors, including substantial investments in infrastructure and effective promotional campaigns that positioned Turkey as an attractive

---

international destination. This period underscores the importance of strategic planning and investment in infrastructure to accommodate the growing influx of tourists.

However, it is crucial to acknowledge the disruptive impact of the global COVID-19 pandemic, which profoundly and immediately affected the tourism sector in 2020. This result led to the inclusion of a separate figure for this tumultuous year within the 2019-2023 period, where the average number of tourists reached 44,391,224. While this figure represents an impressive pre-pandemic achievement, it also underscores the sector's vulnerability to external shocks and the need for resilience and adaptability.

Several key themes from the development plans warrant attention for the thematic analysis results. "Sustainability and environment" is the most frequently mentioned theme, demonstrating Turkey's steadfast commitment to responsible and eco-conscious tourism practices. This emphasis aligns with global trends and reinforces Turkey's dedication to preserving its natural beauty and cultural heritage for future generations.

Another prominent theme is "infrastructure and transport," with fifteen mentions across various development plan periods. This theme reflects Turkey's recognition of the critical role played by infrastructure in tourism development. Ensuring accessibility and connectivity for tourists is fundamental to enhancing their experiences and attracting more visitors.

"Alternative tourism" is another essential theme, with eleven mentions. This result underscores the importance of diversifying tourism offerings beyond the traditional coastal attractions. Turkey's vast and varied geography offers ample adventure, cultural, and eco-tourism opportunities, making exploring and promoting these alternatives essential.

"Education" is consistently emphasized across development plans, underlining the importance of human capital development in enhancing the quality of tourism services and experiences. A well-trained and knowledgeable workforce is essential for providing excellent tourist service and fostering positive reviews and return visits.

The theme of "tourism credits and incentives" also features prominently, with eight mentions emphasizing the importance of financial incentives and investment in the tourism sector. However, these incentives must evolve to encompass modern aspects like digitalization and technology, which have become increasingly pivotal in the contemporary tourism landscape.

"Organisation and institutionalization" is another theme that gains attention, especially in the second and ninth development plan periods. This result reflects Turkey's commitment to structuring and formalizing its tourism organizations and processes, further enhancing the sector's professionalism and efficiency.

Nonetheless, it is essential to acknowledge areas where the development plans could be further enhanced. "Statistics" is mentioned only four times, despite the pivotal role of data-driven decision-making in the modern tourism industry. The scarcity of emphasis on "scientific studies" and "technology and digitalization" is notable in an era where technological innovation and data utilization are central to tourism competitiveness and efficiency. This result suggests an opportunity for Turkey to invest more in research and technology to stay ahead in the global tourism landscape.

In conclusion, the analysis of Turkey's republican development plans reveals an impressive and consistent growth trajectory in its tourism sector over the decades. This sector has made substantial contributions to the country's economic development. However, the article also underscores the need for adaptability and resilience, particularly in the face of external shocks like the COVID-19 pandemic.

---



Turkey's emphasis on sustainability, infrastructure, and diversification of tourism offerings is commendable and aligns with global trends. Continued investment in education and the modernization of incentives will be vital to maintaining and expanding its tourism sector.

Finally, while the development plans have been successful in many respects, there is room for further attention to data-driven decision-making and technology integration, ensuring that Turkey remains competitive in the global tourism industry. Turkey's tourism sector is poised for continued success, provided it remains attuned to changing dynamics and evolving traveler preferences.

The Chat GPT was asked what key objectives should be prioritized in Turkey's future tourism development plans. First and foremost, there is an urgent need to digitalize the tourism sector and increase its technological capabilities, especially in digital marketing, reservation systems and data analytics. Embracing technology, digitalization, and artificial intelligence will be crucial for future competitiveness.

The results also show that a stronger emphasis on scientific research and data collection is needed to ensure the sustainability of the tourism sector. Thus, informed decision-making supported by research will contribute to more effective sector management.

According to the results, capacity building is another vital objective that requires increased infrastructure investments and diversification of tourist destinations. This strategy can offer tourists a wider range of experiences.

The results also show that addressing climate change and prioritizing sustainability efforts are crucial to protect Turkey's natural resources and environment for future generations.

Furthermore, it is essential to invest in employment and training programs to develop a skilled workforce for the tourism sector.

Finally, developing crisis management strategies, including enhancing resilience to global events such as pandemics, is crucial to effectively addressing unexpected challenges.

### References

- Akın, A., Şimşek, M. Y., & Akın, A. (2012). Turizm sektörünün ekonomideki yeri ve önemi. *Akademik Araştırmalar ve Çalışmalar Dergisi (AKAD)*, 4(7), 63-81.
- Batuhan, T. (2020). On birinci kalkınma planında turizm politikaları. *Uluslararası Global Turizm Araştırmaları Dergisi*, 4(2), 77-84. <https://dergipark.org.tr/tr/pub/ijgtr/issue/59452/816534>
- Brenner, L. (2005). State-planned tourism destinations: The case of Huatulco, Mexico. *Tourism Geographies*, 7(2), 138-164.
- Buzcu, Z., & Birdir, K. (2019). Türkiye'de medikal turizm incelemesi: Özel hastanelerde bir çalışma. *Gaziantep University Journal of Social Sciences*, 18(1), 311-327.
- Büyükşalvarci, A., Şapçılar, M. C., & Bayrakçı, S. (2016). Kalkınma planları kapsamında turizm endüstrisinin değerlendirilmesi. *Selçuk Üniversitesi Sosyal ve Teknik Araştırmalar Dergisi*, (11), 186-201.
- Çavuş, Ş., Ege Z., & Çolakoğlu, E. O. (2009). *Türk turizm tarihi*. Ankara: Detay Yayıncılık.
- Emir, G. (2012). Türk turizminin tarihsel gelişimi. In Ş. Esen, G. Emir, & H. Uyar (Eds.), *Cumhuriyetten günümüze hükümet programlarında turizm (1923-2012)*, (pp. 1-22). Detay Yayıncılık.
- Giritlioğlu, İ., & Karakan, H. İ. (2019). Turizmin yapısal ve tarihsel gelişimi. In Zeynep Aslan (Ed.), *Genel Turizm*. Grafiker Yayıncılık.
- Hazar, A. (2010). *Genel turizm*. Ankara: Nobel Yayın Dağıtım.

- Jenkins, C. L. (1980). Tourism policies in developing countries: a critique. *International Journal of Tourism Management*, 1(1), 22-29.
- Karakan, H. İ. (2019). Türkiye'yi ziyaret etme niyeti olmayan turistlerin seyahat motivasyonlarının ve algıladıkları risk faktörlerinin belirlenmesi (Doktora tezi). Mersin Üniversitesi, Sosyal Bilimler Enstitüsü, Turizm İşletmeciliği Ana Bilim Dalı.
- Kozak, N., Kozak, M. A., & Kozak, M. (2008). *Genel turizm ilkeler-kavramlar*. Ankara: Detay Yayıncılık.
- Usta, Ö. (2008). *Turizm genel ve yapısal yaklaşım*. Ankara: Detay Yayıncılık.
- Kültür ve Turizm Bakanlığı. (2021). [<https://yigm.ktb.gov.tr/TR-9851/turizmistatistikleri.html>]. (Erişim Tarihi: 30.10.2021).
- Mete, M., & Bozgeyik, Y. (2017). An empirical investigation on determinants of foreign trade in Turkey. *Expert Journal of Economics*, 5(1), 27-37.
- Metin, O., & Ünal, Ş. (2022). İçerik Analizi tekniği: İletişim bilimlerinde ve sosyolojide doktora tezlerinde kullanımı. *Anadolu Üniversitesi Sosyal Bilimler Dergisi*, 22(Özel Sayı 2), 273-294.
- Presidency of the Republic of Turkey Strategy and Budget Presidency. (2019). Eleventh Development Plan 2019-2023.
- Presidency of Strategy and Budget. (2013). Presidency of Strategy and Budget (2013) Development Plans. Access Date: 15 July 2023.
- Şahin, B. E. (2018). Türkiye'de turizm gelirleri ve ekonomik büyüme arasındaki ilişki (1980-2016). *Journal of Management and Economics Research*, 16(3), 239-253.
- T.C. Prime Ministry State Planning Organisation (SPO). (1968). Second Five Year Development Plan 1968-1972.
- T.C. Prime Ministry State Planning Organisation (SPO). (1972). Third Five-Year Development Plan 1973-1977.
- T.C. Prime Ministry State Planning Organisation (SPO). (1979). Fourth Five-Year Development Plan 1979-1983.
- T.C. Prime Ministry State Planning Organisation (SPO). (1984). Fifth Five-Year Development Plan 1985-1989.
- T.C. Prime Ministry State Planning Organisation (SPO). (1989). Sixth Five-Year Development Plan 1990-1994.
- T.C. Prime Ministry State Planning Organisation (SPO). (1995). Seventh Five-Year Development Plan 1996-2000.
- T.C. Prime Ministry State Planning Organisation (SPO). (2000). Long Term Strategy and Eighth Five Year Development Plan 2001-2005.
- T.C. Prime Ministry State Planning Organisation (SPO). (2006). Ninth Development Plan 2007-2013.
- The Ministry of Tourism of Turkey. (2023). Tourism Statistics. [<https://www.ktb.gov.tr/EN-249283/tourism-statistics.html>]. (Erişim Tarihi: 05.09.2023).
- Tuncel, V. (2019). Kalkınma planlarının turizm politikaları perspektifinde değerlendirilmesi. *Tourism and Recreation*, 1(2), 58-66.
- TÜRSAB (Association of Turkish Travel Agencies). (2023). Statistics. [<https://www.tursab.org.tr/statistics>]. (Erişim Tarihi: 05.09.2023)
- TURKSTAT (Turkish Statistical Institute). (2023). Tourism Statistics. [<https://officialstatistics.gov.tr/en/detail/institution/ministry-culture-and-tourism-ktb/>]. (Erişim Tarihi: 05.09.2023)
- Wang, D., & Ap, J. (2013). Factors affecting tourism policy implementation: A conceptual framework and a case study in China. *Tourism Management*, 36, 221-233.