

Turkey Tourism Industry Analysis

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Abstracts

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Tourism is one of the key industry sectors in the world, which provides a strong impetus to the global economic development. Tourism industry in the country was badly affected by the global financial turmoil. However, considering the rapid recovery of the economy, the industry is expected to grow positively in coming years. Turkey has emerged as a major tourism destination due to its long coastline, unique historical & archaeological sites, suitable climate, and tourism infrastructure.

According to our report "Turkey Tourism Industry Analysis", tourist arrival in Turkey is projected to grow at CAGR of around 7% during 2011-2014. Moreover, the country's tourism sector is the one of the important contributor towards Turkey's economic development. Turkey is developing its cultural appeal to promote tourism in the country by investing money to promote its natural heritage sites. Additionally, the country is recognizing the potential of different types of tourism to promote as future of tourism lies in the diversification and increasing the visitor numbers.

Germany, Iran, Russia, and the UK are main sources of international visitors to the country. These countries together constituted around 40% of all international tourist arrivals. Antalya and Istanbul are the two main cities of Turkey, which are attracting around 60% of the foreign tourist arrivals. Istanbul emerged as the city of European Capital of Culture in 2010, which was designated by the European Union for a period of one calendar year. The city got the chance to showcase its cultural life and cultural development and brought many benefits and significant income to the industry.

As per our study, the major types of tourism in Turkey include health tourism, winter

tourism, cultural tourism, golf tourism, and yacht tourism. Other emerging tourism sectors include convention tourism and eco-tourism & plateau tourism.

Our report "Turkey Tourism Industry Analysis", is an outcome of extensive research and conceptual analysis of the Turkish tourism industry. It provides comprehensive information on historical, ongoing & future prospects of tourist arrivals, outbound tourism, outbound tourism expenditure, hotel & restaurant expenditure, etc. The research report also studies the market drivers responsible for growth in the Turkish tourism industry. Most importantly, the report covers every form of tourism in the country.

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