

THE REPUBLIC OF TURKEY
BAHÇEŞEHİR UNIVERSITY

EXPANDING THE TURKISH TOURISM MARKET
FOR IRANIAN TOURISTS REGARDING
AVAILABLE OPPORTUNITIES

Master's Thesis

TARA POTERATCHI

ISTANBUL, 2020

**THE REPUBLIC OF TURKEY
BAHÇEŞEHİR UNIVERSITY**

**GRADUATE SCHOOL OF SOCIAL SCIENCES
MASTER OF MARKETING**

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SUPERVISOR: DR. Kazım Selçuk TUZCUOĞLU

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DECLARATION

I hereby assert that all information in this thesis has been ethically collected and presented in accordance with academic rules. I also affirm that I have fully cited and referenced all extra material and results that are not original to this work as per the academic policy.

Tara Poteratchi



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Firstly, I am so gladful that I had this opportunity to have a chance to live and study in Turkey. It has brought stability to my life as well as to my work in many respects.

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DEDICATIONS

I would like to dedicate my thesis to my family who are the best family in the world. They have been always supportive during my life, academic carrier and my job. I can not thank them enough for their kind assistance and for encouraging me to proceed with my important descisions in my life.

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ABSTRACT

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Master of Marketing

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The study aims to have a look at the availabilities of the Turkish Tourism Market for the Iranian Tourists. Tourism is known as the world's greatest industries and it is considered as the world's largest sectors by 2000. This study will evaluate Turkey's tourism possibility within the tourism industry and particularly the tourism development and will try to find the reason Iranian tourists are attracted to Turkey. Scientific researches shows that in the recent years the arrival of Iranian tourists has been dramatically increasing. The major purpose of this research is to evaluate the factors for tourism development in Turkey. This research is based on details and information and also data which will be collected from online surveys for the Iranian tourists in order to know the reason why Turkey has been their main touristic destination over the past few years.

Keywords: Iranian Tourist, Turkish Tourism, Tourist Attraction

ÖZET

MEVCUT FIRSATLAR DOĞRULTUSUNDA TÜRKİYE TURİZM PAZARININ İRANLI TURİSTLER İÇİN GELİŞTİRMESİ

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Çalışma, İranlı Turistler için Türkiye Turizm Piyasasının faydalarına bir göz atmayı amaçlamaktadır. Turizm, dünyanın en büyük endüstrileri olarak bilinir ve 2000 yılına kadar dünyanın en büyük sektörleri olarak kabul edilmiştir. Bu araştırma, Türkiye'nin turizm endüstrisi içindeki turizm olasılığını ve özellikle gelişimini değerlendirecek ve İranlı turistlerin Türkiye'ye çekilmesinin nedenini bulmaya çalışacaktır. Bilimsel araştırmalar geçtiğimiz yıllarda İran turistlerinin gelişinin çarpıcı biçimde arttığını gösteriyor. Bu araştırmanın asıl amacı Türkiye'de turizm gelişimi için faktörlerin değerlendirilmesidir. Bu analiz çevrim içi anketlerden toplanacak bilgi ve verilere dayanmaktadır.

Anahtar kelimeler: İranlı turist, Türkiye turizm pazarı, Turistik cazibesi

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ABBREVIATIONS

UNWTO	: World Tourism Organization
IMF	: International Money Fund
WTTC	: The World Travel and Tourism Council
TURSAB	: Turkey Travel Agencies Association



1. INTRODUCTION

Tourism has been considered as one of the important factors effecting the economic and social development in Third World countries and middle east. (Mazurski, 2000). One of the factors for sustainable development is tourism itself. It gives the environment of an area a great value (Mazurski, 2000).

Over the recent years and more than six decades passing by, Tourism has been changed and it is expanded which has been of the greatest sectors which is having a huge impact on the economic growth in the whole world. (UNWTO, 2012).

The purpose of this thesis is to review some of the available opportunities in the Turkish tourism industry to enhance the tourism sector from the perspective of economic, political, cultural and so on which is based on the activities of Iranian tourists.

Tourist destinations, as a tourism item, are places with natural beauty and different characteristics that are quite appealing to tourists. It is very important for tourist destinations to have a specific image, to become a brand and to have important tourist attractions. Turkey is one of the most popular international holiday destinations due to its beautiful seas, beaches and great climate, in addition to its historical and cultural background.

First the definition of tourism and a brief review on Turkish tourism will be discussed in chapter 1 and 2. Chapter 3 and 4 will evaluate and analyzes the relationship between tourism and using data collected by the Iranian tourists. At the end the study will be followed by a conclusion.

2. ABOUT TOURISM

2.1 DEFINITION OF TOURISM

As stated by the World Tourism Organization (UNWTO) definition, tourism is the act of travel for the purpose of recreation and business, and the provision of services for this act. One of the most growing economic sectors in the world which has had the continued rise and growth is considered as Tourism. According to UNWTO, there is a 5% economic worldwide activity contribution of tourism in 2019. (2010)

Tourism is known as one of the most enormous sectors all around the world by the years 2000. One of the main and beneficial sectors which has improved Turkish economy in the last few years is Tourism. According the Tourism organizational statistics, this improvement between the economy and tourism has been the reason for Turkey to be ranked as 6th for the best improvement for Tourism (Golchia Moaveni, 2014).

According to Theobal, there has been a prehistoric evidence of earliest travel and for human being to search for food and a climate that can cope with, that is why travel is known as having a great history as civilizations does. As time passed by, people were seeing themselves that they are in need for trade and for war and also for leisure. (Theobald, 1998; Gee and Fyos-Sola, 1997 p.30).

2.1.2 Where Does “Tourism” Come From

These days, travel is considered as a widespread issue all around the world and is a recent phenomenon. Tourism is mostly indicating someone leaving their home and their job in order to gain some pleasure and leisure which could be for different period of times. In the pre-modern societies specially up to nineteenth century, people from the lower classes had the less chance to travel for pleasure other than work and for trade and business.

With the beginning of Industrial revolution, there were the first tourism movements occurred. This revolution was resulting a social and economic change which created a new class of people which was middle class and therefore there were new ways of transportation appearing and in this case travelling and tourism was no longer know as a

luxury option (Burkart and Medlik, 1981; Butcher, 2003; Theobald, 1998; Gee and Fyos-Sola, 1997). One of the first people who started to travel was Thomas Cook after the industrialization. He was the first man who organized a trip with multiple destinations which was not offered by any other man before. First he planned to have a trip in England and then moving to other international places such as India and also Egypt.

Mass tourism was well based and established by the mid-70s. Around 158.7 million of tourist's arrivals as internationally was recorded which has continued to increase and have a significant growth year by year. The number of arrivals of tourist were 204.8 million in 1980 which reached to 425 million in 1990s. (Eadington and Smith, 1992).

The classical definition and meaning of tourism is different from the meaning it was referred back then. The tourists need have been completely diversified since there are various touristic services and activities available. Due to the tough life conditions, work life balance, stress and less healthy activities in daily life in the recent years there is a high demand for healthier lifestyle and people are seeking for better life conditions for different amount of people with different ages and in both developed and developing countries. That is why, wellbeing and health rank among the most important growing fields in the tourism market for the coming decades. (Feryal Dal, 2007: pp. 9,10)

Tourism has become one of the largest industries in the world and has grown and expanded with the support of international organizations such as United Nations, UNESCO, the International Monetary Fund (IMF) and the World Bank (WTO, 2003; WTTC, 2003;). Although there were several terrorist attacks, Tourism has never stopped to grow. In 2002, international tourist arrivals broke the 700 million mark for the first time, and tourism demand reached a total of US\$ 4,303.26 billion (WTTC, 2004).

The World Travel and Tourism Council (WTTC, 2004) predicted before that by the end of 2004, tourism will have generated close to 215 million jobs and US\$5,490.4 billion in economic activity around the world. Further international growth is forecasted at an average rate of 4.6 per cent per annum, with the World Tourism Organization (2003) predicting that by the year 2020, international tourist arrivals to Turkey will reach 1.56 billion. This number and the importance of this issue may differ from region to region.

In general, tourism is the best conceptualization as a process of reforming and consuming simultaneously with the people and their culture and different images (Lofgren, 1999; Meethan, 2001). However, if examined more closely, there would be two types of definitions in the literature for tourism and travel which is conceptual and technical. Burkart and Medlik (1981) indicate that conceptual definitions of tourism provide a broad theoretical framework that incorporates the essential features of tourism, including what distinguishes it from similar, sometimes related, but different activities.

Burkart and Medlik (1981) demonstrate that there are three aspects to technical definition of tourism. The first one is the purpose of travel or visit Secondly, the time element needs to be defined which would be the minimum and maximum period, in terms of length of stay away from home or in terms of length of stay at a particular destination may have to be established for a particular purpose". Thirdly, a technical definition "has to recognize particular situations and it has to be determined whether they are or not regarded as tourism, So the technical meaning is basically various forms of short-term travel and visits and is variously defined for particular purposes, by reference to the purpose of travel or visit, duration and other criterion.

There are different opinions for the technical meaning of tourism from region to region and from different areas and countries, However the meaning which is provided by World Tourism Organization (WTO) is used more often.

According to the WTO tourism is "the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes" (Gee and Fyos-Sola, 1997).

2.2 THE POTENTIAL FOR DEVELOPMENT IN TURKISH TOURISM

With the recent economic, social and cultural changes the meaning and perception from the meaning of development is also changed. The application of conceptual methods and models borrowed from anthropology, economics, political science, and sociology are basically how the development study is evolved (Klaren and Bossert 1986; Martinussen 1997; Roberts and Hite 2000; Weaver 1997). If something changed over degrees to reach a mature level it is called as development.

Foreign exchange is attractive for foreign investment as well as having significant potential for income and employment generation in tourism. Moreover, it is an activity in which, with limited if any training, thousands of individuals can become involved in entrepreneurial initiatives ranging from letting a spare room to providing conducted tours. Tourism is seen by some, too, as aiding economic change through the promotion of foreign links and contact with 'western' standards (Mazurski, 2001).

Turkish tourism had a significant development alongside with the international tourism after 1980's. The number of the tourists increased as well as the government dedicated a certain amount of budget for tourism. The Turkish government encouraged private investments in tourism to develop the sector in 1980s. Because of this the number of tourists to Turkey has dramatically increased from 1,3 million in 1980 comparing to 26 millions in 2008. International tourism receipts of Turkey has also increased from US\$ 0,4 in 1980 to US\$ 22 billion in 2008 (DPT, 2007: 75,78). So the number of tourists were increased 55 times from 1980 to 2008 in total.

There is a large potential for Turkish tourism to attract the tourists such as a geographic location, natural sightseeings, culture, great history and historical places and the climate. If so, what should be done in order for Turkey to benefit fully from the development of tourism sector. The best thing to do is to first find the tourist group and where they are coming from. And then on a certain group it can be investigated that why the tourists are choosing Turkey as a destination and how we can improve it.

2.2.1 Turkey's Geographical and Historical Position

Turkey which is located between Europe and Asia occupies around 780,000 square kilometers of land and is surrounded by 8,000 kilometers of coastline. The climate of every region are different to another. There are many natural sightseeing and areas which are still remaining untouched such as mountains, forests and jungles, rivers and etc. Since Turkey has a unique geography and because of that it has attracted many civilizations such as epochs of prehistoric times, the Hittite period, early iron epoch, Greek and Persian Period period, Byzantium period, the Seljuks, and Ottomans. The landscape of Turkey is attractive for tourists as well.

2.3 IMPACT OF POLITICAL AND SOCIAL CHANGES ON TURKISH TOURISM

A new organizational and economic framework within the tourism industry is evident as a direct consequence of the changing political economy. Firstly, Turkey Travel Agencies Association TURSAB in 1972 was established. In 1972, Turkey Travel Agencies Association (TURSAB) has been established. Afterwards the Tourism Encouragement Law was established in 1982. Public land dedicated to tourism stakeholders, low interest rates and long-term tourism loans, customs exemptions, investment tax credits, incentive loans, financing fund, incentive premiums. (DPT, 2007). Due to these investments tourism suddenly increased and faced development from 80s to 90s. Following by that various travel agencies were established.

Tourism has a huge impact on economy. Tourism will see continued growth in demand and global expansion, at least for the new future. Although there was a substantial increase in international and domestic tourism since the 1950s, there are also a number of obstacles and barriers that continue to hinder tourism growth. Tourism could be easily affected by many factors such as economic, political and social. From many EU countries and Non-EU countries there are many visitors to come to Turkey every year. Because of many factors such as a great nature, historical places and competitive prices, Turkey attracts many visitors every year (A. Yüksel & F. Yüksel, 2001a, p. 153). After 1980's, The number of tourists and also the revenue of this market had a great increase. Recently,

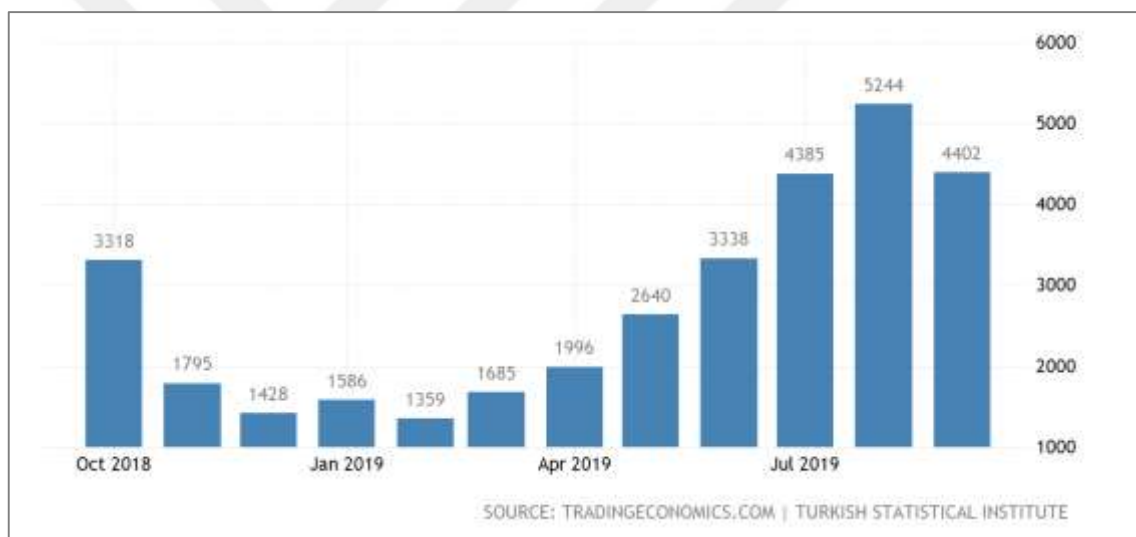
in terms of both the tourist arrivals and profit of tourism, Turkey has been ranked in the top 20 tourism destinations in the world. Russia, Germany, the United Kingdom, and Iran are Turkey's main tourism generators among various countries.

2.4 TOURISM INCOME AND DEMAND IN TURKEY

Tourism has a significant role in increasing GDP nowadays. Some countries which has a potential are taking this advantage into consideration.

Some inputs such as a number of tourist targets, economic crisis, GDP of considered countries should be taken into consideration in any of these plans.

Figure 2.1: Turkish tourism revenue 2019



Source: tradingeconomics.com/turkey/tourism-revenues [accessed on 11.09.2019]

According to the graph above, Turkish tourism revenues in the third quarter of 2019, it rose by 22 percent from the previous year to USD 14.03 billion, of these, 82.1% came from international tourists, while 17.9% came from citizens living abroad.

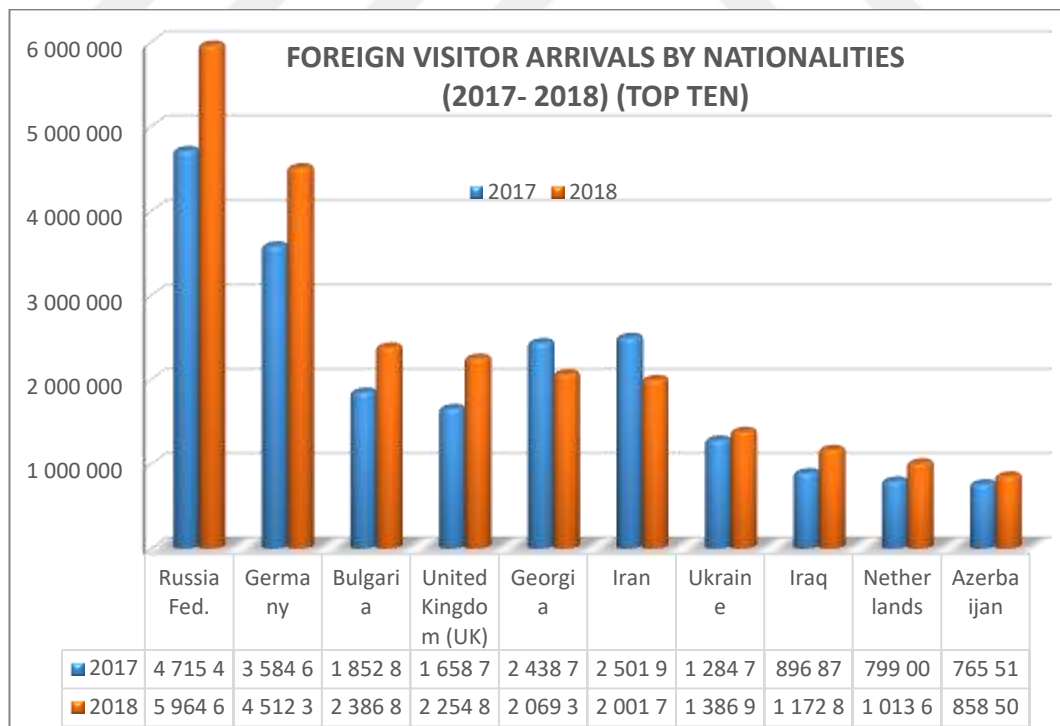
Figure 2.2: Distribution of arriving Iranian’s visitors (2003-2018)



Source: <http://eprints.lse.ac.uk/id/eprint/43501> [accessed on 18.10.2019]

As you can see in the table above, the number of Iranian tourists has increased dramatically over the past few years. Except for 2018 which is related to the recent economic crisis happening in Iran.

Figure 2.3: Foreign visitor arrivals by nationalities (2017-2018)



Source: <http://eprints.lse.ac.uk/id/eprint/43501> [accessed on 18.10.2019]

On the table above, the number of foreign visitors is shown for the years 2017-2018. Iran is one of the top countries which have had the most visitors to Turkey recently.

2.5 THE MARKET RESPONSE

It is noticable that the number of Iranian tourists has increased over the past few decades. Iran is ranked as the fourth with most visiting number of tourists to Turkey between the years 2016 to 2018 (Republic of Turkey Ministry of Culture and Tourism, 2018). There were 1,885,000 Iranian tourists visiting Turkey while this number shown a decrease by 1.1 million within the following years as a result of the embargo in 2010. Despite the embargo, number of Iranians increased over 32 percent (1,590,000) as a result of nuclear negotiation process which began in 2014. In 2015 the number of tourists increased above 1.7 million who visited Turkey (TURSAB, 2016). On the other hand, with fluctuation of the number of Iranians, there were 1,559,714, 2,314,656, and 1,894,193 Iranians visiting Turkey in 2016, in 2017, and in 2018 (Republic of Turkey Ministry of Culture and Tourism, 2018).

3. TURKEY AND IRAN'S RELATION AND IRANIAN TOURISTS.

In this chapter the relations between Iran and Turkey is discussed. Iranian tourists' characteristics is also mentioned and debated.

3.1 HISTORICAL DIPLOMATIC PERSPECTIVES BETWEEN TURKEY AND IRAN

According to Elliot Hentov (2011); Relations with Iran vary from all other neighboring countries, as the neighboring region is geographically, demographically and economically most comparable to Turkey. There is also a mutual historical era between the two countries. Before the ottomans and Persians (Safavids were used to have territories in common geographically and economically). In contrast, the simultaneous collapse of imperial power (both in Iran and Turkey) gave rise to a joint tension against the occupation of external powers, especially Russia and the West.

For almost two centuries an although there has been an intense rivalry in the region, there have been peace among Turkey and Iran, shared growing energy and trade relations, and even cooperated regionally when their interests were in common. Yet, while their economies are increasingly intertwined, a deep disagreement over core interests in Iraq and Syria has placed these two former empires on a collision course.

As both countries, Iran and Turkey, were in peace for nearly 200 years, It is not too late for a much-needed restart to develop the relations, but only if both understand their main interest in reversing course and taking steps to help them to resolve their differences peacefully.

According to Elliot Hentov (2011), they have long competed for dominion in their shared area they used to have, especially the Levant and Iraq, but they have maintained great and peaceful relations since the last full-scale Ottoman-Persian war (1821-1823).

As you see in the map below, Turkey and Iran share a mutual border, they used to share each other's territory and they have so much common in history as well.

Figure 3.1: Map of Turkey and Iran in the Region



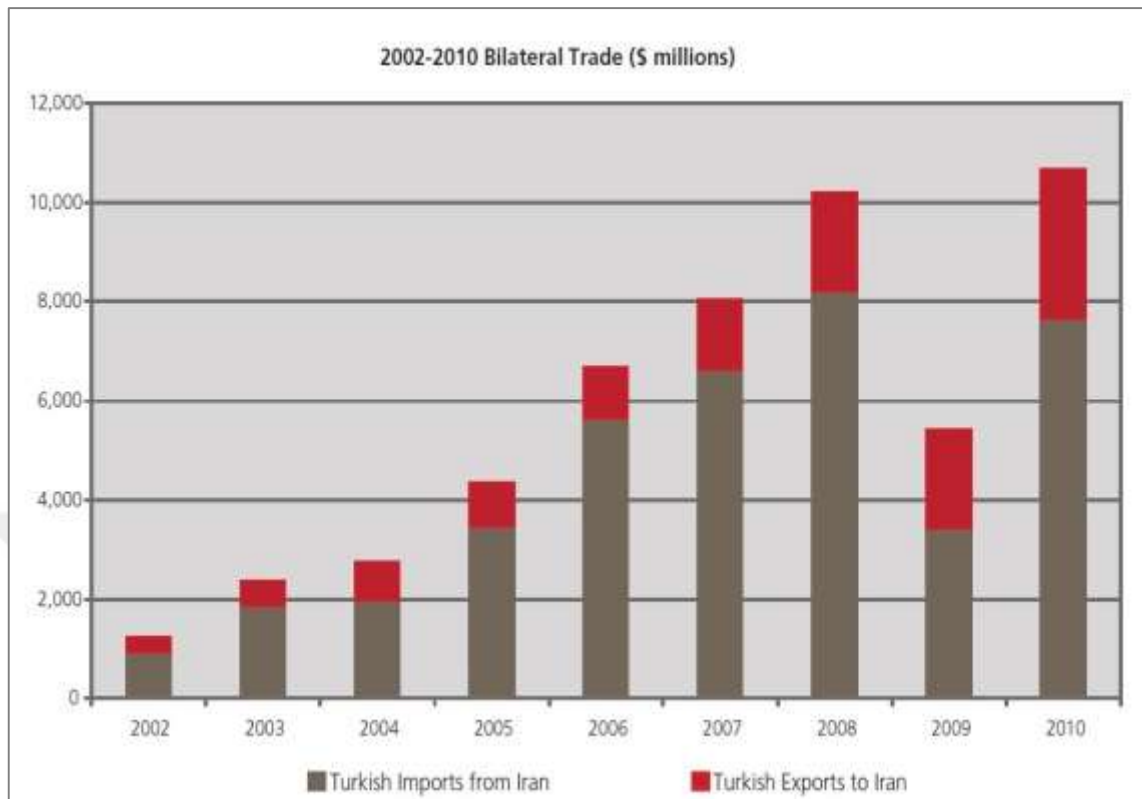
Source: <https://www.crisisgroup.org/middle-east-north-africa/gulf-and-arabian-peninsula/iran/b051-turkey-and-iran-bitter-friends-bosom-rivals> [accessed on 02.11.2019]

3.2 ECONOMIC DIMENSIONS OF TURKEY AND IRAN

As the most geographically, demographically, and socio-economic neighboring state comparable to Turkey, relations with Iran vary from all other neighborly relations, being Iran is considered equal to Turkey. Since there are many political and historical similarities between both countries, As such, the relationship is also filled with historical legacies.

Furthermore, Turkey's rapid economic growth was based on a trade-driven foreign policy, In replacement for Iran's growing supply of energy led Turkey increase exports of manufactured goods and specialized services. In this sense, irrespective of Western concerns, the Turkish government has found it a necessity to broaden trade and trade with Iran. Both countries has been in the same area and right now there is a peace between them and some agreements. That's why hopefully in the near future both will expand the relations more.

Figure 3.2: Turkish-Iranian Trade from 2002-2010

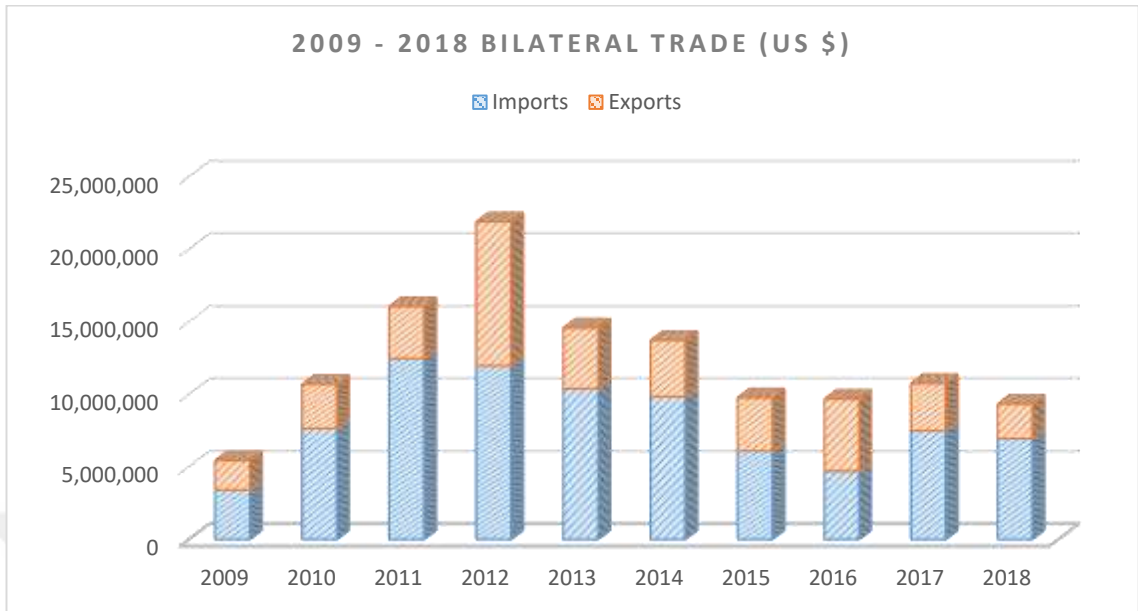


Source: <http://eprints.lse.ac.uk/id/eprint/43501> [accessed on 18.10.2019]

That's why Turkey's energy agreements with Iran cannot be dependent upon its relationships with other countries. Figure below illustrates the increase in Turkish-Iranian mutual trade, As you see the trade has been increasing over the past years and after 2000's. Although there was a slip of a common trade in 2009 due to sanctions on Iran, Both countries have had a good trade between each other so far.

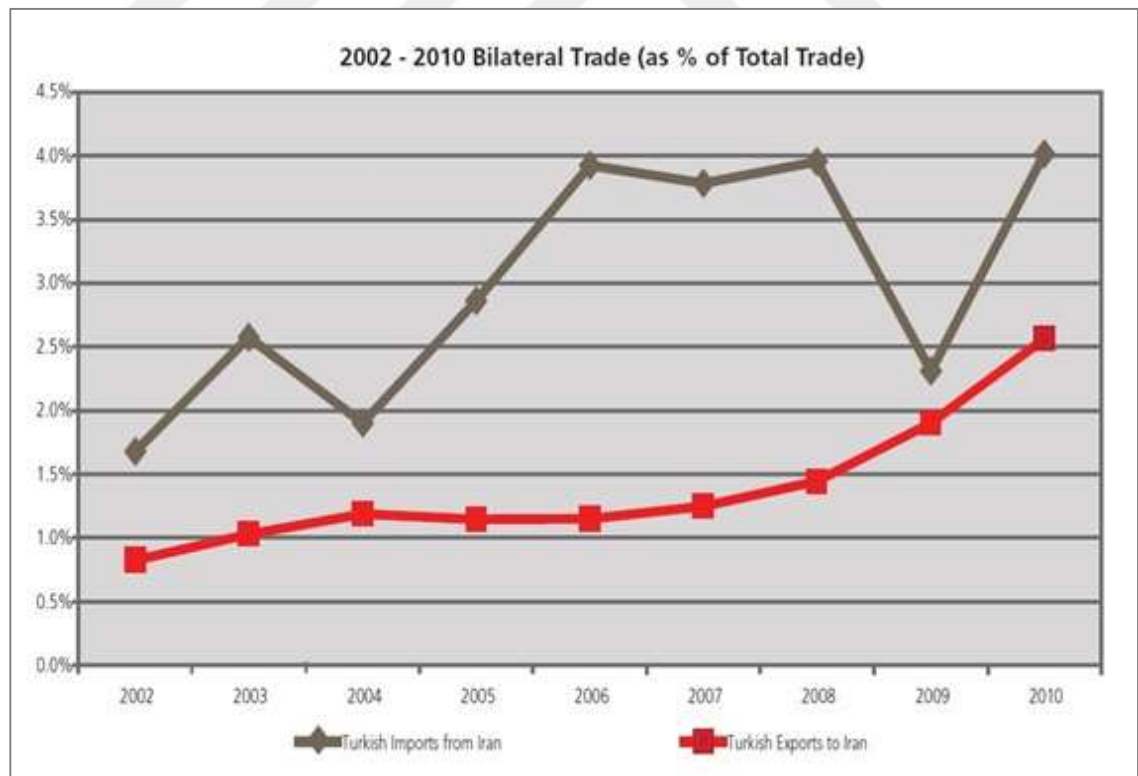
On the following tables you can observe the mutual trade between Iran and Turkey following by the years of 2010 to 2018 and the previous years 2002 to 2010.

Figure 3.3: Turkish-Iranian Trade from 2009-2018



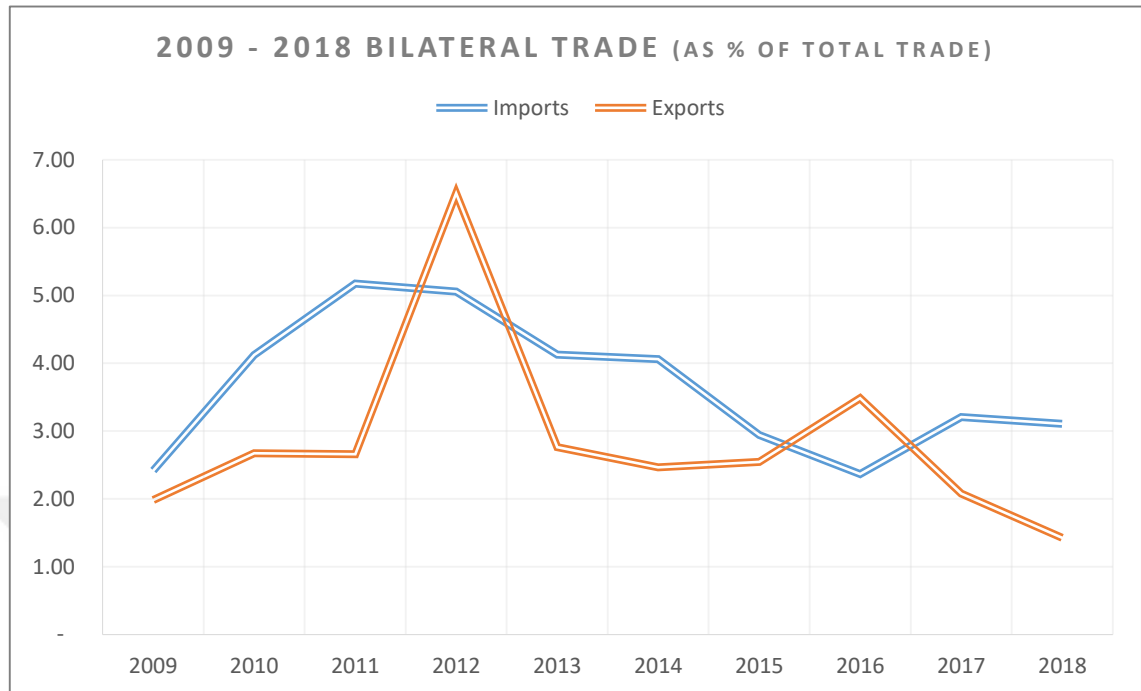
Source: Data from the Turkish Undersecretariat of the Prime Ministry for Foreign Trade, found at www.trade.gov.tr [accessed on 15.09.2019]

Figure 3.4: Turkish-Iranian Trade from 2002-2010 in as a percentage of total Turkish trade



Source: Data from the Turkish Undersecretariat of the Prime Ministry for Foreign Trade, found at www.trade.gov.tr [accessed on 15.09.2019]

Figure 3.5: Turkish-Iranian Trade from 2009-2018 in as a percentage of total Turkish trade



Source: Data from the Turkish Undersecretariat of the Prime Ministry for Foreign Trade, found at www.trade.gov.tr [accessed on 20.09.2019]

Figure 3.5 shows that Iran roughly doubled its share as a percentage of Turkish exports from 0.73% in 1998 to 2.01% in 2009 and ranked 14th largest export market. It shows an increase in the imports from Iran is more than the exports to Iran, Increasing from 0.94% to 4.06% in 2008 before dropping to 2.42% in 2009. As shown, more than 80% of Iranian exports are exports of energy, either natural gas or oil, and therefore the nominal amounts are a function of Turkish energy consumption and the world energy market price.

In short, Turkey's views of Iran have been profoundly affected by the past decade. Despite many problems and lack of many social and economic issues in Iran, Turks do not see Iran as a direct threat to security, but as a regional partner whose victimization by the Western-led international community could be detrimental to Turkish interests

3.3 THE CHARACTERISTICS OF IRANIAN TOURISTS

Regarding the tourist behaviour studies, The word 'behaviour' is perceived in many different ways, In some studies, behaviour is somehow related to nationality (Pizam and Sussmann, 1995; Pizam and Reichel, 1996; Pizam and Jeong, 1996; Pizam et al. 1997;

Pizam, 1999; Kozak, 2190 MANAS Journal of Social Studies 2001; Kozak, 2002; Crotts and Pizam, 2003), According to a reasearch on Iranians, The reason how they choose their destination for travelling is affordable prices for shopping, availability of shopping and entertainment facilities and accessibility and also visa facilitation and it has a great impact for their preferences of the destination they choose.

3.3.1 Tour Planning and Sightseeing

As a result of tourism, tourist destinations are places with natural beauty and different characteristics that are attractive to tourists.. To have a special image, to become a brand and to have important tourist attractions are very important for tourist destinations. (Kozak, 2008: 139). With its exceptional social, historical, geographical and natural landscapes, Turkey has a very special tourism destination.

4. FINDINGS

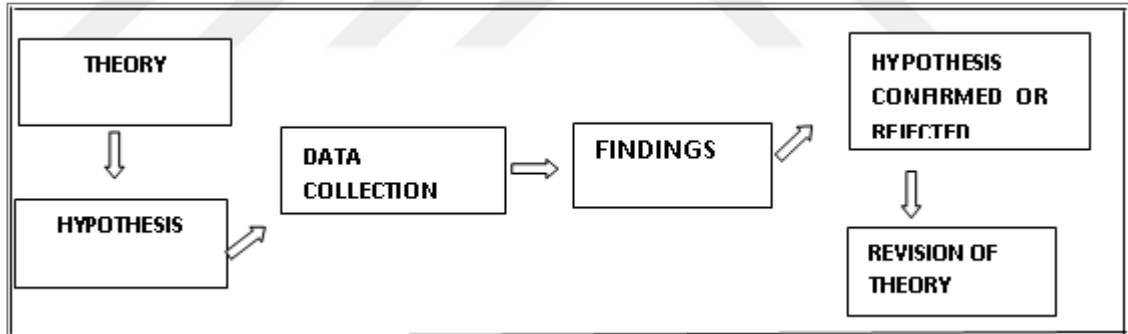
4.1 AIM OF THE RESEARCH

In this chapter, descriptive and frequency analysis has been discussed with respect to the respondent's response. The collected data has been examined and analyzed with the help of t-test and multiple regression analysis. The research objectives and questions are empirical tested with the help of applicable tools and their explanation has been provided. All the analyses are determined by using the SPSS Software.

4.2 RESEARCH STRATEGY

As defined in Figure 6 below the research process is based on the information obtained through a deductive study whereby we consider the theoretical variables to come up with the hypotheses and we evaluate what we find through data collection. Hence, this will be the reason we may or may not validate our hypotheses after empirical review.

Figure 4.1 The process of Deduction Theory by Bryman and Bell (2011)



Source: (Bryman and Bell 2011).

The deductive nature of the study regarding our hypothesis requires us to use the most suitable technique combining qualitative and quantitative information. The reason is to connect how things are to the identified reasons through the research.

The advantage of doing so is that it can be used as an engine to test hypotheses by supplying workable data that is not difficult to analyze. Moreover the results obtained are rather generalized so it has a tendency to be used in further researches. Furthermore the study setting and time limitation allows the study to acquire adequate number of responses (Bryman and Bell 2011).

4.3 RESEARCH DESIGN

Cross-sectional survey research design is an appropriate design that can be considered ideal for this research as it is an efficient method that allows for smooth hypothesis testing. It is one of the most important descriptive studies, and is therefore a significant factor in this study. It works through an initial hypothesis about trends and consumption patterns with regard to demographics and continues to study with more variables in the case to examine and identify interaction patterns with the subject. (Bryman 2011).

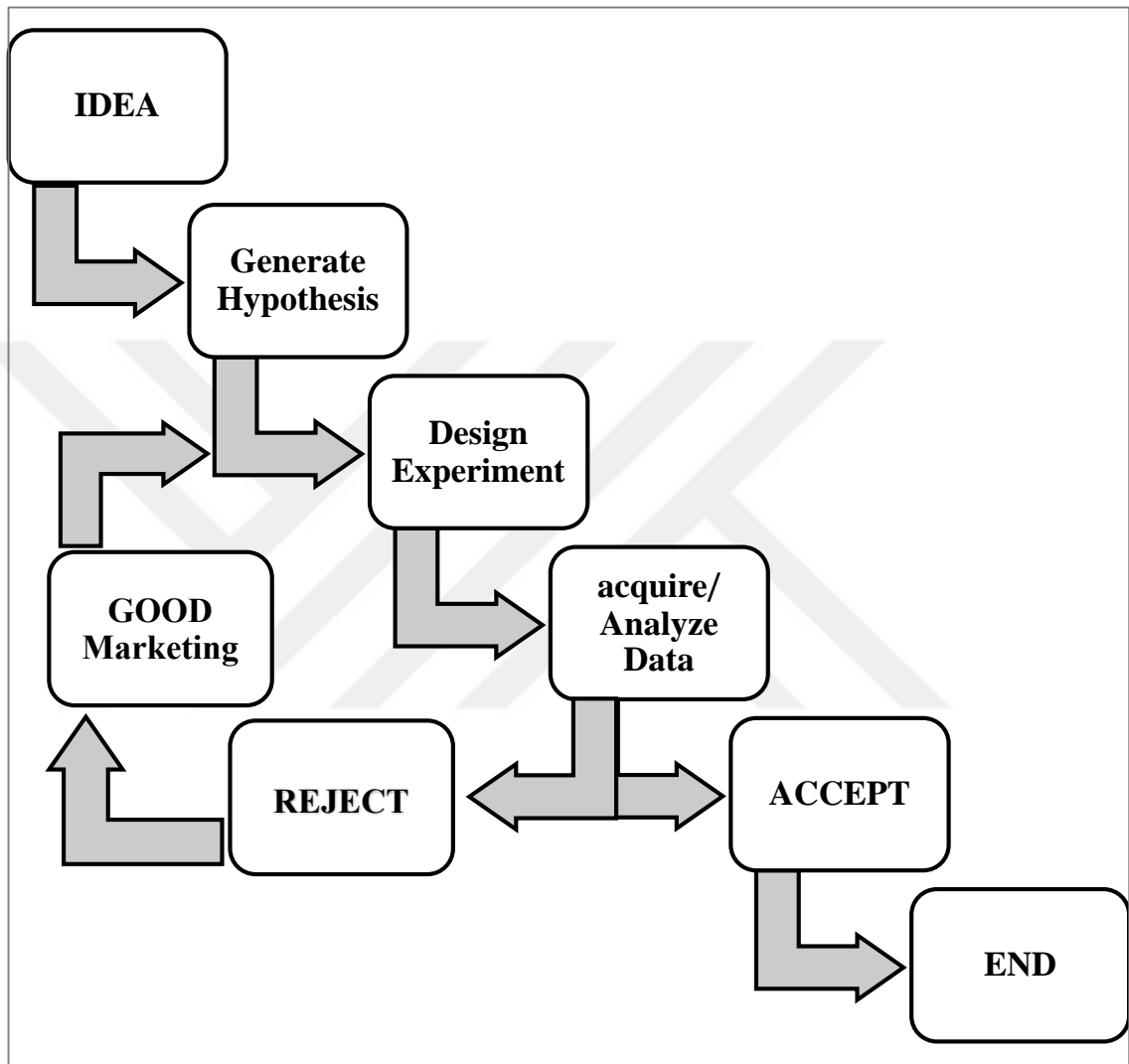
Therefore, reliability and validity of the research design are two of the most important aspects of the research when assessing the measures of the definition that must be taken into account thoroughly. Reliability is most possible if the reactions produced are stable and don't fluctuate significantly over time. Since it is a study on dynamics of culture and consumer behavior, it is crucial that respondents' responses are relevant to the subject itself, which would allow us to have internal reliability for the analysis. The use of qualified software is also what ensures validity and errors in the research. In normal circumstances, external validity is high when a sample is random so generalization is possible (Bryman 2012).

Non-random sampling from a population of Turkey and Iran respondents is used through a questionnaire to obtain answers about history, usefulness, conventional and globalization influence of fashion choices.

4.4 RESEARCH AIMS QUESTIONS AND HYPOTHESES

4.4.1 The Objectives Of The Research

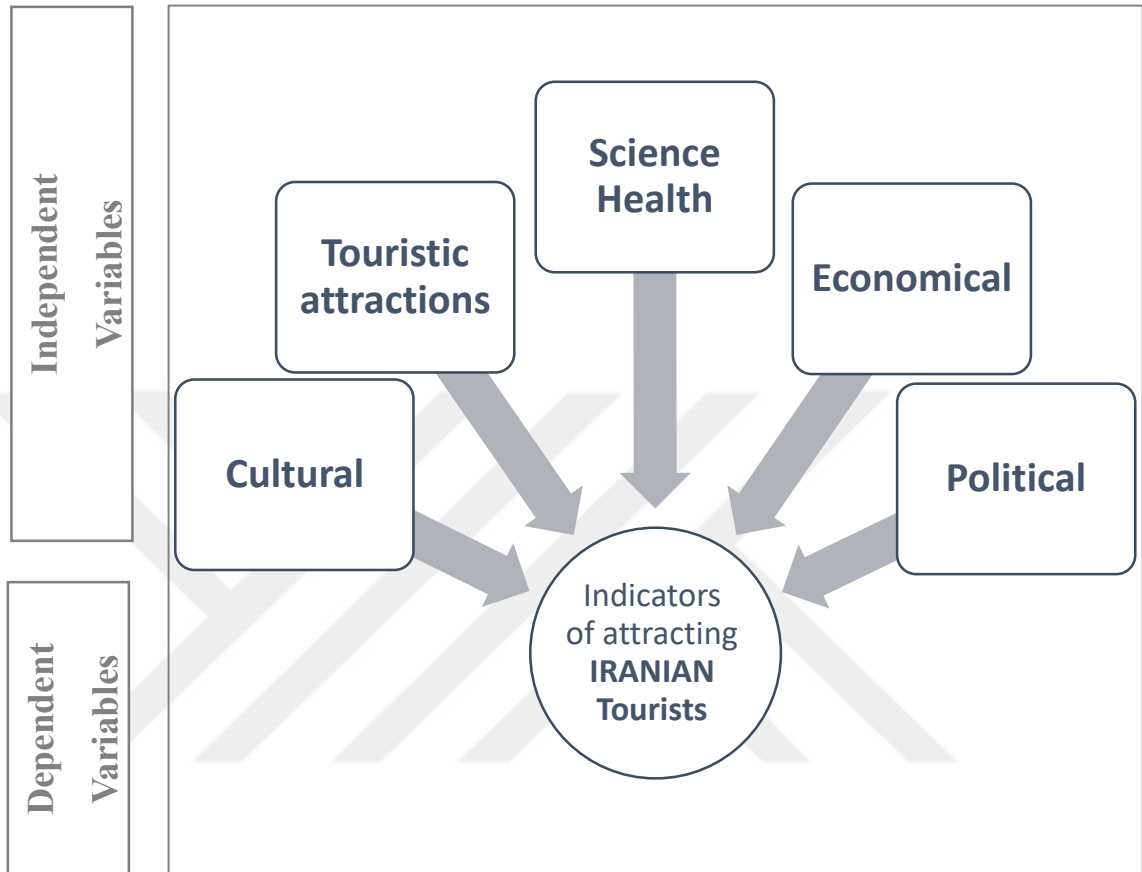
Figure 4.2 The Research Aim Chart



Source: Author's estimation

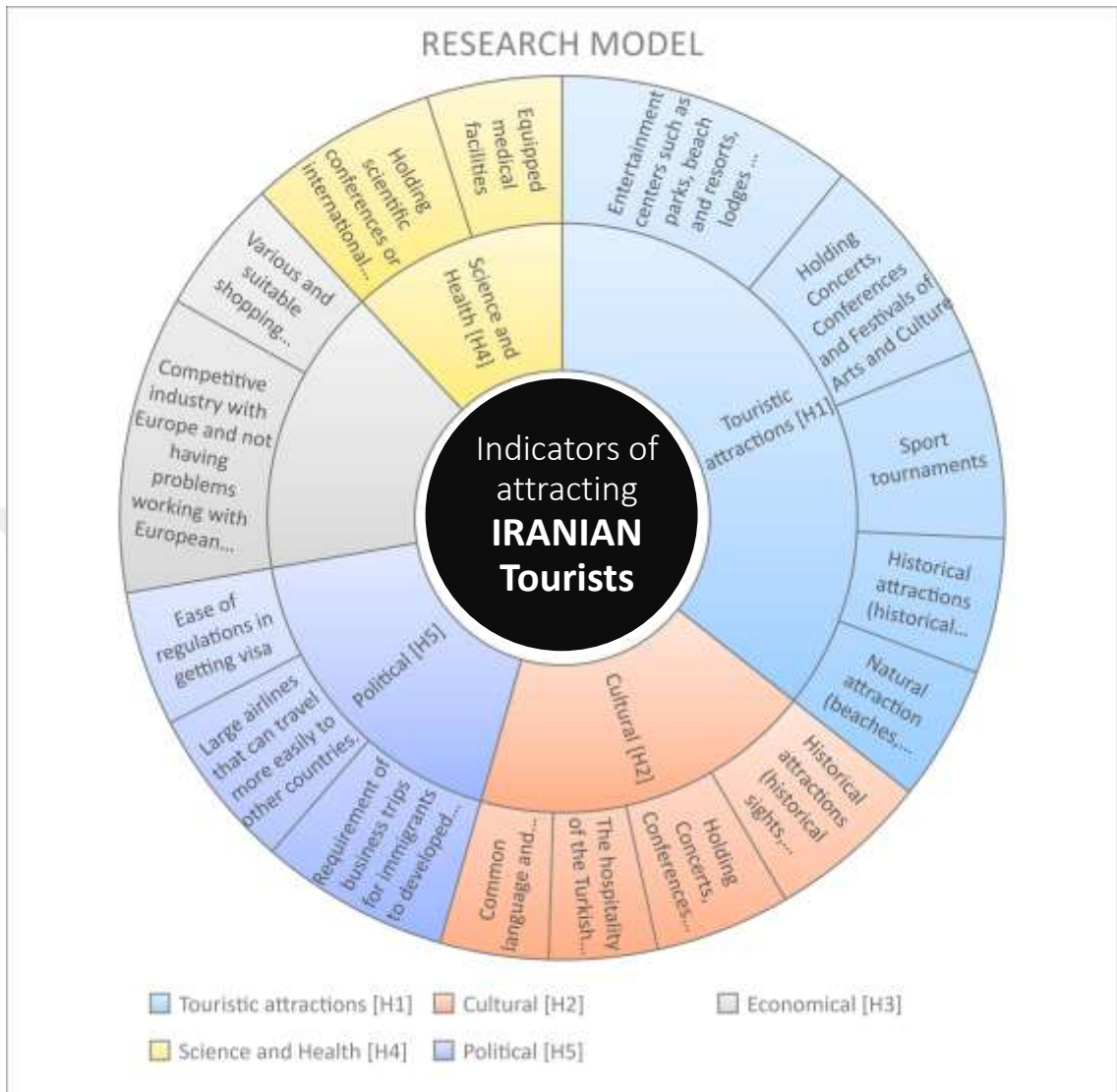
4.5 THE RESEARCH MODEL

Figure 4.3 The Research Model



Source: Author's estimation

Figure 4.4 The Research Model



Source: Author's estimation

4.6 HYPOTHESES

H1: There is a correlation between touristic attractions of Turkey and attracting the Iranian tourists

H2: Cultural and artistic factors are related to attracting Iranian tourists.

H3: Economic indicators are related to attracting Iranian tourists.

H4: Healthcare factor is related to attracting Iranian tourists.

H5: Political advantages factors of Turkish government and relationship with western countries are related to attracting Iranian tourists.

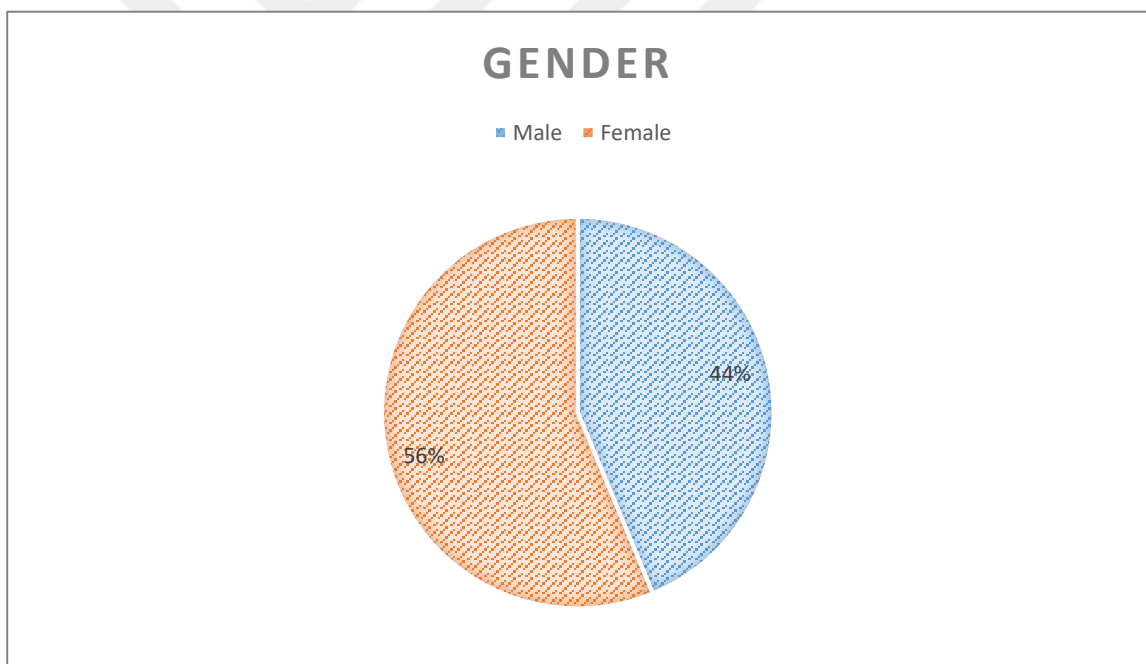
4.7 DEMOGRAPHIC AND FREQUENCY ANALYSIS

In this section, researcher focused about the demographic characteristics of the respondent and presented the frequency analysis about their gender status, educational level, experience and profession. The total response which has been received from the online survey is 407. 400 of them had travelled to Turkey and 7 have not travelled.

4.7.1 Demographic Factors

In the following tables the demographic factors are being analyzed and shown by charts and pie charts. Gender, age. Marital status, education and job are analyzed within this section.

Figure 4.5: Gender of Iranian tourists



Source: Author's estimation

Table 4.1: Gender of Iranian tourists

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	175	44.0	44.0	44
	Female	225	56.0	56.0	100.0
Total		400	100.0	100.0	

Source: Author's estimation

The respondent's demographic characteristics have been divided into four categories such as gender, education level, marital status and profession. The codification for the gender distribution has been done by 1 and 2. The code 1 represents male and 2 indicates the female. The response from the respondent indicates that proportion for the female respondent is higher as compare to the male proportion. The frequency for the male representation is 175 which accounts for 43.8 per cent for the overall response whereas frequency for the female representation is 56,0. Therefore, the proportion for the male and female in the analysis is 44,0 to 56,0. Thus, it can be observed from the respondent's response rate that proportion for the female is higher as compare to the male.

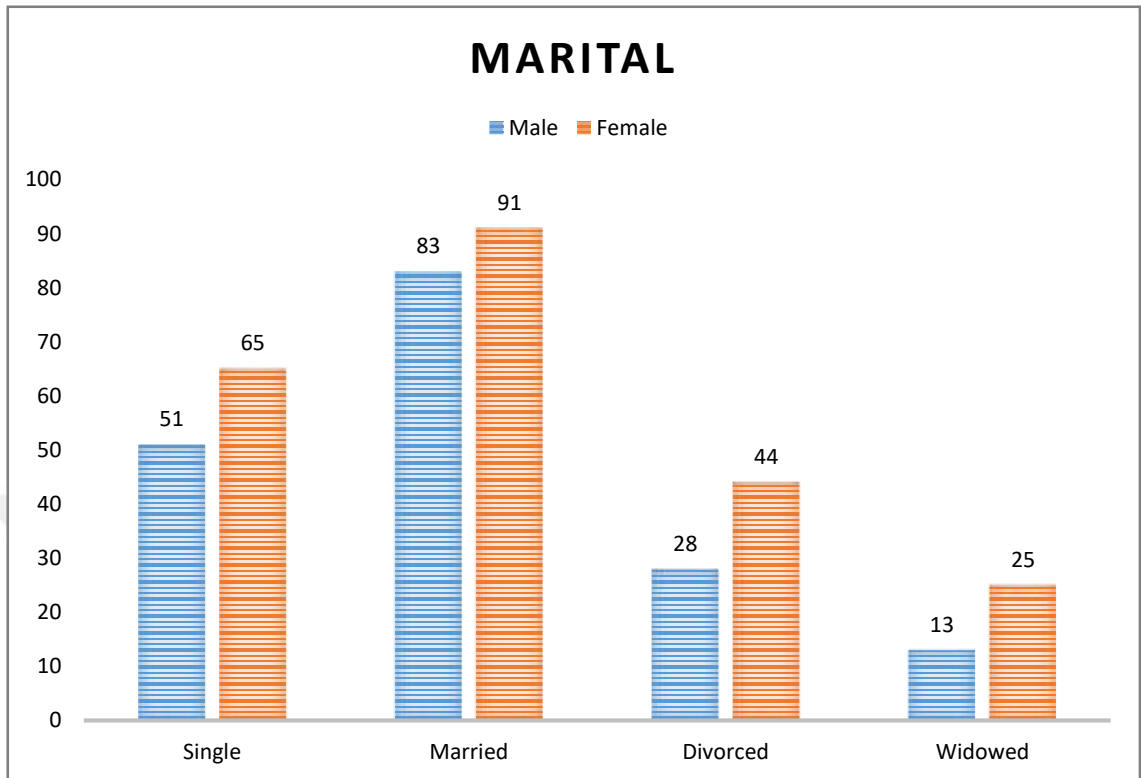
According to the table below, the most populated group of people come as a couple and married to Turkey with the highest frequency of 175 and 225 as male and female and 43 percent in total. However, it is expected to come as a single person less than married ones. Among all the results the lowest rate is dedicated to the widowed ones with 10 percent only.

Table 4.2: Marital of Iranian tourists (Male-Female)

Gender	Marital	Statistics	
		Frequency	Percent
Male	Single	51	29.1 %
	Married	83	47.4 %
	Divorced	28	16.0 %
	Widowed	13	7.4 %
	Total	175	100 %
Female	Single	65	28.9 %
	Married	91	40.4 %
	Divorced	44	19.6 %
	Widowed	25	11.1 %
	Total	225	100 %

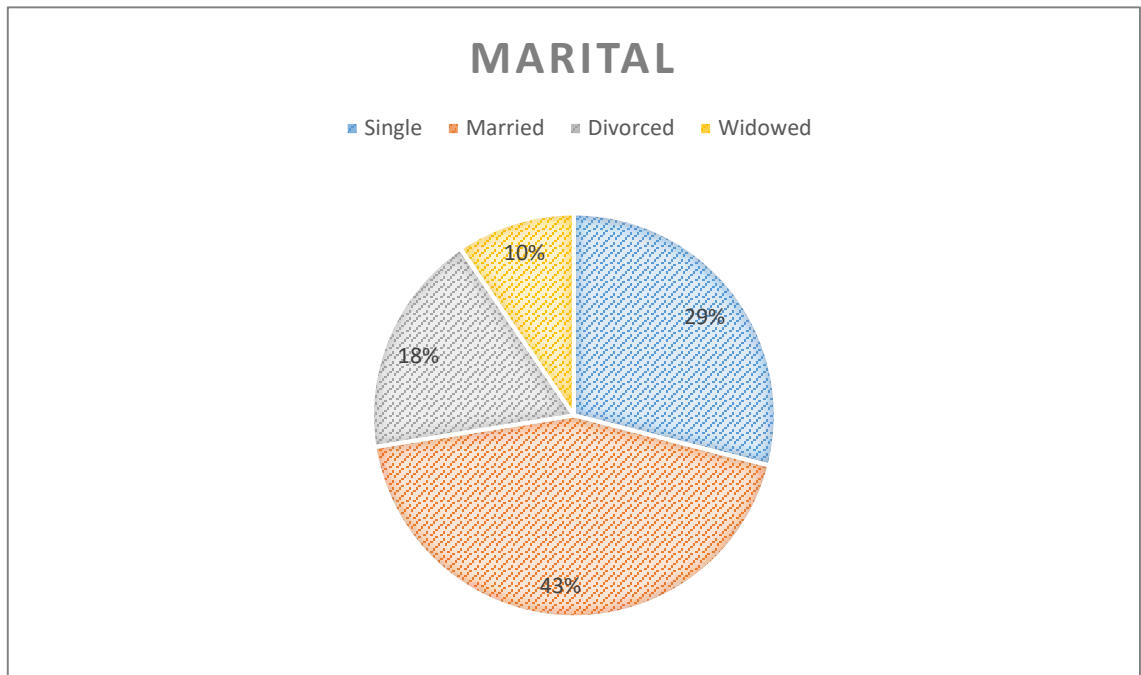
Source: Author's estimation

Figure 4.6: Marital of Iranian tourists (Male-Female)



Source: Author's estimation

Figure 4.7: Marital of Iranian tourists



Source: Author's estimation

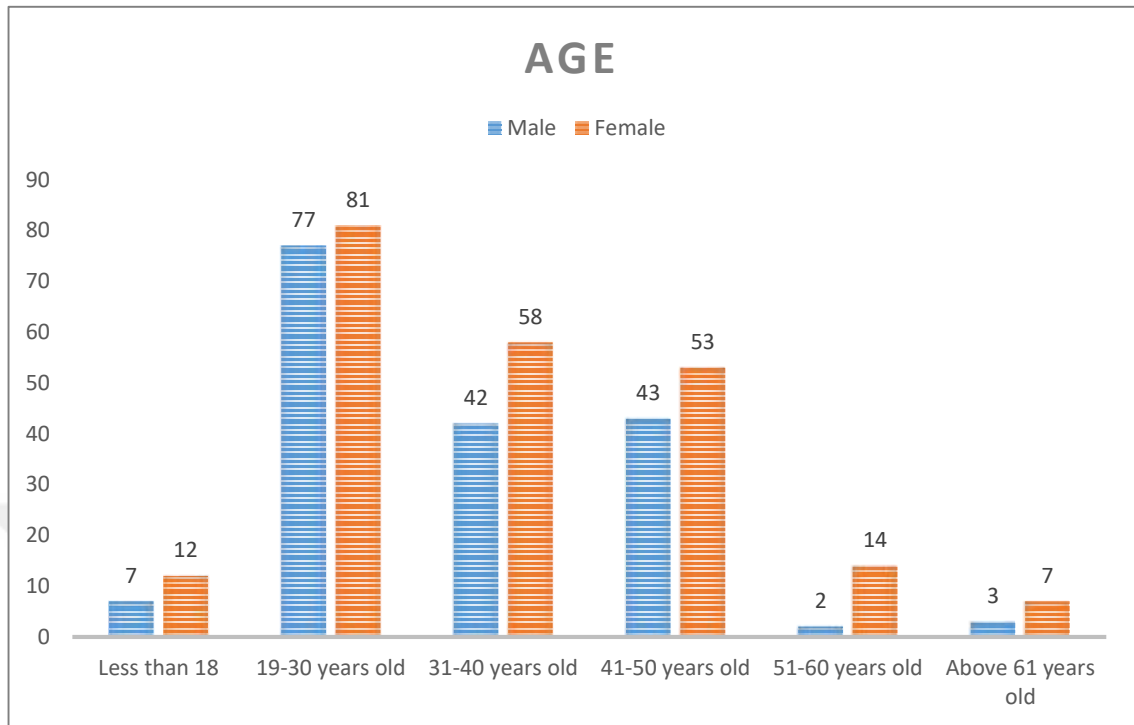
As we observe in the table below, out of 400 people the most gathered response is dedicated to the age 19-30 years old with 40 percent in total. The second highest response belongs to the age 41-50 years old people. Among men however this number is different. Although between the ages 19-13 years old are visiting Turkey among men, with a slight difference the percentage is 58 percent between 31 to 40 years old. For both groupd people from 19-30 years old prefer visiting Turkey.

Table 4.3: Age of Iranian tourists (Male-Female)

Gender	Age	Statistics	
		Frequency	Percent
Male	Less than 18	7	4.0 %
	19-30 years old	77	44.0
	31-40 years old	42	24.0
	41-50 years old	43	24.6
	51-60 years old	2	1.1 %
	Above 61 years old	3	1.7 %
	Total	175	100 %
Female	Less than 18	12	5.3 %
	19-30 years old	81	36.0 %
	31-40 years old	58	25.8 %
	41-50 years old	53	24.6 %
	51-60 years old	14	6.2 %
	Above 61 years old	7	3.1 %
	Total	225	100 %

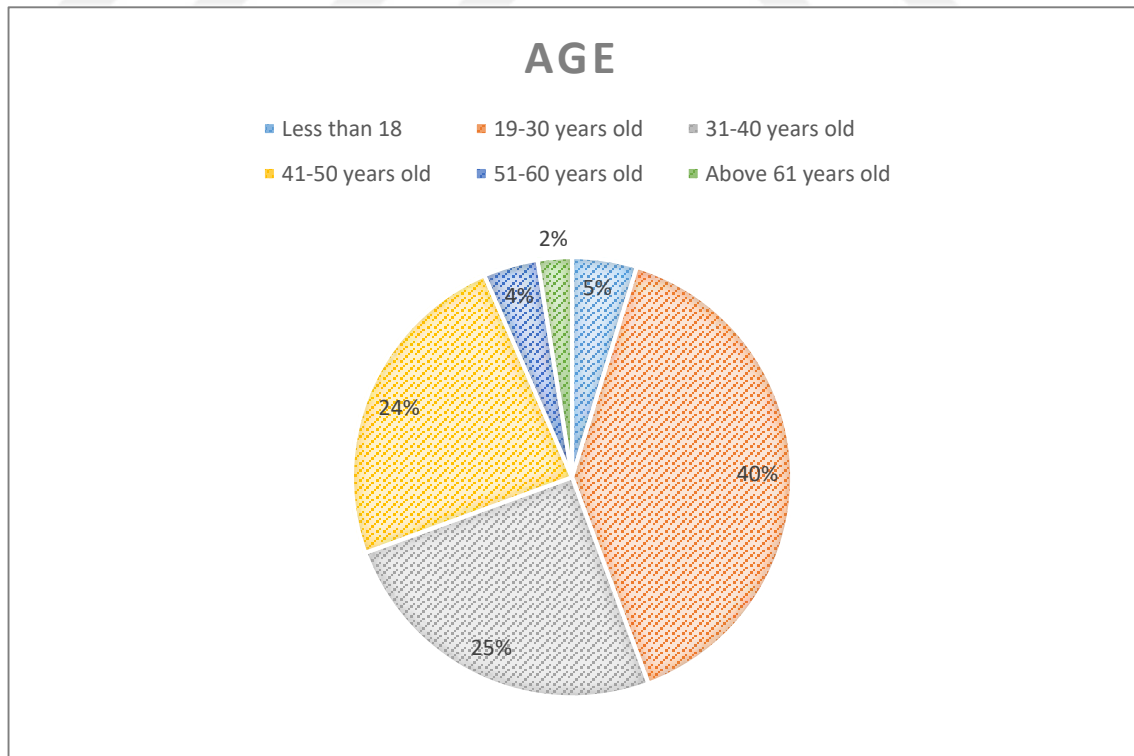
Source: Author's estimation

Figure 4.8: Age of Iranian tourists (Male-Female)



Source: Author's estimation

Figure 4.9: Age of Iranian tourists



Source: Author's estimation

This table provides the information about the educational level of the respondents where most of the respondents belong to graduate level. The frequency for the respondent whose educational level is secondary school represents 4 in total which accounts for only 1 percent for the total response. Among the women and man the most highest rate is dedicated to women with undergraduate degree and then men follow it by undergraduate degree.

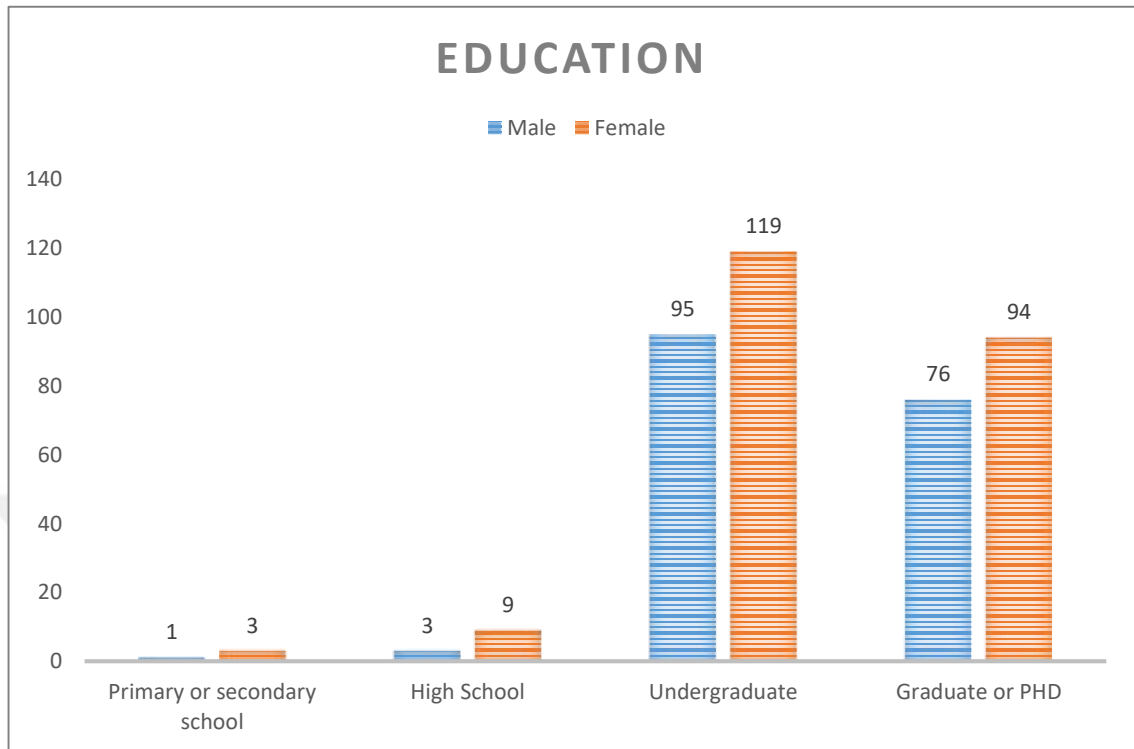
In the end, Undergraduate frequency is 175 for women in total. The response depicts that most of the respondents have graduate education level which is followed by undergraduate level. However, Primary or Secondary school education level has lowest rate among all of them.

Table 4.4: Education of Iranian tourists (Male-Female)

Gender	Education	Statistics	
		Frequency	Percent
Male	Primary or secondary school	1	0.6 %
	High School	3	1.7 %
	Undergraduate	95	54.3 %
	Graduate or PHD	76	43.4 %
	Total	175	100 %
Female	Primary or secondary school	3	1.3
	High School	9	4.0
	Undergraduate	119	52.9 %
	Graduate or PHD	94	41.8
	Total	225	100 %

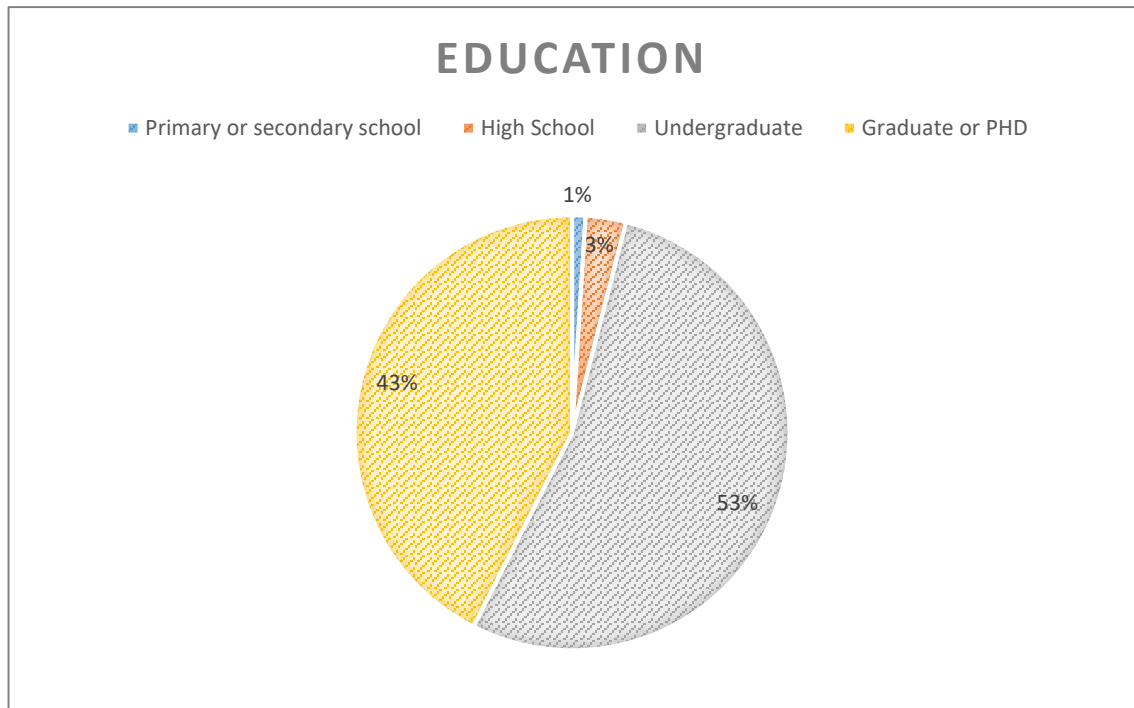
Source: Author's estimation

Figure 4.10: Education of Iranian tourists (Male-Female)



Source: Author's estimation

Figure 4.11: Education of Iranian tourists



Source: Author's estimation

According to the table above, The number of people with senior position job is higher than the others. However for the rest of the result the results are very close to each other. The second highest level is for Junior Position. From this table we recognize that people who are working and are employed are more eager to travel to Turkey rather than the other groups and students.

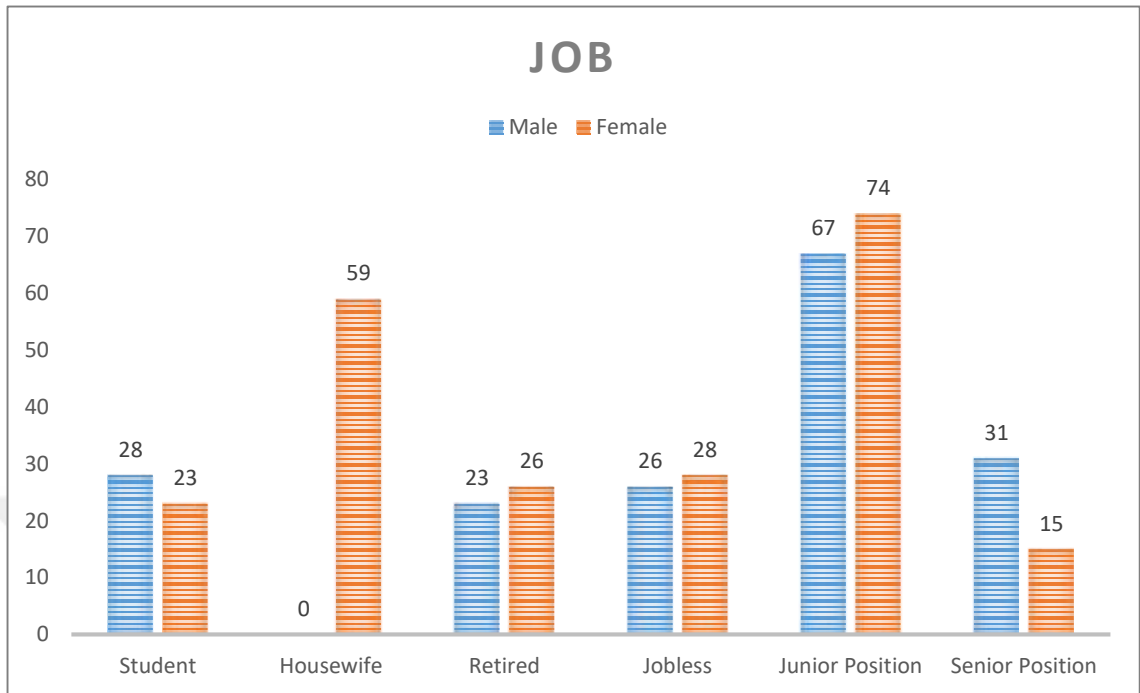
Among men, the junior position is the most highest degree with the frequency of 67 percent and 38,3 percentage. On the other hand for female the highest rate is dedicated to the housewives.

Table 4.5: Job of Iranian tourists (Male-Female)

Gender	Job	Statistics	
		Frequency	Percent
Male	Student	28	16.0 %
	Housewife	0	0 %
	Retired	23	13.1 %
	Jobless	26	14.9 %
	Junior Position	67	38.3 %
	Senior Position	31	17.7 %
	Total	175	100 %
Female	Student	23	10.2 %
	Housewife	59	26.2 %
	Retired	26	11.6 %
	Jobless	28	10.2 %
	Junior Position	74	35.1 %
	Senior Position	15	6.7 %
	Total	225	100 %

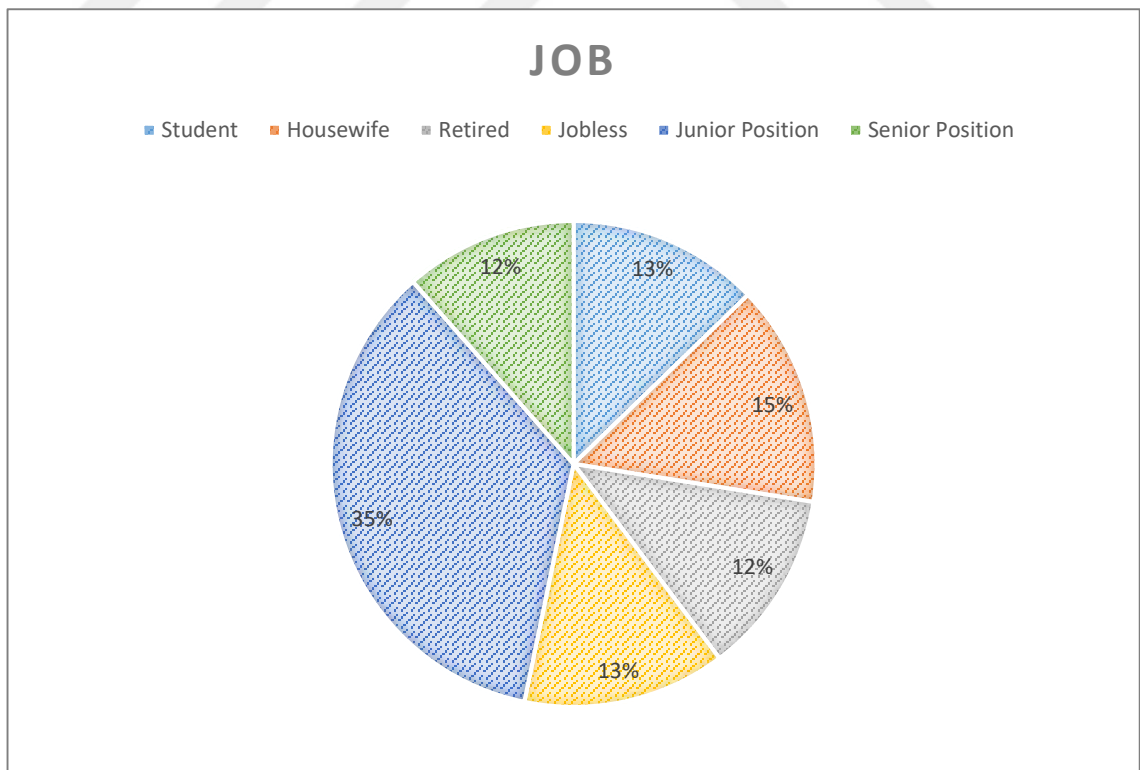
Source: Author's estimation

Figure 4.12: Job of Iranian tourists (Male-Female)



Source: Author's estimation

Figure 4.13: Job of Iranian tourists

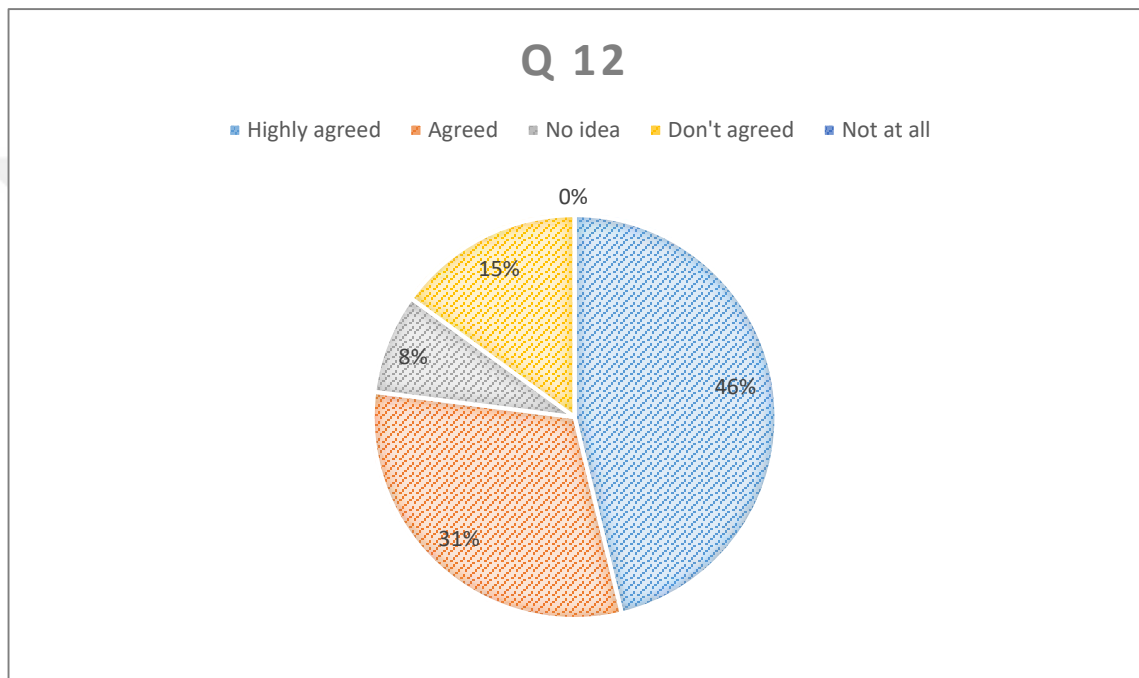


Source: Author's estimation

4.7.2 Recommendations Of The Turkish Historical Attractions

As we observe in the below table; Among 400 people, 185 people has highly agreed that the reason they visit Turkey is for the historical attractions of Turkey with 46,3 being the highest. On the other hand, 60 people visit Turkey for other reasons with the 15 percent being the lowest group.

Figure 4.14: Recommendations of the Turkish Historical Attractions



Source: Author's estimation

Table 4.6: Recommendations of the Turkish Historical Attractions

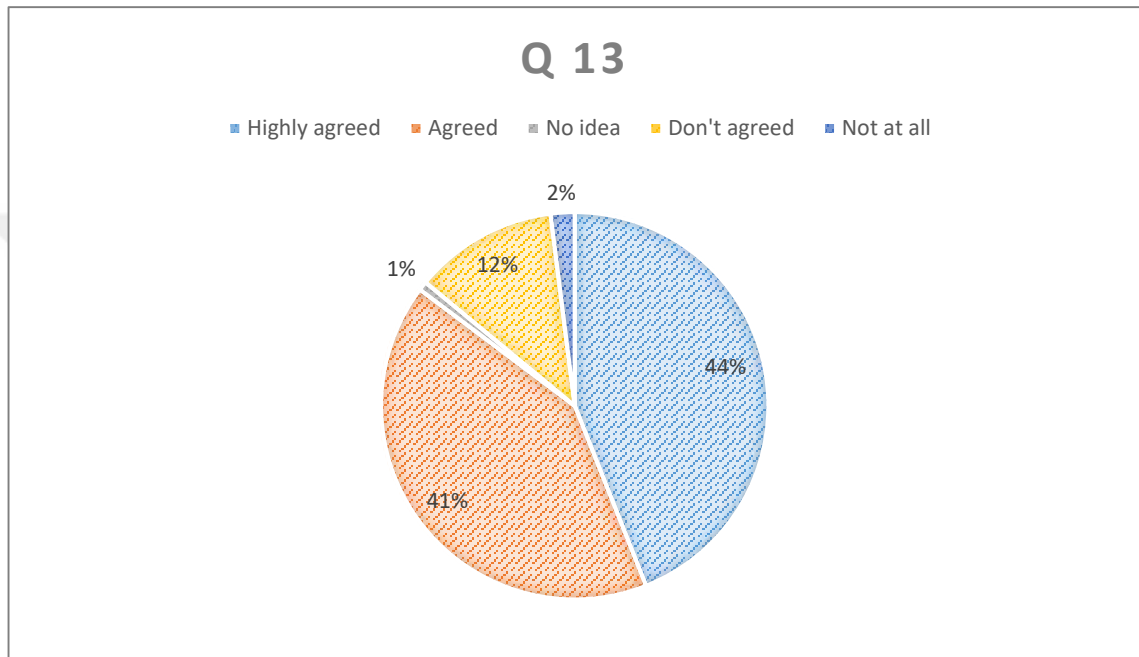
Q 12	Statistics	
	Frequency	Percent
Highly agreed	185	46.25 %
Agreed	123	30.75 %
No idea	32	8 %
Don't agreed	60	15 %
Not at all	0	0 %
Total	400	100 %

Source: Author's estimation

4.7.3 Recommendations Of The Turkish Natural attraction

According to the table below, 176 respondents are totally agree that they would visit Turkey for the sightseeing and Natural attractions, On the other hand 8 people are not agree for this assumption.

Figure 4.15: Recommendations of the Turkish Natural attraction



Source: Author's estimation

Table 4.7: Recommendations of the Turkish Natural attraction

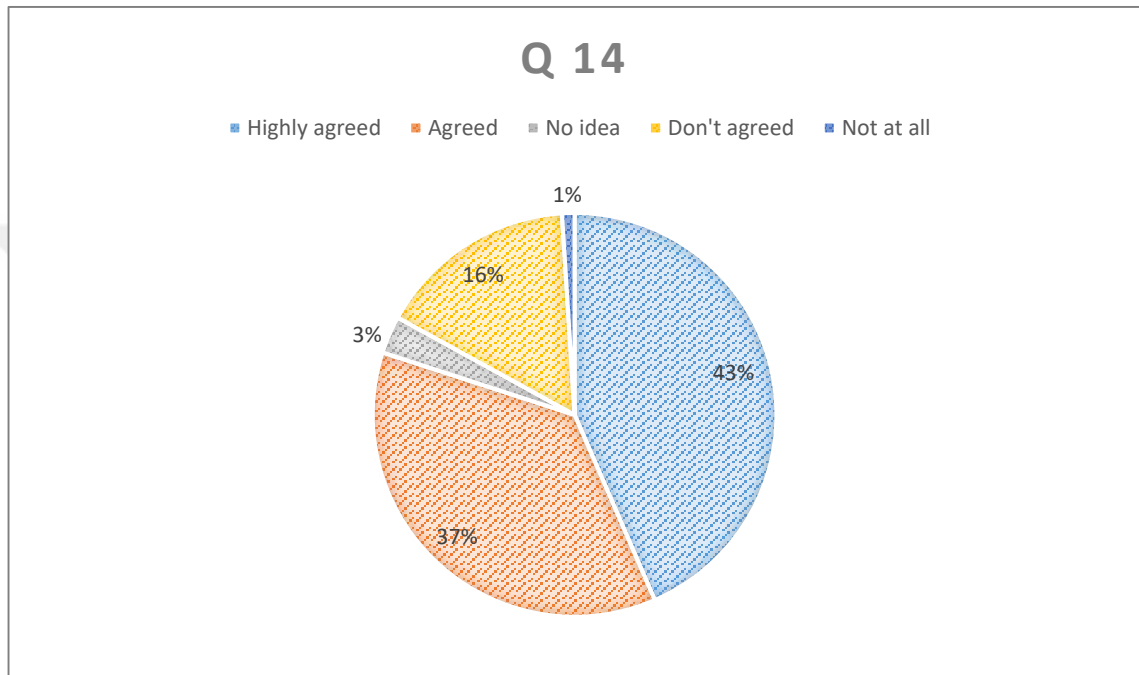
Q 13	Statistics	
	Frequency	Percent
Highly agreed	176	44 %
Agreed	165	41.25 %
No idea	3	0.75 %
Don't agreed	48	12 %
Not at all	8	2 %
Total	400	100 %

Source: Author's estimation

4.7.4 Turkish Participate Conferences And Festivals Of Arts And Culture.

According to the result of the table below, 174 people visit Turkey in order to participate in different cultural occasions. On the other hand 4 people are completely disagree with it. The highest percentage belongs to the people who are highly agreed with 43,5 percent.

Figure 4.16: Turkish Participate Conferences and Festivals of Arts and Culture



Source: Author's estimation

Table 4.8: Turkish Participate Conferences and Festivals of Arts and Culture

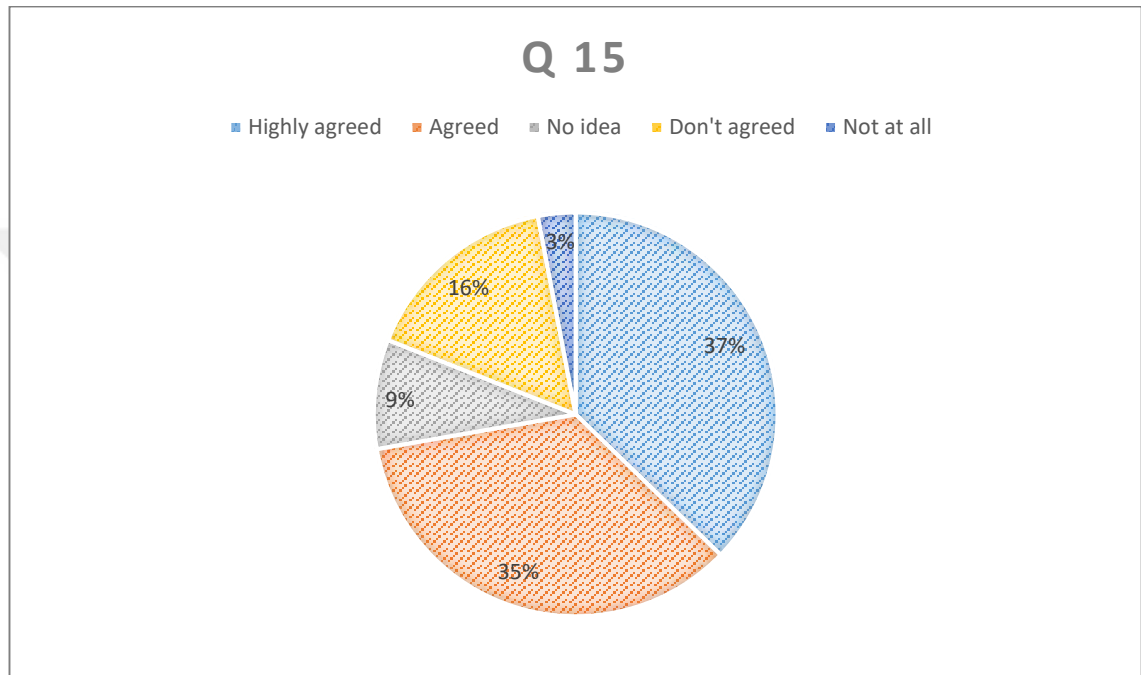
Q 14	Statistics	
	Frequency	Percent
Highly agreed	174	43.5 %
Agreed	146	36.5 %
No idea	12	3 %
Don't agreed	64	16 %
Not at all	4	1 %
Total	400	100 %

Source: Author's estimation

4.7.5 Turkish Entertainment Centers

Based on the table below, 149 people out of 400 are choosing Turkey as a touristic destination in order to spend their holiday and use the beach and resorts all over Turkey with the highest percentage 37,3 percent.

Figure 4.17: Turkish entertainment centers



Source: Author's estimation

Table 4.9: Turkish entertainment centers

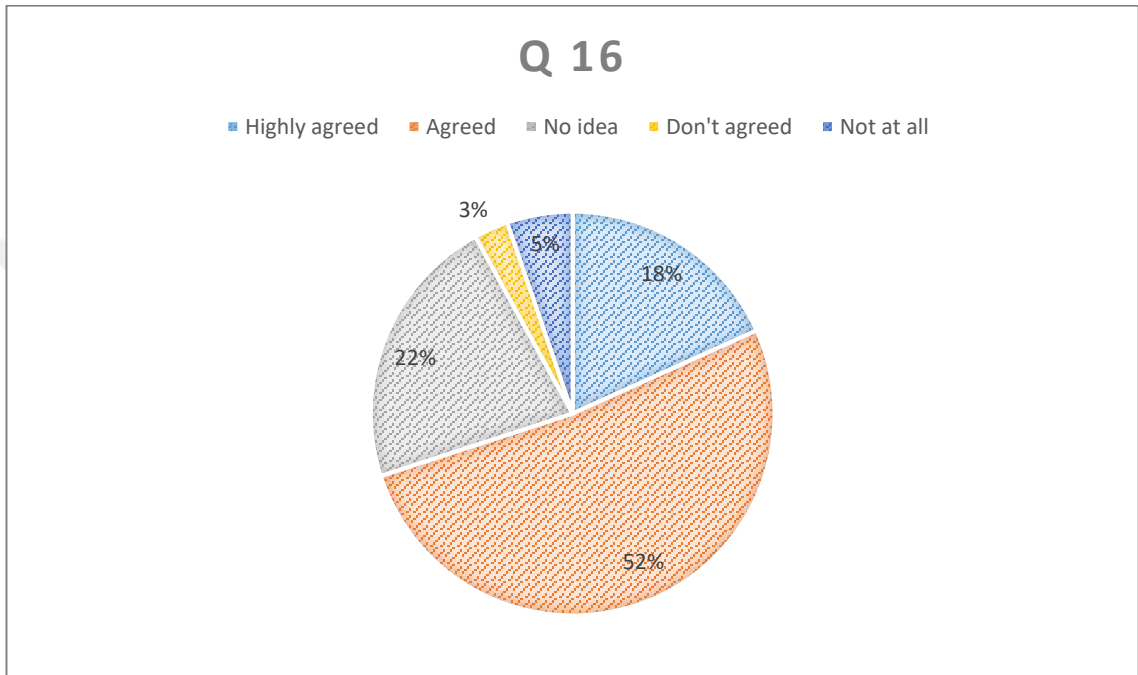
Q 15	Statistics	
	Frequency	Percent
Highly agreed	149	37.25 %
Agreed	140	35 %
No idea	35	8.75 %
Don't agreed	64	16 %
Not at all	12	3 %
Total	400	100 %

Source: Author's estimation

4.7.6 Turkish Sport Tournaments

With accordance to the table below, 207 people with 51,8 which is including half of the respondents are agreed with this reason to visit Turkey. However they are not totally agreed with this issue.

Figure 4.18: Turkish sport tournaments



Source: Author's estimation

Table 4.10: Turkish sport tournaments

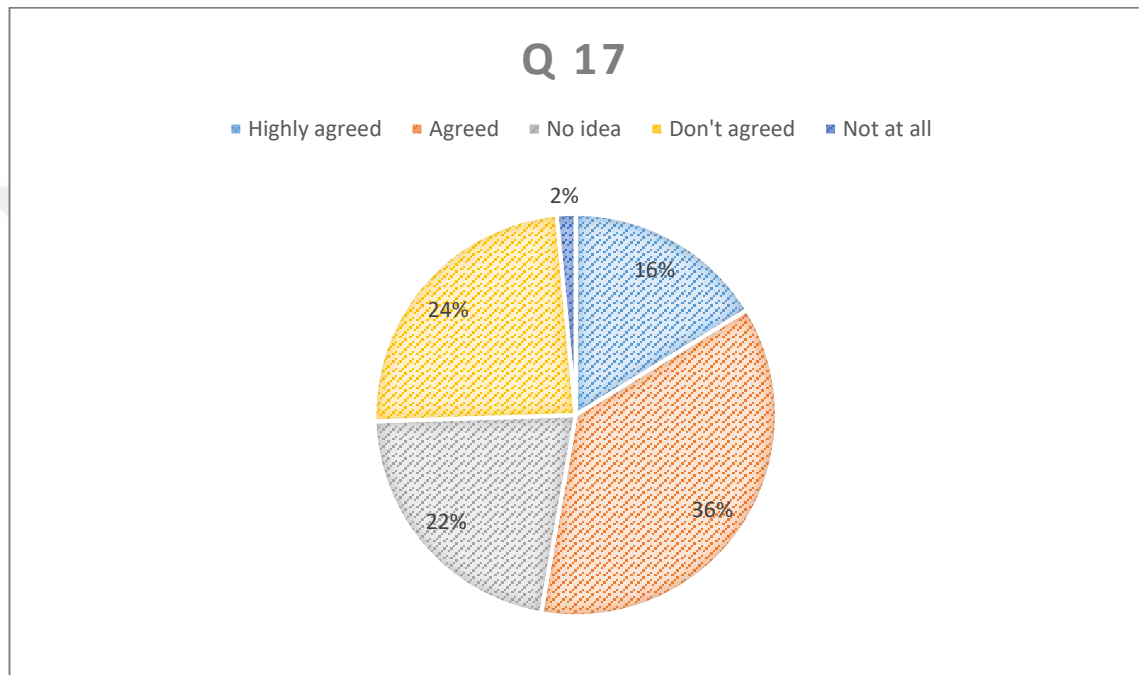
Q 16	Statistics	
	Frequency	Percent
Highly agreed	73	18.25 %
Agreed	207	51.75 %
No idea	88	22 %
Don't agreed	11	2.75 %
Not at all	21	5.25 %
Total	400	100 %

Source: Author's estimation

4.7.7 Turkish People And The Mutuality Of Culture And Similarity Of Language

According to the result distinguished in the table below, Only 6 respondents are not agreed and did not feel close to the Turkish people. On the other hand, 146 people are agreed with this assumption not being highly agreed. Only 65 people were highly agreed with 16,3 percent.

Figure 4.19: Turkish people and the mutuality of culture and similarity of language



Source: Author's estimation

Table: 4.11: Turkish people and the mutuality of culture and similarity of language

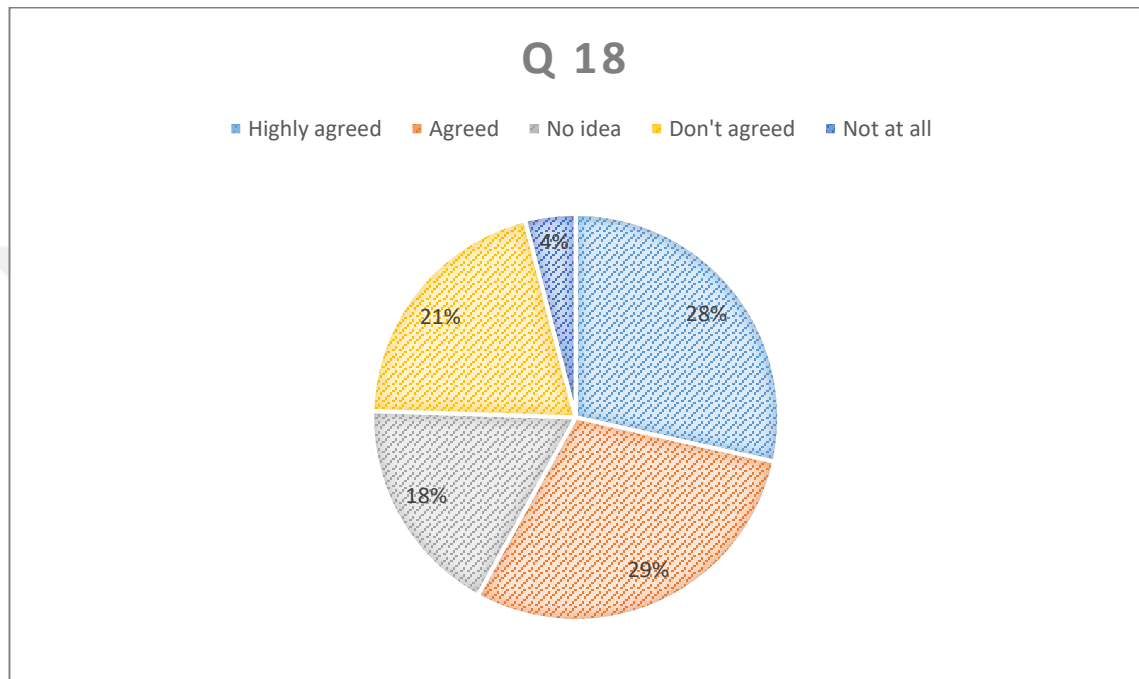
Q 17	Statistics	
	Frequency	Percent
Highly agreed	65	16.25 %
Agreed	146	36.5 %
No idea	87	21.75 %
Don't agreed	96	24 %
Not at all	6	1.5 %
Total	400	100 %

Source: Author's estimation

4.7.8 Turkish People And Hospitable To Iranian People

As we observe in the table below, 114 people are highly agreed and with a close result 118 are agreed that Turkish people are hospitable and to Iranian tourists. Overall around 50 percent of people were agreed.

Figure 4.20: Turkish people and hospitable to Iranian people



Source: Author's estimation

Table 4.12: Turkish people and hospitable to Iranian people

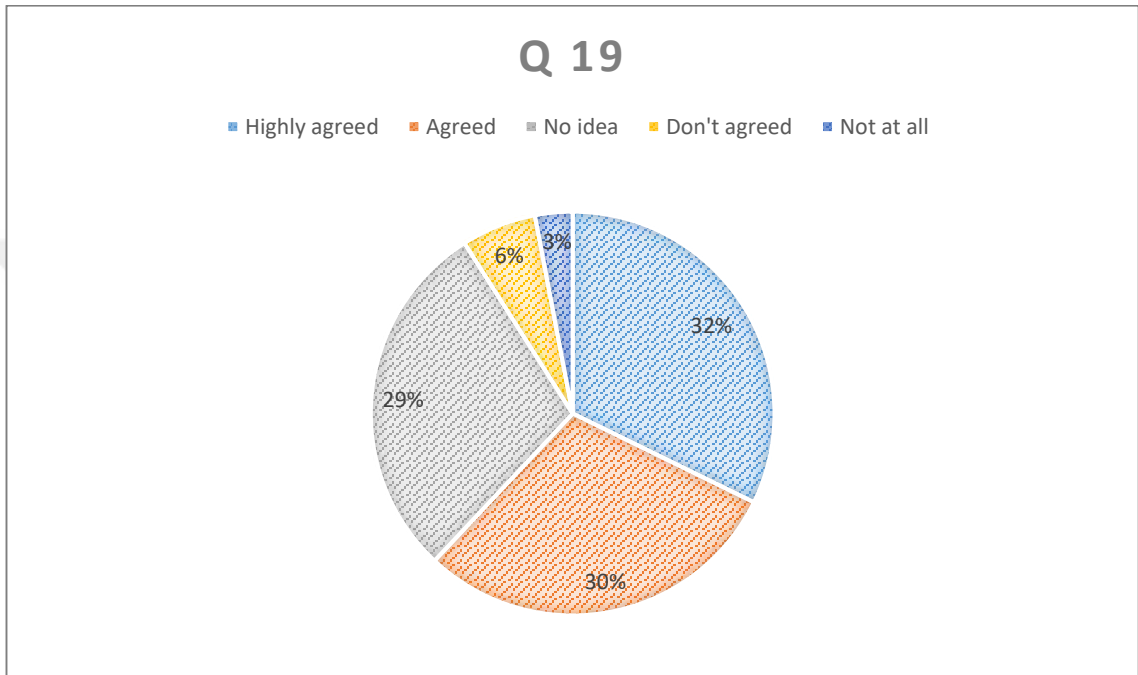
Q 18	Statistics	
	Frequency	Percent
Highly agreed	114	28.5 %
Agreed	118	29.5 %
No idea	70	17.5 %
Don't agreed	82	20.5 %
Not at all	16	4 %
Total	400	100 %

Source: Author's estimation

4.7.9 Turkish Shopping Centers

Turkey is known for its various shopping centers and shopping potential market it has among the tourists. 129 people has mentioned that they are highly agreed with this statement. Totally 32,3 percent of the

Figure 4.21: Turkish shopping centers



Source: Author's estimation

Table 4.13: Turkish shopping centers

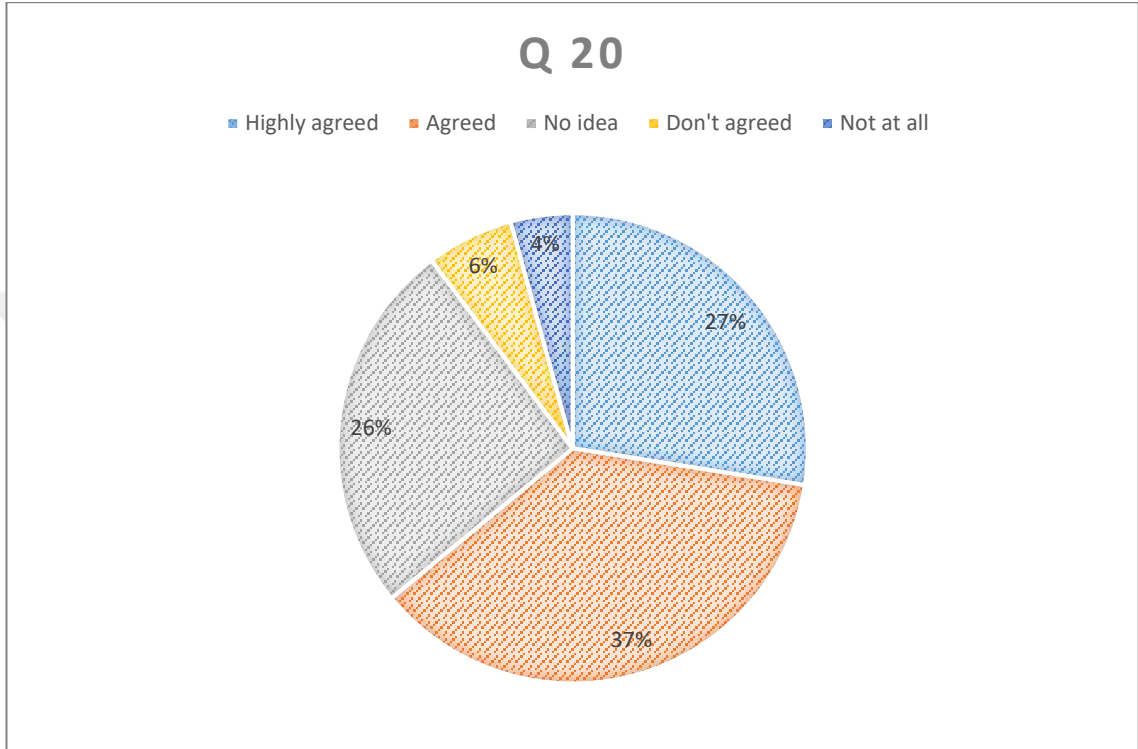
Q 19	Statistics	
	Frequency	Percent
Highly agreed	129	32.25 %
Agreed	119	29.75 %
No idea	116	29 %
Don't agreed	24	6 %
Not at all	12	3 %
Total	400	100 %

Source: Author's estimation

4.7.10 Turkish Competitive Industry With Europe

Out of 400 people according to the chart below, 146 people agreed that Turkey has a competitive industry with Europe.

Figure 4.22: Turkish Competitive industry with Europe



Source: Author's estimation

Table 4.14: Turkish Competitive industry with Europe

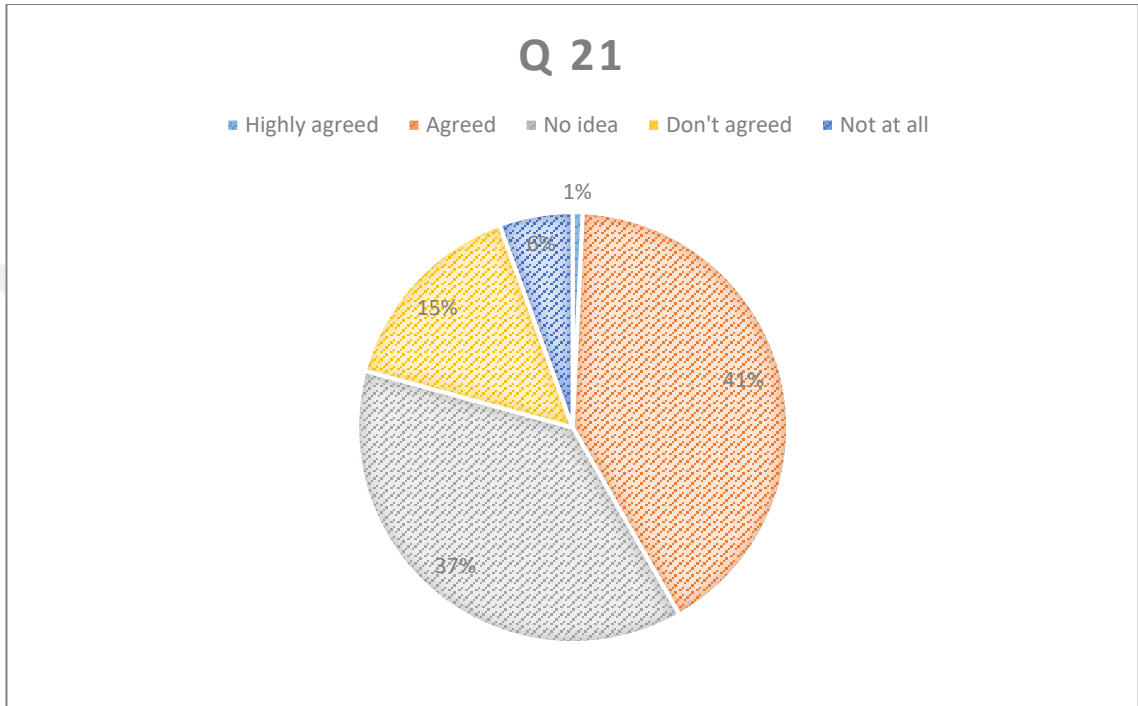
Q 20	Statistics	
	Frequency	Percent
Highly agreed	110	27.5 %
Agreed	146	36.5 %
No idea	103	25.75 %
Don't agreed	24	6 %
Not at all	17	4.25 %
Total	400	100 %

Source: Author's estimation

4.7.11 International Exam In Turkey

According to the table below, people are less interested to participate in examinations in Turkey.

Figure 4.23: International Exam in Turkey



Source: Author's estimation

Table 4.15: International Exam in Turkey

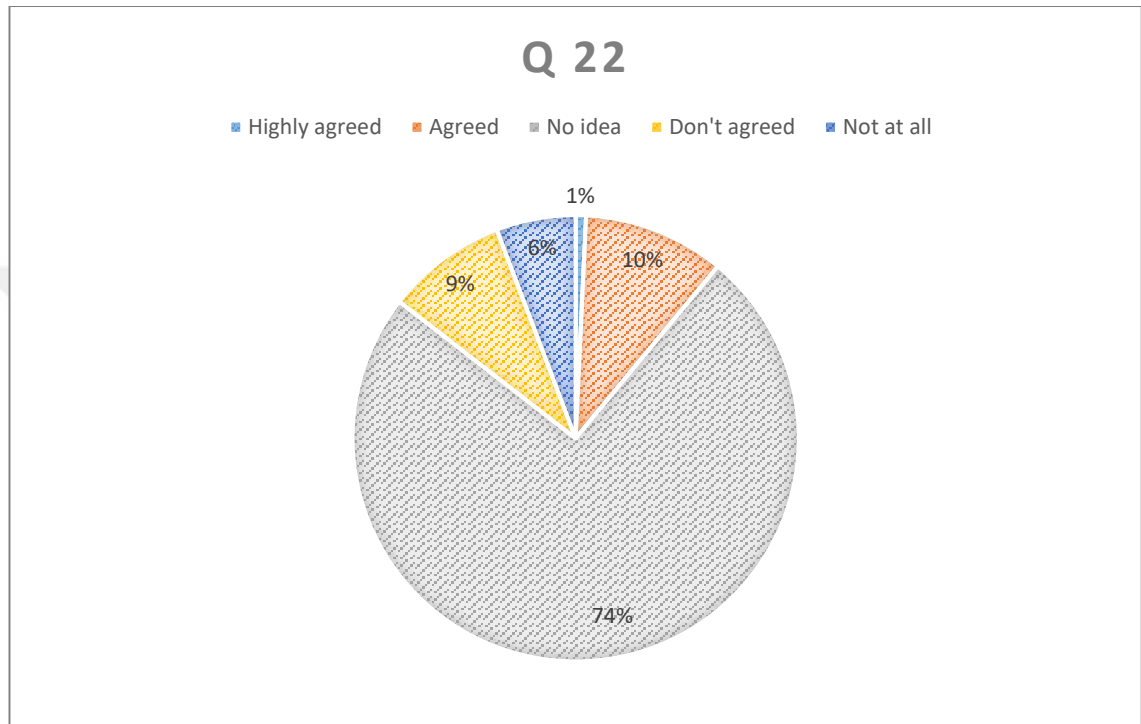
Q 21	Statistics	
	Frequency	Percent
Highly agreed	3	0.75 %
Agreed	164	41 %
No idea	150	37.5 %
Don't agreed	61	15.25 %
Not at all	22	5.5 %
Total	400	100 %

Source: Author's estimation

4.7.12 Recommendations Of the Turkish Medical Facilities

According to the table below, 298 people has no any idea and they have not considered whether they would visit Turkey to use medical facilities with 74,5 percent.

Figure 4.24: Recommendations of the Turkish medical facilities



Source: Author's estimation

Table 4.16: Recommendations of the Turkish medical facilities

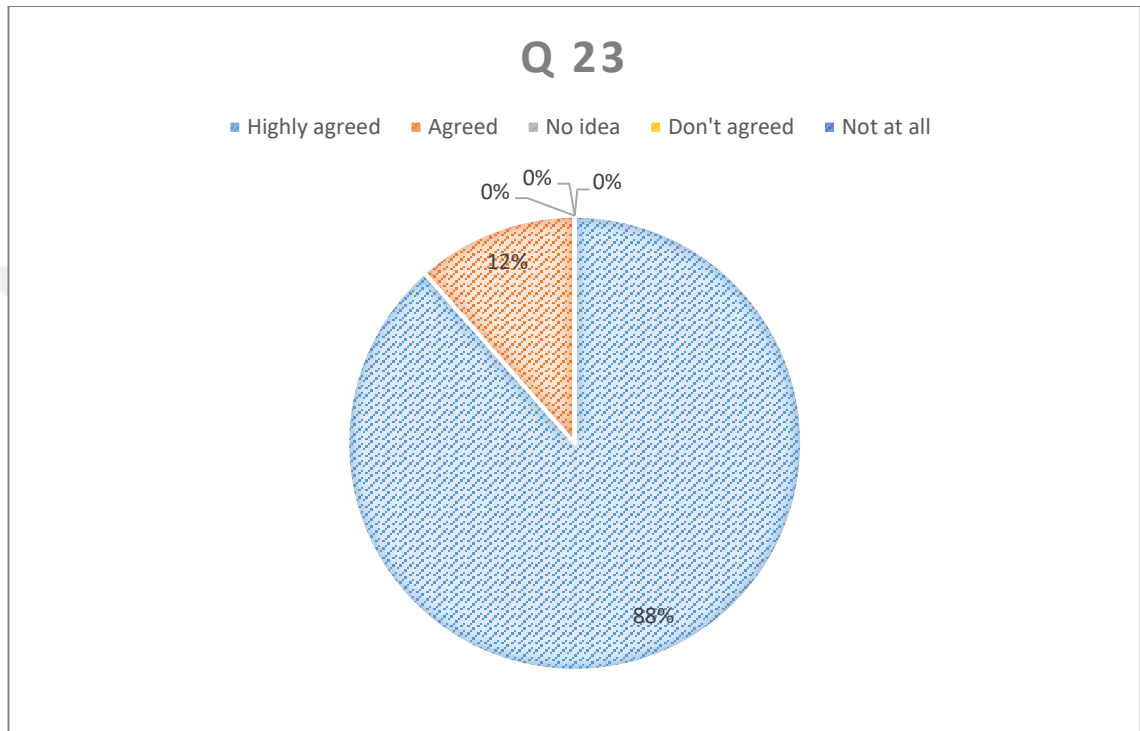
Q 22	Statistics	
	Frequency	Percent
Highly agreed	3	0.75 %
Agreed	41	10.25 %
No idea	298	74.5 %
Don't agreed	35	8.75 %
Not at all	23	5.75 %
Total	400	100 %

Source: Author's estimation

4.7.13 Ease Of Regulations On Getting a Visa In Turkey.

According to the table below, mostly all the people participated in this survey are highly agreed and agreed with this statement.

Figure 4.25: Ease of Regulations on Getting a Visa in Turkey



Source: Author's estimation

Table 4.17: Ease of Regulations on Getting a Visa in Turkey

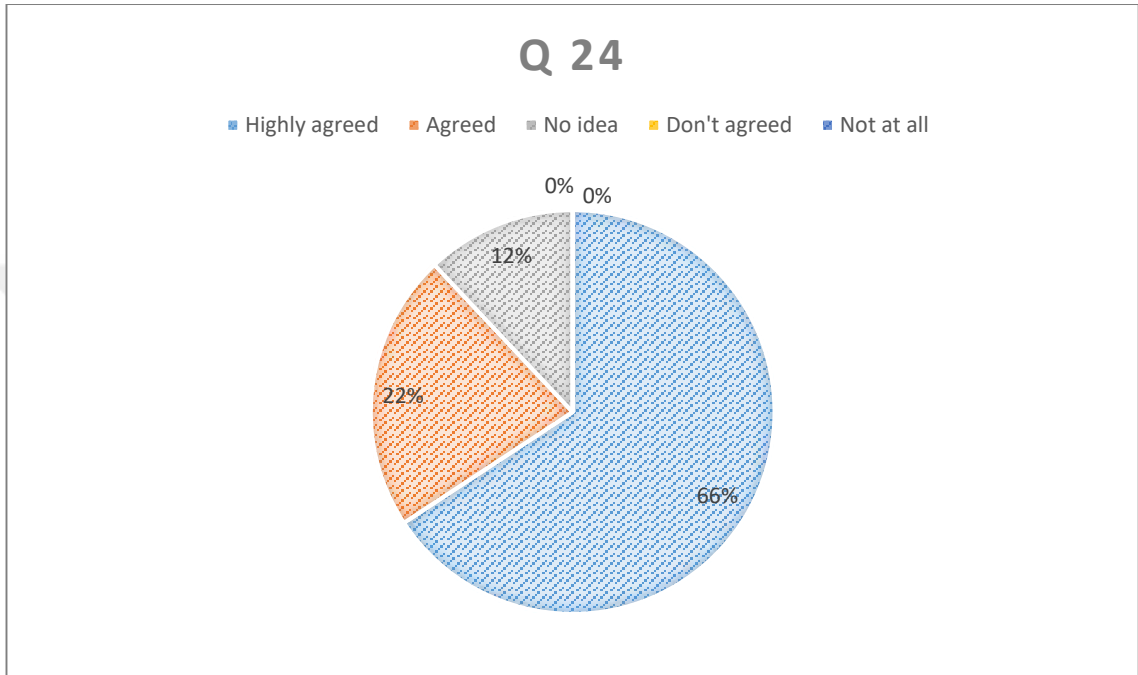
Q 23	Statistics	
	Frequency	Percent
Highly agreed	354	88.5 %
Agreed	46	11.5 %
No idea	0	0 %
Don't agreed	0	0 %
Not at all	0	0 %
Total	400	100 %

Source: Author's estimation

4.7.14 Turkey And Requesting Visas For Other Countries

As we observe in the table below, the number of people with the response of fully agreed are 263 people which has the highest percentage of 65,8 among the others.

Figure 4.26: Turkey and requesting visas for other countries



Source: Author's estimation

Table 4.18: Turkey and requesting visas for other countries

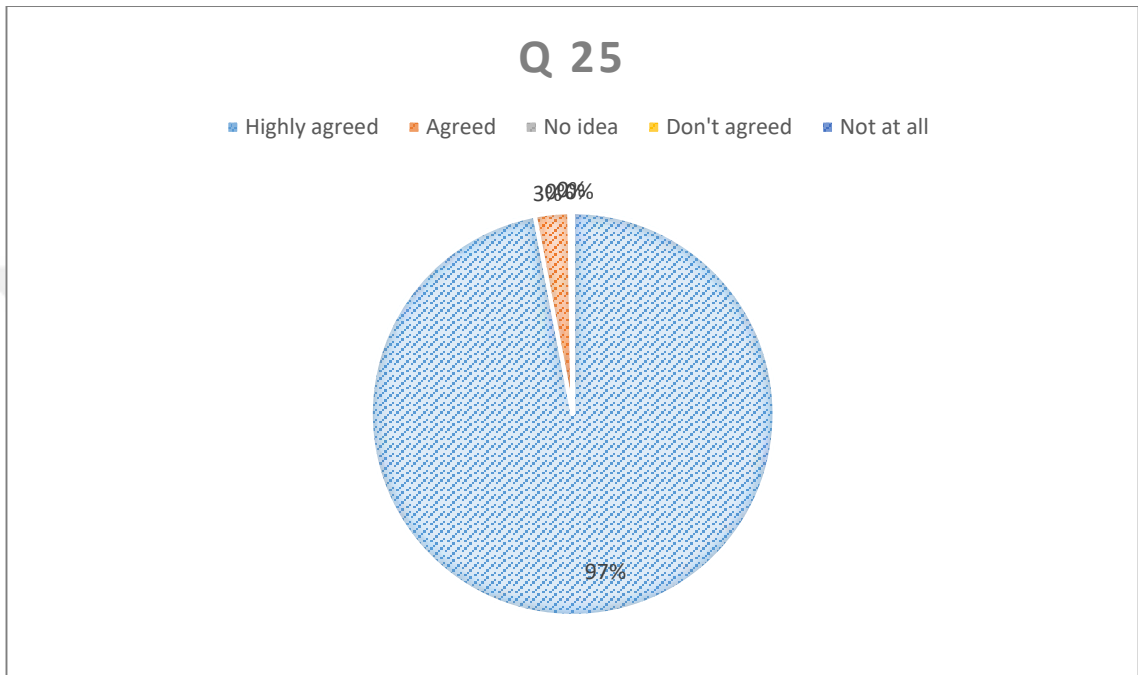
Q 24	Statistics	
	Frequency	Percent
Highly agreed	263	65.75 %
Agreed	89	22.25 %
No idea	48	12 %
Don't agreed	0	0 %
Not at all	0	0 %
Total	400	100 %

Source: Author's estimation

4.7.15 Using Turkey As a Hub To Fly To Other Countries

According to the table below, most of the people as of 97 percent are highly agreed that they would use Turkey as a hub to fly to other countries.

Figure 4.27: Using Turkey as a hub to fly to other countries



Source: Author's estimation

Table 4.19: Using Turkey as a hub to fly to other countries

Q 25	Statistics	
	Frequency	Percent
Highly agreed	388	97 %
Agreed	11	2.75 %
No idea	1	0.25 %
Don't agreed	0	0 %
Not at all	0	0 %
Total	400	100 %

Source: Author's estimation

4.7.16 Tourists Have Travelled To Turkey Times

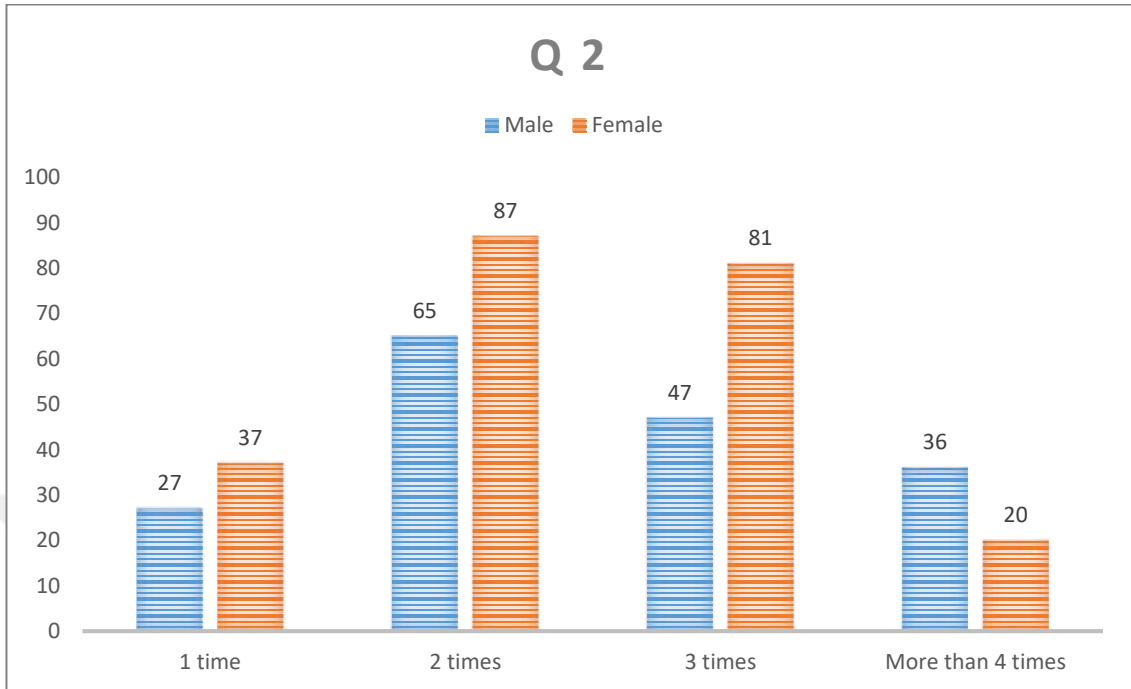
People has travelled to Turkey in between 2-3 times in total. For female this percentage is higher rather than men. However, in total men has travelled more than 4 times in number more than women with the frequency of 36 to 20.

Table 4.20: Tourists have travelled to Turkey Times (Male-Female)

Gender	...	Statistics	
		Frequency	Percent
Male	1 time	27	15.4 %
	2 times	65	37.1 %
	3 times	47	28.9 %
	More than 4 times	36	20.6 %
	Total	175	100 %
Female	1 time	37	14.4 %
	2 times	87	36.7 %
	3 times	81	36.0 %
	More than 4 times	20	8.9 %
	Total	225	100 %

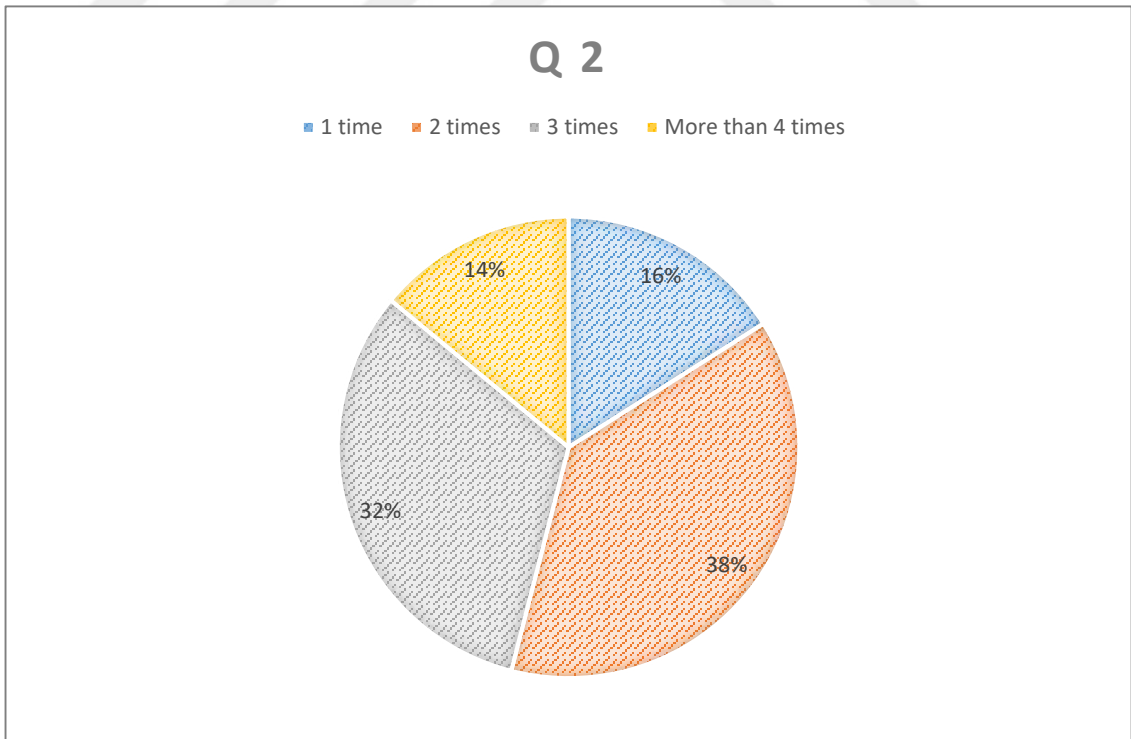
Source: Author's estimation

Figure 4.28: Tourists have travelled to Turkey Times (Male-Female)



Source: Author's estimation

Figure 4.29: Tourists have travelled to Turkey Times



Source: Author's estimation

4.7.17 Last Time People Travelled To Turkey

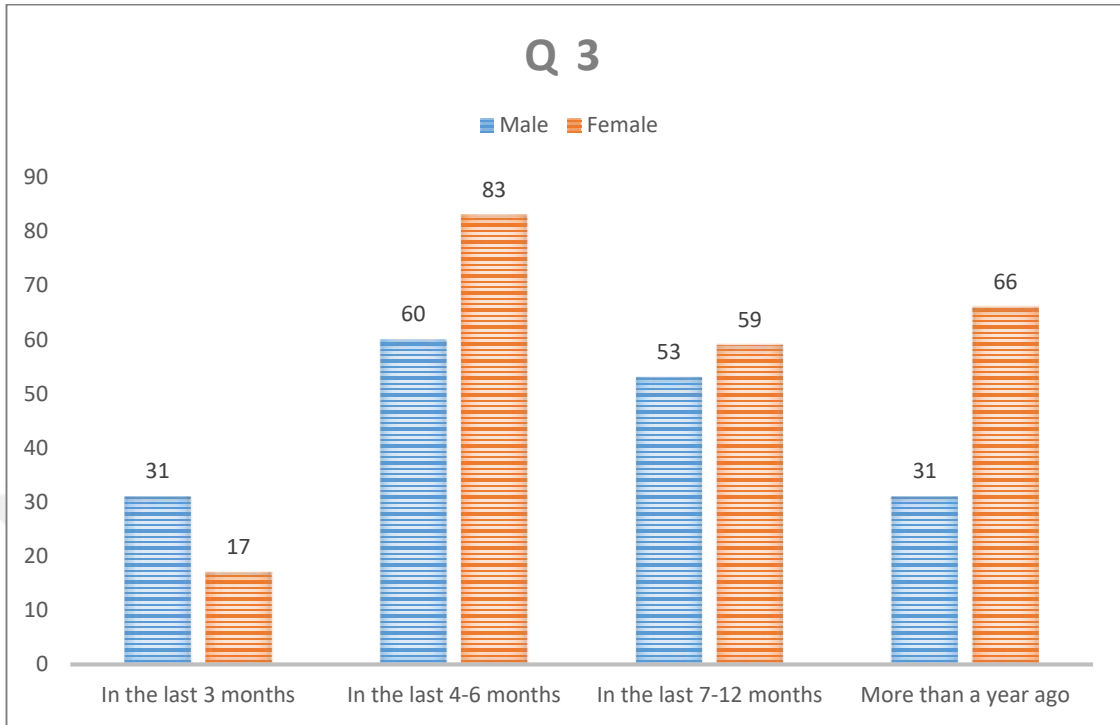
Overall in between 4-6 months people has travelled to Turkey. Overall the number of women and men were equal in this data collecting. The number of tourists who have travelled to Turkey within the closest period which is 3 months is the least among both men and women.

Table 4.21: last time people travelled to Turkey (Male-Female)

Gender	...	Statistics	
		Frequency	Percent
Male	In the last 3 months	31	17.7 %
	In the last 4-6 months	60	34.3 %
	In the last 7-12 months	53	30.3 %
	More than a year ago	31	17.7 %
	Total	175	100 %
Female	In the last 3 months	17	7.6 %
	In the last 4-6 months	83	36.9 %
	In the last 7-12 months	59	26.2 %
	More than a year ago	66	29.3 %
	Total	225	100 %

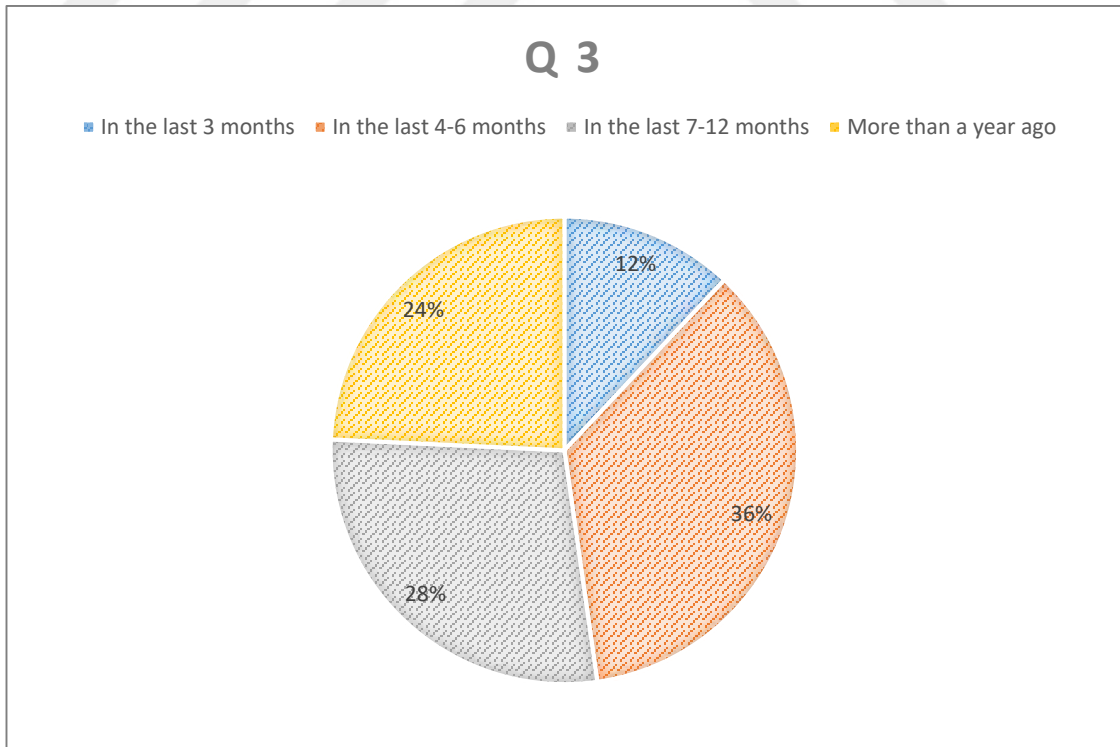
Source: Author's estimation

Figure 4.30: last time people travelled to Turkey (Male-Female)



Source: Author's estimation

Figure 4.31: last time people travelled to Turkey



Source: Author's estimation

4.7.18 Number Of Times People Travel To Turkey In a Year

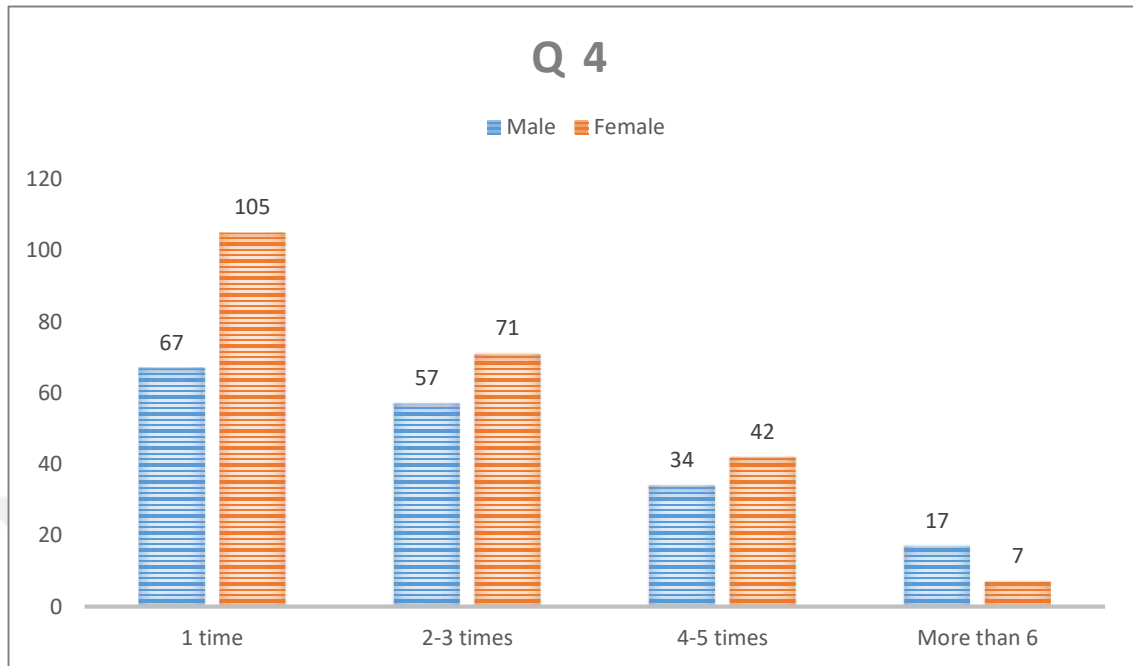
Every person participated in this survey has at least travelled to Turkey for once. Among women the number of tourists who have travelled to Turkey is higher than men.

In the second highest also women are leading the rates to visit Turkey for 2-3 times.

Table 4.22: Number of Times people travel to Turkey in a year (Male-Female)

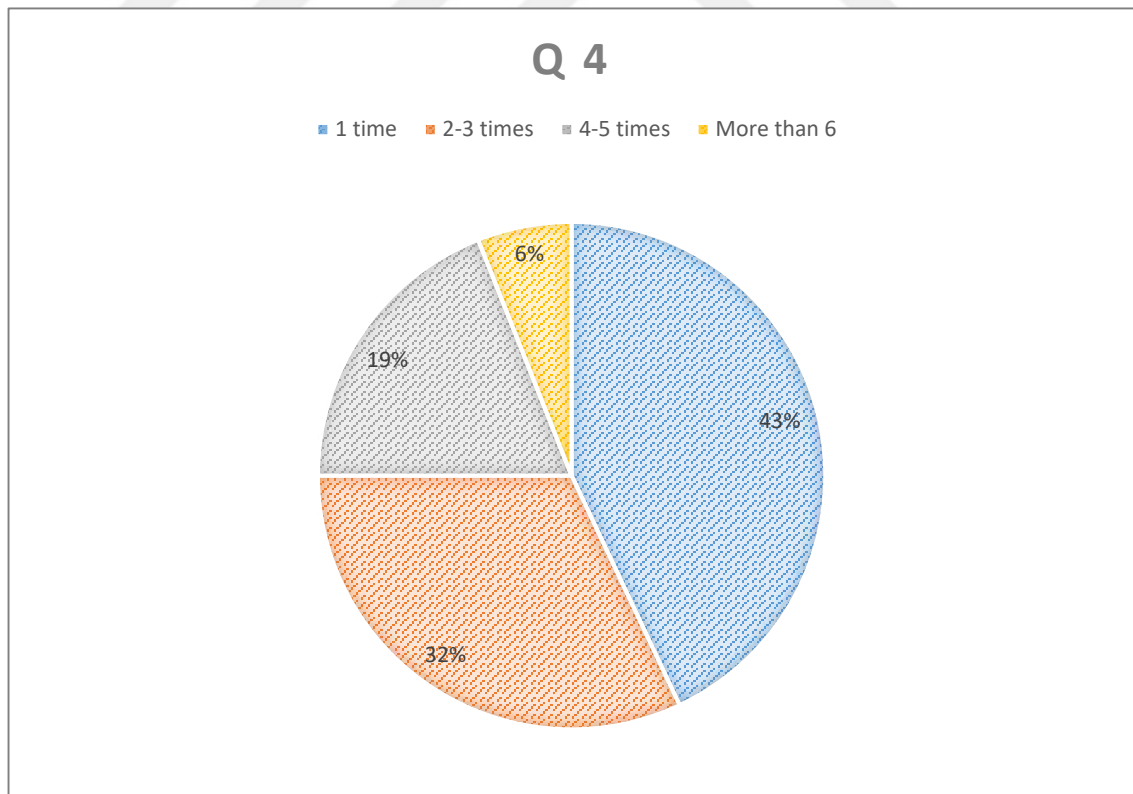
Gender	...	Statistics	
		Frequency	Percent
Male	1 time	67	38.3 %
	2-3 times	57	32.6 %
	4-5 times	34	19.4 %
	More than 6	17	9.7 %
	Total	175	100 %
Female	1 time	105	46.7 %
	2-3 times	71	31.5 %
	4-5 times	42	18.7 %
	More than 6	7	3.1 %
	Total	225	100 %

Figure 4.32: Number of Times people travel to Turkey in a year (Male-Female)



Source: Author's estimation

Figure 4.33: Number of Times people travel to Turkey in a year



Source: Author's estimation

4.7.19 The Time Span The People Spend In Turkey

On average people and both men and women spend mostly between 2-4 nights. Again here the women are more in number rather than men.

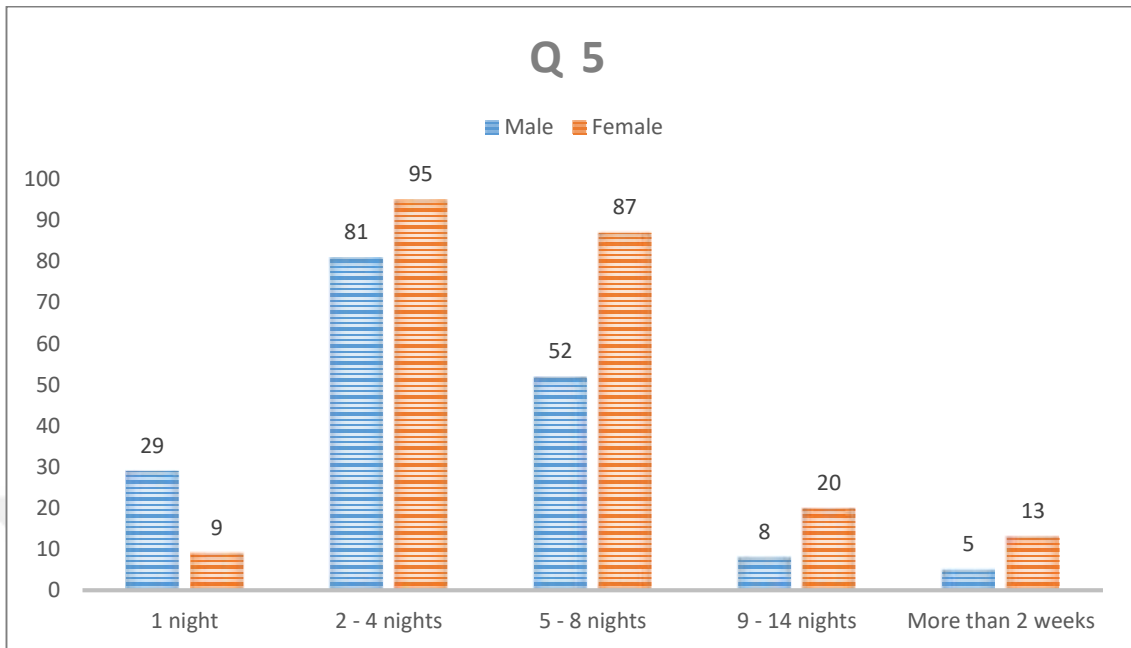
After That the second highest rate is from 5-8 nights with again the more number of women responding. Overall, we can observe that the number of nights preferred to stay is between 2-4 nights.

Table 4.23: The time span the people spend in Turkey (Male-Female)

Gender	...	Statistics	
		Frequency	Percent
Male	1 night	29	16.6 %
	2 - 4 nights	81	46.3 %
	5 - 8 nights	52	29.7 %
	9 - 14 nights	8	4.6 %
	More than 2 weeks	5	2.9 %
	Total	175	100 %
Female	1 night	9	4.0 %
	2 - 4 nights	95	42.2 %
	5 - 8 nights	87	38.7 %
	9 - 14 nights	20	8.9 %
	More than 2 weeks	13	5.8 %
	Total	225	100 %

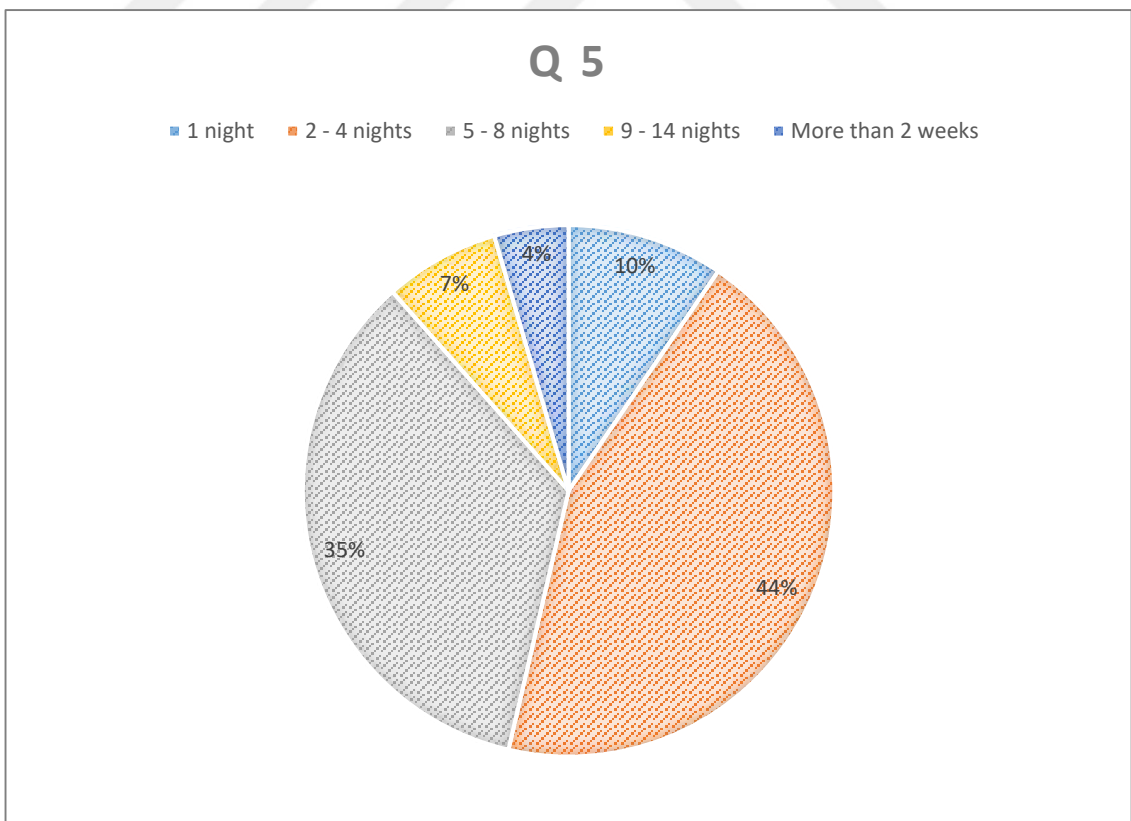
Source: Author's estimation

Figure 4.34: The time span the people spend in Turkey (Male-Female)



Source: Author's estimation

Figure 4.35: The time span the people spend in Turkey



Source: Author's estimation

4.7.20 Organizing Travel By Tourists

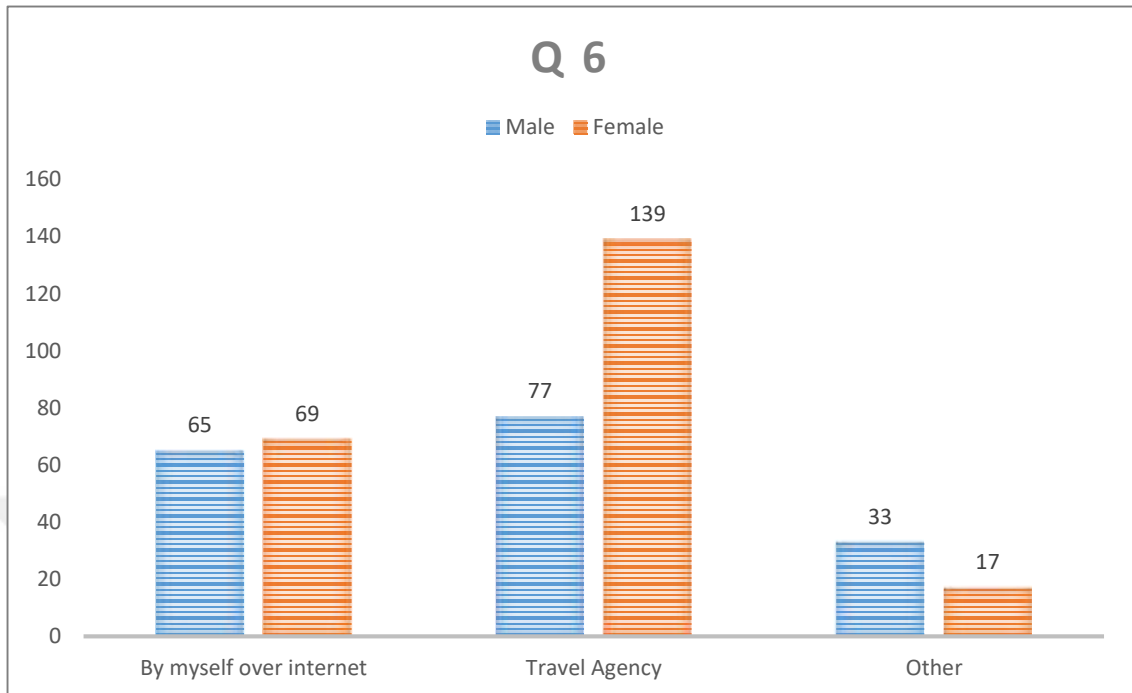
According to the table below, the number of people who would like to arrange their travel by themselves are women and by travel agency. Also men prefer the travel agencies to organize their trip with the highest rate as we observe below.

Table 4.24: Organizing Travel by tourists (Male-Female)

Gender	...	Statistics	
		Frequency	Percent
Male	By myself over internet	65	37.1 %
	Travel Agency	77	44.0 %
	Other	33	18.9 %
	Total	175	100 %
Female	By myself over internet	69	30.7 %
	Travel Agency	139	61.8 %
	Other	17	7.6 %
	Total	225	100 %

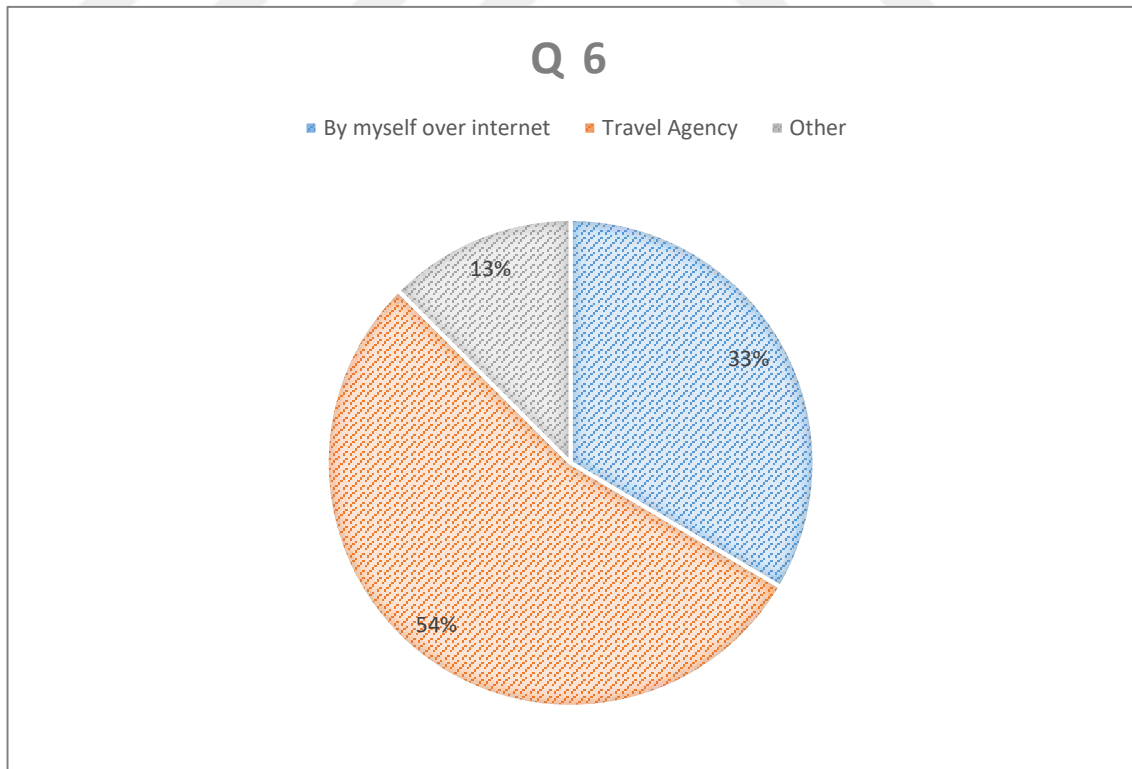
Source: Author's estimation

Figure 4.36: Organizing Travel by tourists (Male-Female)



Source: Author's estimation

Figure 4.37: Organizing Travel by tourists



Source: Author's estimation

4.7.21 Type Of Accommodation Would You Prefer While You Are Traveling To Turkey

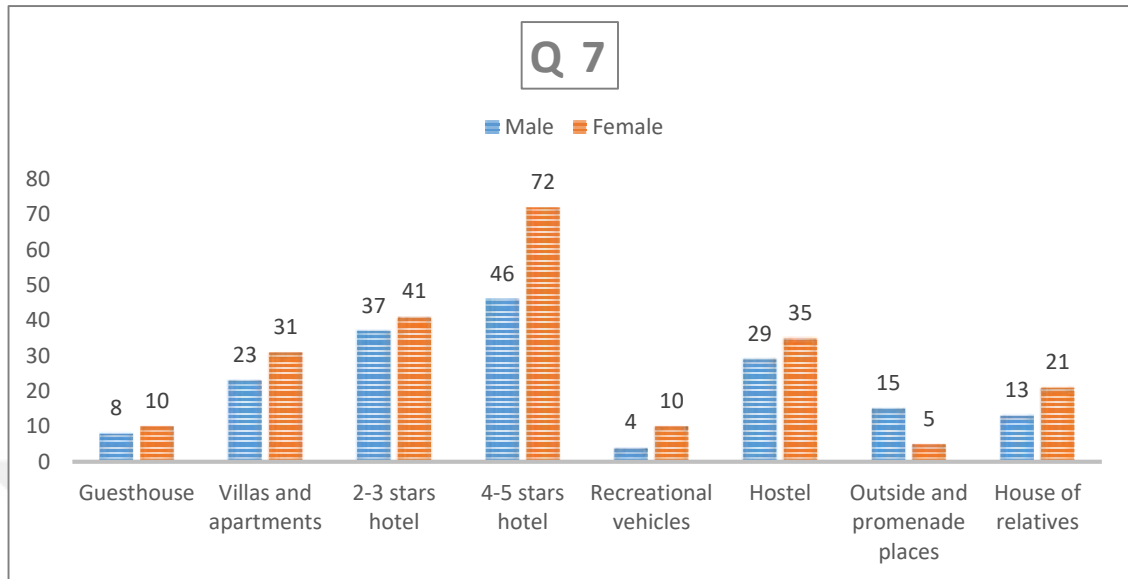
Both men and women prefer to stay in the 4-5 star hotel while their travel in Turkey. After that the second highest response belong to 2-3 star hotels. Again in here for women the frequency is higher rather than men except staying outside which is preferred by men most.

Table 4.25: Type of accommodation would you prefer while you are traveling to Turkey (Male-Female)

Gender	...	Statistics	
		Frequency	Percent
Male	Guesthouse	8	4.6 %
	Villas and apartments	23	13.1 %
	2-3 stars hotel	37	21.1 %
	4-5 stars hotel	46	26.3 %
	Recreational vehicles	4	2.3 %
	Hostel	29	16.6 %
	Outside and promenade places	15	8.6 %
	House of relatives	13	7.4 %
	Total	175	100 %
Female	Guesthouse	10	4.4 %
	Villas and apartments	31	13.8 %
	2-3 stars hotel	41	18.2 %
	4-5 stars hotel	72	32.0 %
	Recreational vehicles	10	4.4 %
	Hostel	35	15.6 %
	Outside and promenade places	5	2.2 %
	House of relatives	21	9.3 %
	Total	225	100 %

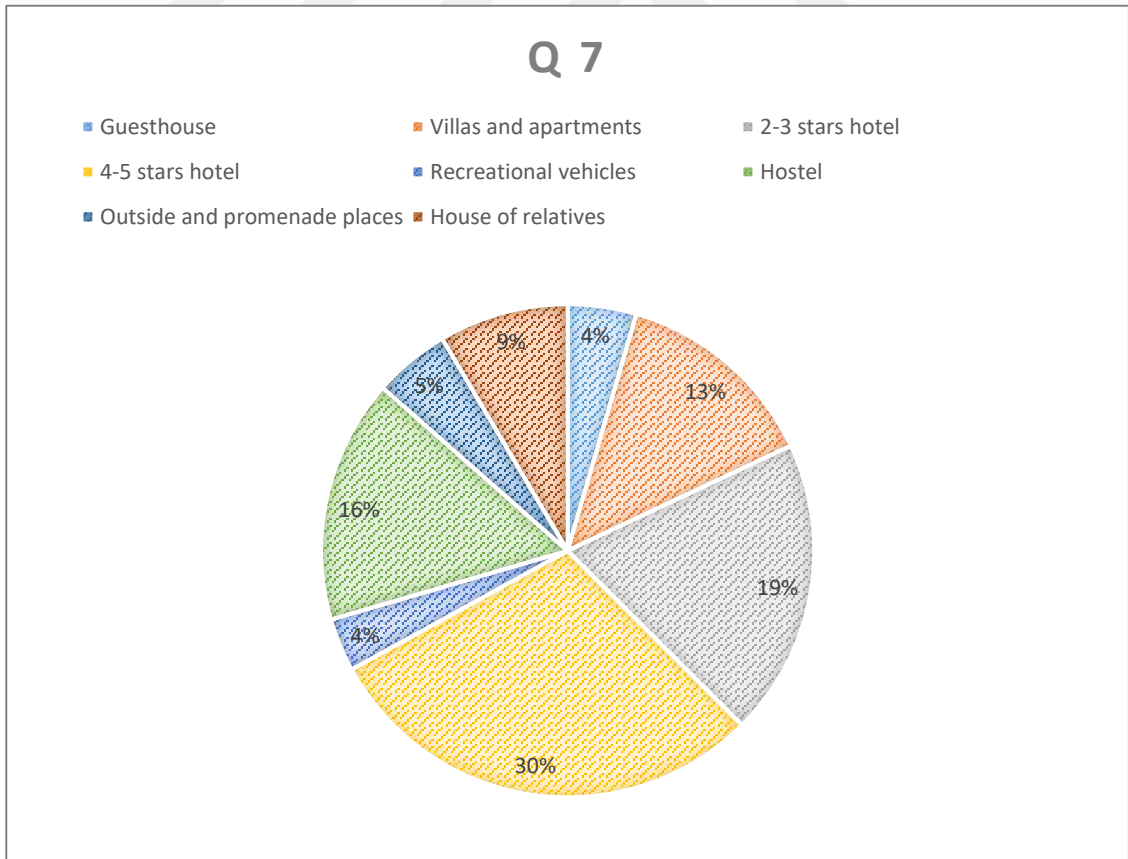
Source: Author's estimation

Figure 4.38: Type of accommodation would you prefer while you are traveling to Turkey (Male-Female)



Source: Author's estimation

Figure 4.39: Type of accommodation would you prefer while you are traveling to Turkey



Source: Author's estimation

4.7.22 Types Of Transportation Tourists Would Prefer

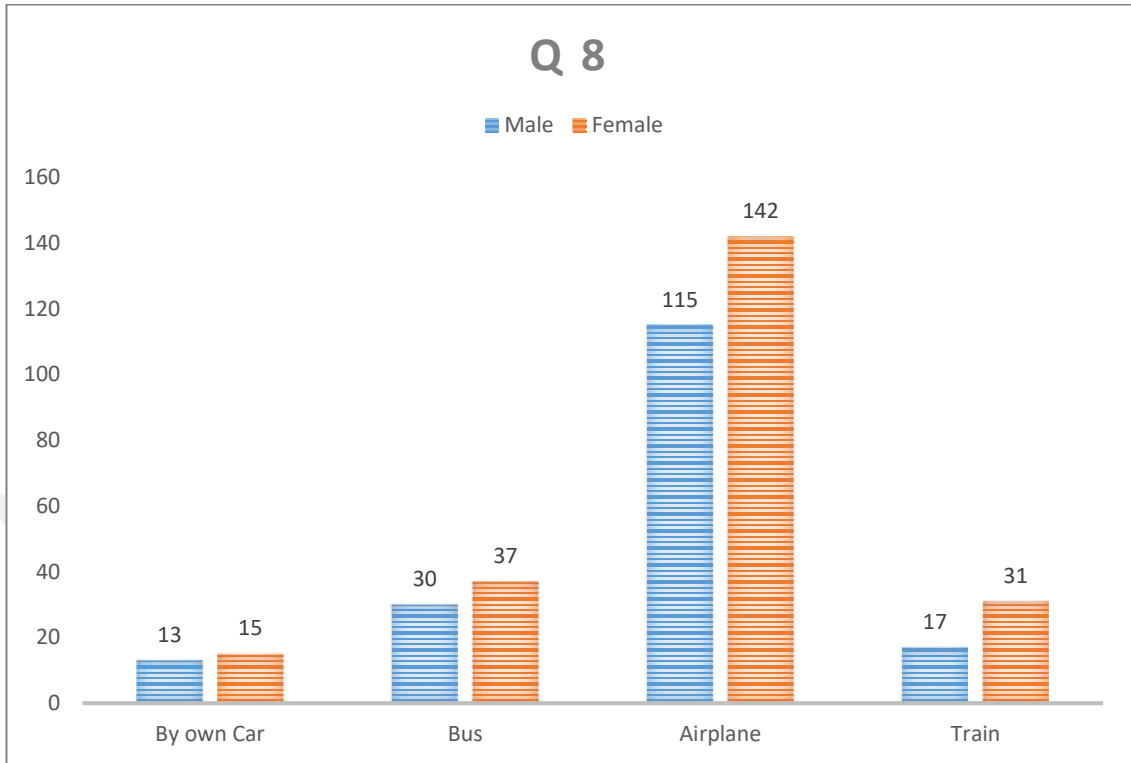
Airplane is highly preferred among both men and female and in total. Travel by own car is the least preferred type of transportation to travel to Turkey.

Table 4.26: Types of transportation tourists would prefer (Male-Female)

Gender	...	Statistics	
		Frequency	Percent
Male	By own Car	13	7.4 %
	Bus	30	17.1 %
	Airplane	125	65.7 %
	Train	7	9.7 %
	Total	175	100 %
Female	By own Car	15	6.7 %
	Bus	37	16.4 %
	Airplane	132	63.1 %
	Train	41	13.8 %
	Total	225	100 %

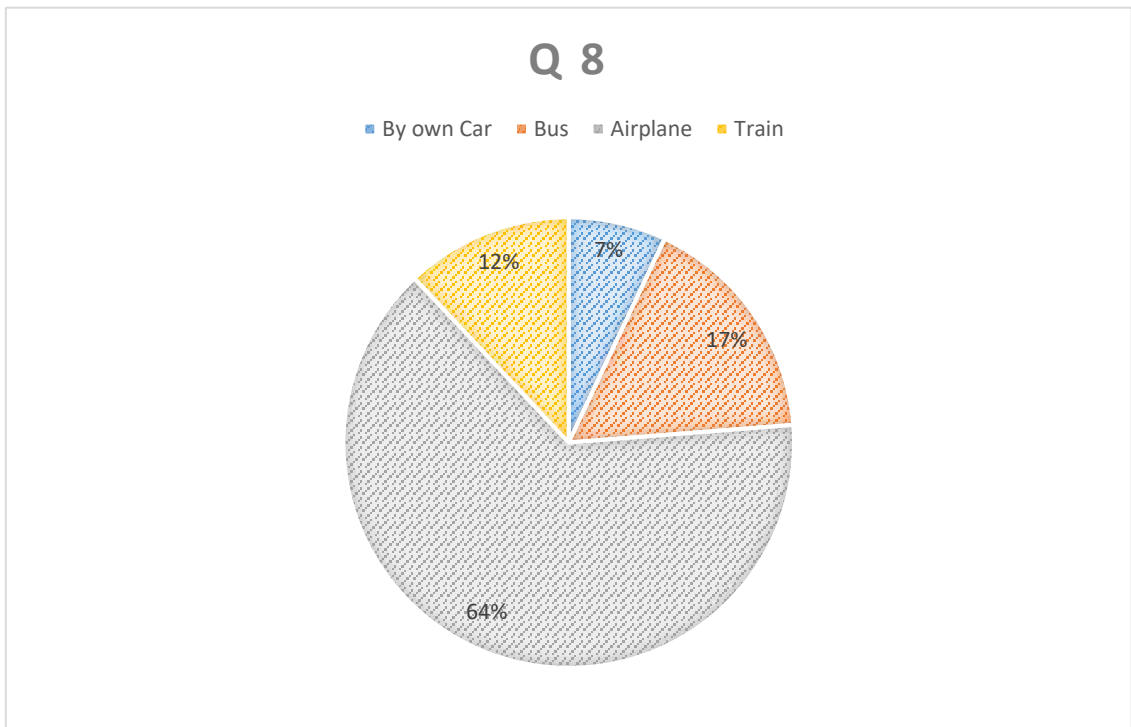
Source: Author's estimation

Figure 4.40: Types of transportation tourists would prefer (Male-Female)



Source: Author's estimation

Figure 4.40: Types of transportation tourists would prefer



Source: Author's estimation

4.7.23 The Purpose Of Tourists Visits To Turkey

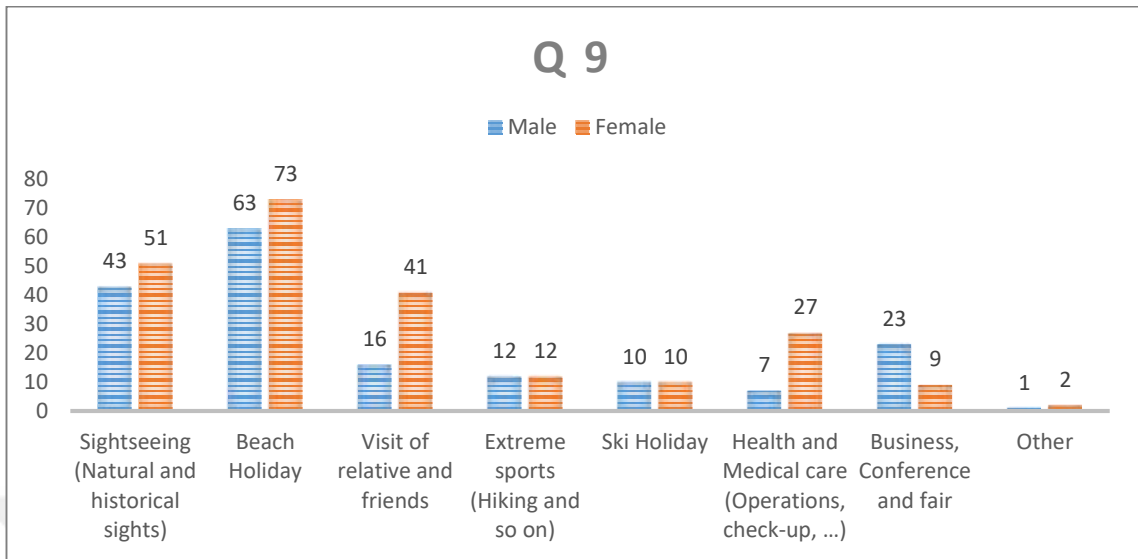
According to the result below, the most highest rate belongs to the beach holiday for both men and women. However, the rates are so close to each other in the following table.

Table 4.27: The purpose of tourists visits to Turkey (Male-Female)

Gender	...	Statistics	
		Frequency	Percent
Male	Sightseeing (Natural and historical sights)	43	24.6 %
	Beach Holiday	63	36.0 %
	Visit of relative and friends	16	9.1 %
	Extreme sports (Hiking and so on)	12	6.9 %
	Ski Holiday	10	5.7 %
	Health and Medical care (Operations, check-up, ...)	7	4.0 %
	Business, Conference and fair	23	13.1 %
	Other	1	0.6 %
	Total	175	100 %
	Female	Sightseeing (Natural and historical sights)	51
Beach Holiday		73	32.4 %
Visit of relative and friends		41	18.2 %
Extreme sports (Hiking and so on)		12	5.3 %
Ski Holiday		10	4.4 %
Health and Medical care (Operations, check-up, ...)		27	12.0 %
Business, Conference and fair		9	4.0 %
Other		2	0.9 %
Total		225	100 %

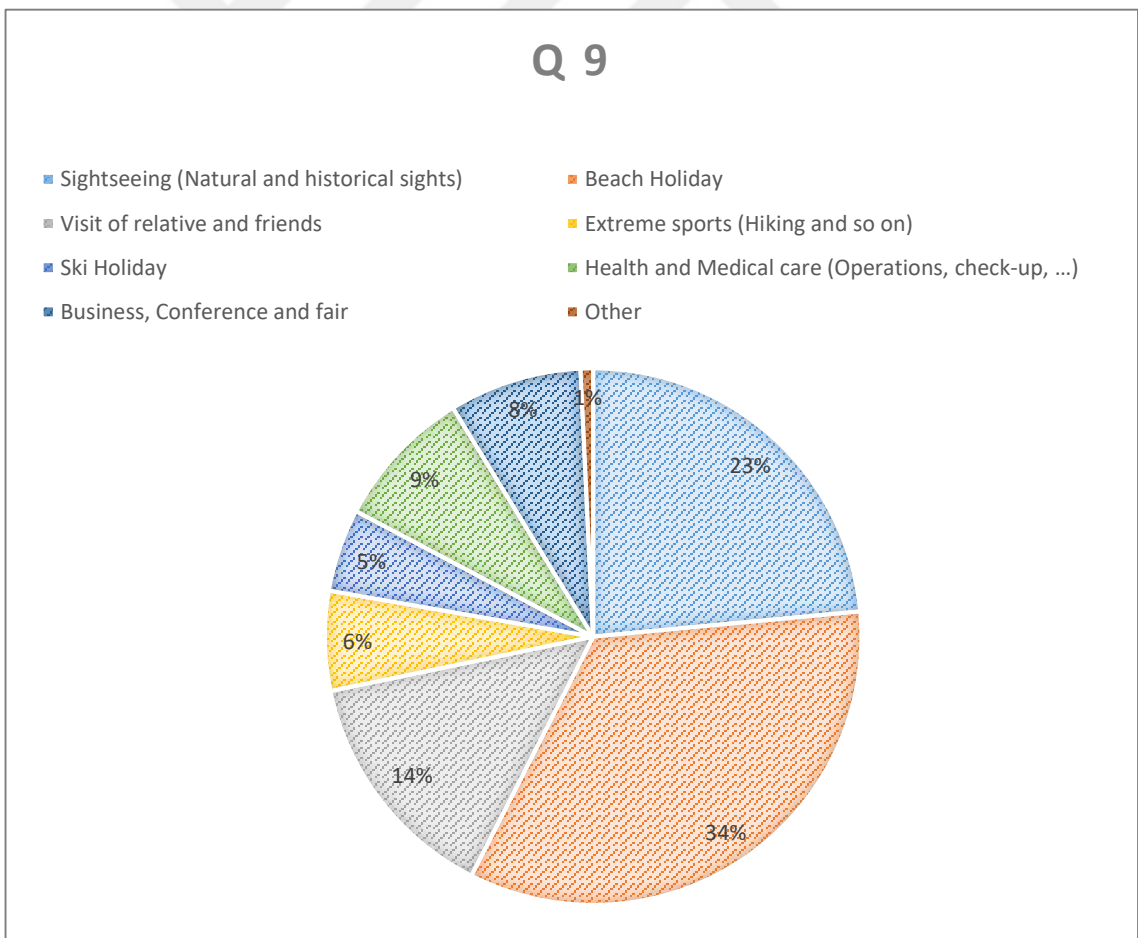
Source: Author's estimation

Figure 4.42: The purpose of tourists visits to Turkey (Male-Female)



Source: Author's estimation

Figure 4.43: The purpose of tourists visits to Turkey



Source: Author's estimation

4.7.24 The Reason Tourists Prefer Turkey For Their Holiday

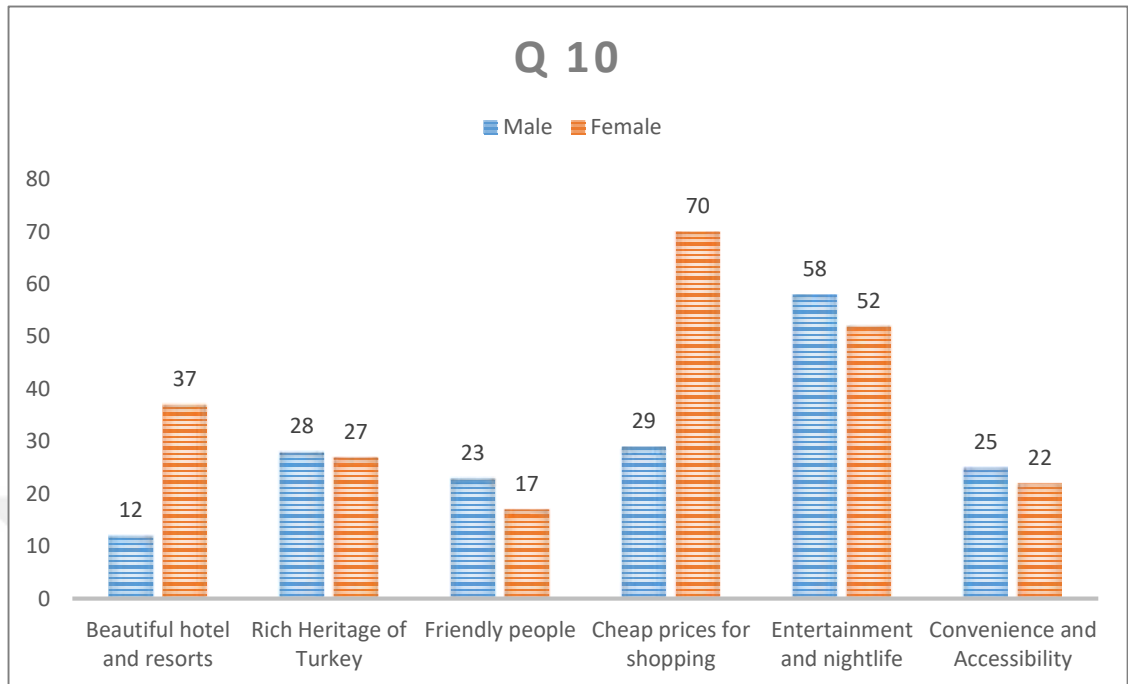
Iranians seek for shopping and the highest response belongs to the women with 70 people in total. Nightlife and entertainment is the second preferred option to visit Turkey and it is preferred by men more than women.

Table 4.28: The reason tourists prefer Turkey for their holiday (Male-Female)

Gender	...	Statistics	
		Frequency	Percent
Male	Beautiful hotel and resorts	12	6.9 %
	Rich Heritage of Turkey	28	16.0 %
	Friendly people	23	13.1 %
	Cheap prices for shopping	29	16.6 %
	Entertainment and nightlife	58	33.1 %
	Convenience and Accessibility	25	14.3 %
	Total	175	100 %
Female	Beautiful hotel and resorts	37	9.3 %
	Rich Heritage of Turkey	27	6.8 %
	Friendly people	17	4.3 %
	Cheap prices for shopping	70	17.5 %
	Entertainment and nightlife	52	13.0 %
	Convenience and Accessibility	22	5.5 %
	Total	225	100 %

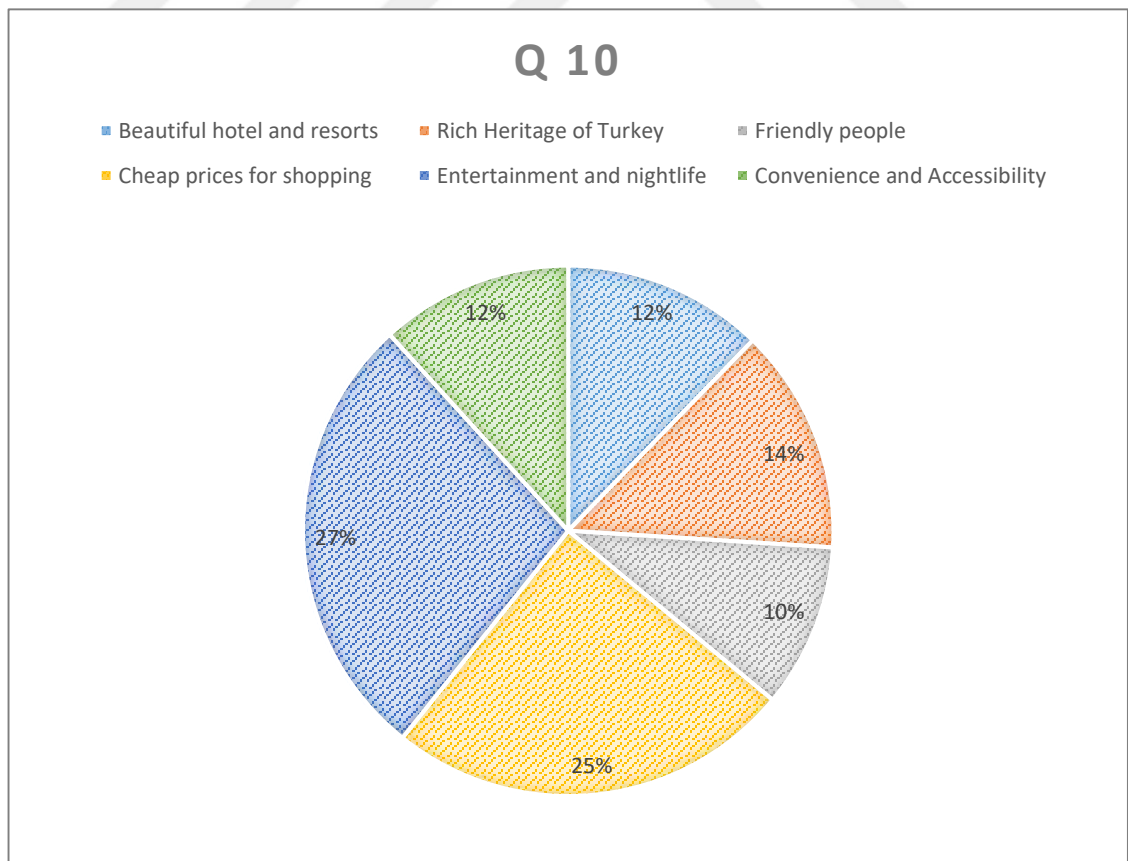
Source: Author's estimation

Figure 4.44: The reason tourists prefer Turkey for their holiday (Male-Female)



Source: Author's estimation

Figure 4.45: The reason tourists prefer Turkey for their holiday



Source: Author's estimation

4.7.25 Factors Disturbing Tourists During Their Holiday In Turkey

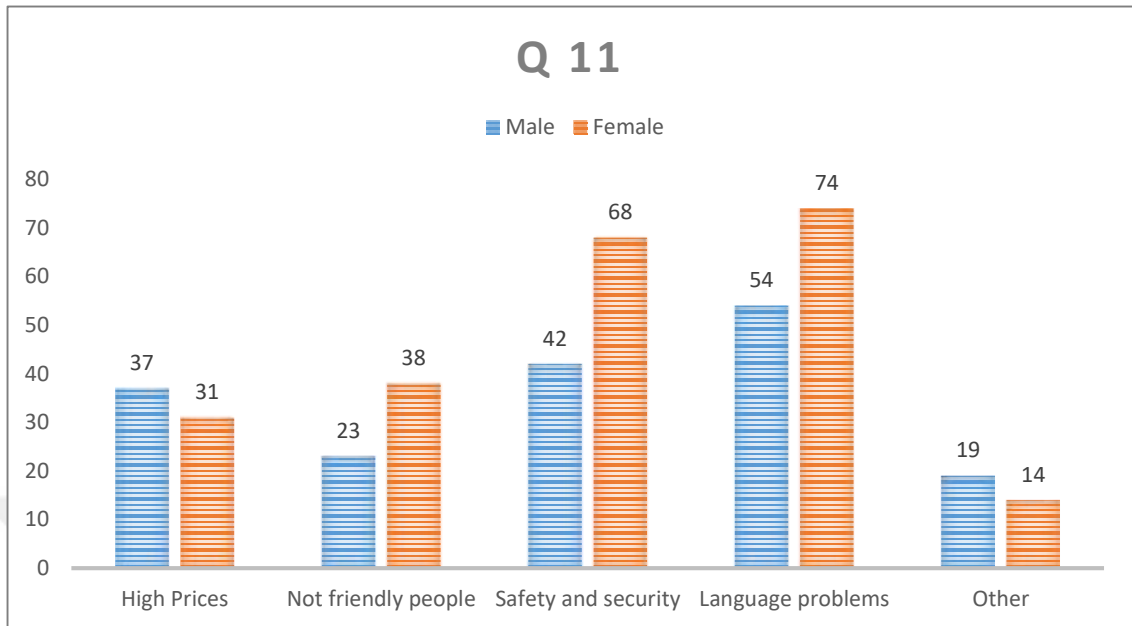
Language is the most problematic factor that disturbs the Iranian tourists for both women and men and women the highest. Afterwards the security was the second factor. According to the men, Prices are disturbing more rather than females.

Table 4.29: Factors disturbing tourists during their holiday in Turkey (Male-Female)

Gender	...	Statistics	
		Frequency	Percent
Male	High Prices	37	21.1 %
	Not friendly people	23	13.1 %
	Safety and security	42	24.0 %
	Language problems	54	30.9 %
	Other	19	10.9 %
	Total	175	100 %
Female	High Prices	31	13.8 %
	Not friendly people	38	16.9 %
	Safety and security	68	30.2 %
	Language problems	74	32.9 %
	Other	14	6.2 %
	Total	225	100 %

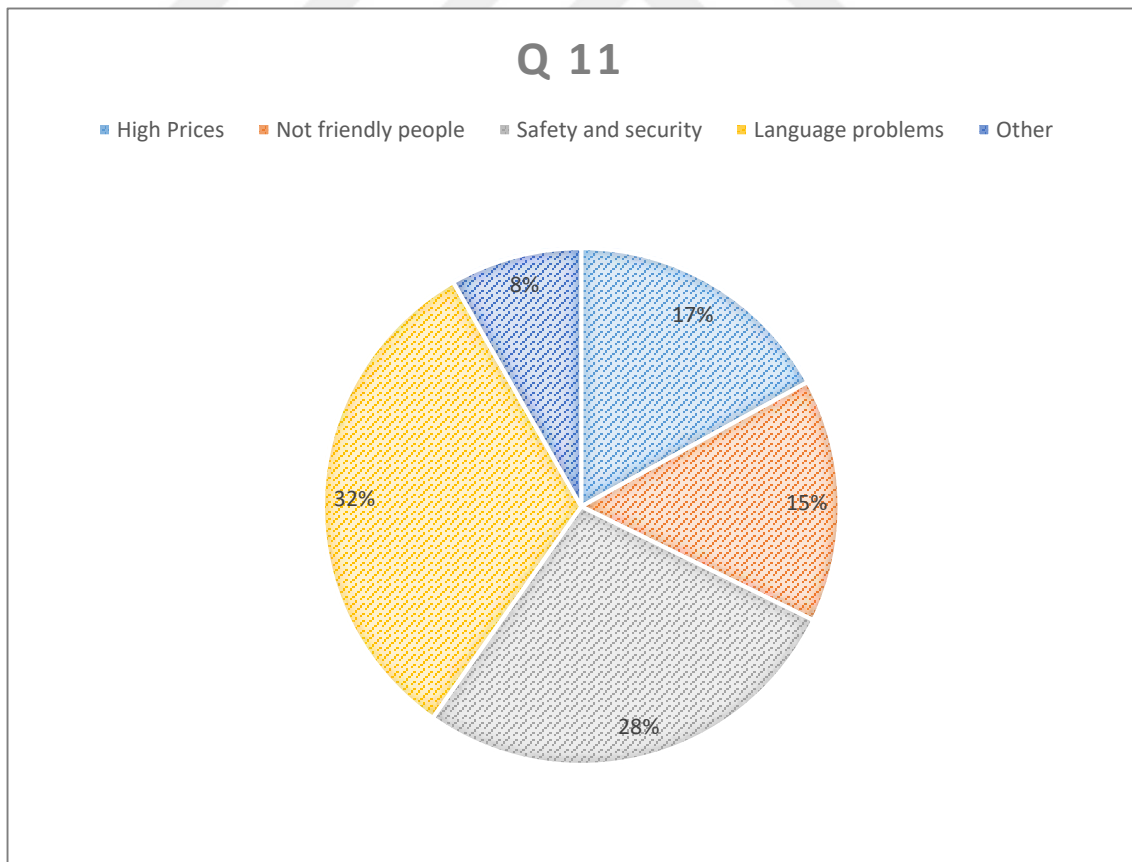
Source: Author's estimation

Figure 4.43: Factors disturbing tourists during their holiday in Turkey (Male-Female)



Source: Author's estimation

Figure 4.47: Factors disturbing tourists during their holiday in Turkey



Source: Author's estimation

4.8 DESCRIPTIVE FINDINGS RELATED TO RESEARCH VARIABLES

4.8.1 Introduction

In this section data gathered by the researcher is analyzed in 3 demographic features, quantity and percentage, descriptive findings (average, standard deviation, skew and elongation, minimum and maximum) inferential findings (one by one example test)

4.8.2 Descriptive Findings

In tables below you can find index about descriptive statistics for example under examination (=400) including average, standard deviation, skew and elongation for the said index.

Table 4.30: decriptive findings about index of tourist attractions table

elongation	skew	Standard deviation	average	maximum	minimum	quantity	gender	
-0/34	-1/37	1/03	3/49	5	1/60	175	male	Tourist attraction
-1/00	1/11	0/46	4/35		2/60	225	female	
-1/15	0/29	0/87	3/97	5	1/60	400	total	

Table 4.30 shows descriptive findings about tourist attractions. As you can see average and standard deviation are by order 3.97 and 0.87. Amount of skew and elongation are between +1/5 and -1/5 which shows that index of tourist attractions has normal distribution.

Table 4.31: descriptive findings about index of cultural and artistic factors

elongation	skew	Standard deviation	average	maximum	minimum	quantity	gender	t
0/27	-1/16	0/89	3/22	4/75	1/75	175	Male	Cultural and artistic factors
-0/87	0/39	0/65	4/21	5	2/25	225	Female	
-0/46	0/94	0/91	3/78	5	1/75	400	Total	

Table 4:31 shows descriptive findings about cultural and artistic factors. As you can see average and standard deviation are by order 3/78 and 0/91. Amount of skew and elongation are between +1/5 and -1/5 which shows that index of cultural and artistic factors. has normal distribution

Table 4.32: Descriptive findings about index economics indicators

elongation	skew	Standard deviation	average	maximum	minimum	quantity	sex	
-0/66	0/74	0/87	3/26	5	1	175	Male	Economic indicators
-0/40	0/78	0/78	4/21	5	2	225	Female	
-0/49	0/95	0/95	3/79	5	1	400	Total	

Table 4.32 shows descriptive findings about Economic indicators. As you can see average and standard deviation are by order 3/79 and 0/95. Amount of skew and elongation are between +1/5 and -1/5 which shows that index of economic indicators has normal distribution.

Table 4.33: descriptive findings about healthcare index

elongation	skew	Standard deviation	average	maximum	minimum	quantity	gender	
-0/66	-0/65	0/92	2/79	4	1	175	Male	healthcare
0/79	1/87	0/45	3/23	5	2/50	225	Female	
-1/03	1/49	0/73	3/03	5	1	400	Total	

Table 4.33 shows descriptive findings about healthcare index. As you can see average and standard deviation are by order 3/03 and 0/73. Amount of skew and elongation are between +1/5 and -1/5 which shows that index of healthcare index has normal distribution.

Table 4.34: descriptive findings about political advantages index

elongation	skew	Standard deviation	average	maximum	minimum	quantity	gender	
-1/49	1/41	0/28	4/87	5	4	175	Male	Political advantages
-0/41	-0/82	0/24	4/73	5	4	225	Female	
-1/16	0/51	0/27	4/79	5	4	400	Total	

Table 4.34 shows descriptive findings about political advantages index. As you can see average and standard deviation are by order 3/03 and 0/73. Amount of skew and elongation are between +1/5 and -1/5 which shows that index of political advantages index has normal distribution.

4.8.3 Inferential Findings About Hypothesis Of Research

First There is a correlation between touristic attractions of Turkey and attracting the Iranian tourists.

Table 4.35: result of single sample test for examination of effect of tourist attractions of Turkey on Iranian tourist

95% confidence interval of the difference		Test value 3				index
Upper	Lower	Mean difference	SIG	DF	T	
1.06	0.89	0.97	0.001	399	22.28	Tourist attractions

Based on results of table 4.35 which shows the effect of tourist attractions of Turkey on Iranian tourists, participants of research showed us that tourist attractions with $T_{399} = 22.28$ and meaning level of 0/001 are effective in attracting Iranian tourists ($p < 0/01$). Which results in hypothesis 1 to be true about attracting Iranian tourist.

Hypothesis two: cultural and artistic factors are related to attracting Iranian tourists.

Table 4.36: results of single sample test for examination of cultural factors on attracting Iranian tourists

95% confidence interval of the difference		Test value 3				index
Upper	Lower	Mean difference	SIG	DF	T	
0.87	0.69	0.78	0.001	399	17.19	Cultural and artistic

Based on results of table 4.36 which shows the effect of cultural and artistic factors of Turkey on Iranian tourists, participants of research showed us that tourist attractions with

$T_{399} = 17.19$ and meaning level of 0/001 are effective in attracting Iranian tourists ($p < 0/01$). Which results in hypothesis 2 to be true about cultural and artistic factors are related to attracting Iranian tourist.

Hypothesis three: economic indicators are related to attracting Iranian tourists.

Table 4.37: result of single sample test about effect of economic indicators on attracting Iranian tourists

95% confidence interval of the difference		Test value 3				index
Upper	Lower	Mean difference	SIG	DF	T	
0.88	0.70	0.79	0.001	399	16.27	Economic indicators

Based on single sample test results of table 4.37 which shows the effect of economic indicators of Turkey on Iranian tourists, participants of research showed us that tourist attractions with $T_{399} = 16.27$ and meaning level of 0/001 are effective in attracting Iranian tourists ($p < 0/01$). Which results in hypothesis 3 to be true about economic indicators are related to attracting Iranian tourist.

Hypothesis four: healthcare factor is related to attracting Iranian tourists.

Table 4.38: result of single sample test for effect of healthcare factor on attracting Iranian tourists

95% confidence interval of the difference		Test value 3				index
Upper	Lower	Mean difference	SIG	DF	T	
0.11	-0.03	0.03	0.29	399	1.05	Healthcare

Based on single sample test results of table 4.38 which shows the effect of healthcare factor of Turkey on Iranian tourists, participants of research showed us that tourist attractions with $T_{399} = 1.05$ and meaning level of 0/29 are effective in attracting Iranian tourists ($p < 0/01$). Which results in hypothesis zero to be true that healthcare factors are not related to attracting Iranian tourists.

Hypothesis five: political advantages factors of Turkish government and relationship with western countries are related to attracting Iranian tourists.

Table 4.39: result of single sample test for examination of political advantages factors of Turkey government and relationship with western countries effect on attracting Iranian tourists

95% confidence interval of the difference		Test value 3				index
Upper	Lower	Mean difference	SIG	DF	T	
1.82	1.77	1.79	0.001	399	42.27	Political advantages

Based on single sample test results of table 25-4 which shows the effect of political advantages factors of Turkey government and relationship with western countries on Iranian tourists, participants of research showed us that tourist attractions with $T_{399} = 42.27$ and meaning level of 0/001 are effective in attracting Iranian tourists ($p < 0/01$). Which results in hypothesis five to be true that political advantages factors of Turkey government and relationship with western countries are related to attracting Iranian tourists.

5. CONCLUSION

It is possible to draw a number of conclusions from this brief review. There is definitely a need for better statistical proof. Methods must be embraced and established to estimate the number of tourists to the republics with reasonable accuracy. More detailed information is also required on the regional distribution of visitors and their expenses, on seasonality and visitor attitudes and intentions. Turkey has many potentials for Turkish tourism in tourism sector and specially for Iranian tourists. It can be investigated through different perspectives and to collect data from the certain tourist groups. Iran and Turkey has a great relation political wise and therefore there can be so many developments done for the tourism of Turkey.

In order to know the correlation between the factors first we have to measure what are the factors are to attract the Iranian to Turkey and then to examine the relation with each factor to the attracting factor is going to be determined.

Findings in this study will show that how the Iranians touristic behavior is and to what extension they choose Turkey as a destination for spending their time with. In addition to having a positive image of Turkey as a tourist destination for Iranian visitors, there is also a positive understanding of its services and facilities.

The main reasons behind Iranian re-visiting purpose will be taken into consideration for research which has a direct impact on their decision for choosing Turkey as a destination for their touristic purpose.

The goal of this study was to assess Turkey's tourist destination image in the eyes of Iranians, to understand what are the reasons to choose Turkey as their touristic destination and why they prefer Turkey so much. Positive results have been found about Turkey's picture in this study where a systematic measurement technique has been used. The study is conducted on Iranian tourists and the result it based on qualitative data.

More than 400 people were participated in the survey conducted. The survey included 30 questions regarding the different factors that why Iranians are visiting Turkey based on

in-depth literature part and reaserches. 175 people participated were men and 225 people were women with the percentages of 56 to 44 in comparing to each other.

It is possible to draw a number of conclusions from this brief review. There is definitely a need for better statistical proof. Methods must be embraced and established to estimate the number of tourists to the republics with reasonable accuracy. More detailed information is also required on the regional distribution of visitors and their expenses, on seasonality and visitor attitudes and intentions. Turkey has many potentials for Turkish tourism in tourism sector and specially for Iranian tourists. It can be investigated through different perspectives and to collect data from the certain tourist groups since Iran and Turkey has a great relation political wise and therefore there can be so many developments done for the tourism of Turkey.

In order to know the correlation between the factors first we have to measure what are the factors are to attract the Iranian to Turkey and then to examine the relation with each factor to the attracting factor is going to be determined.

Findings in this study will show that how the Iranians touristic behavior is and to what extension they choose Turkey as a destination for spending their time with. In addition to having a positive image of Turkey as a tourist destination for Iranian visitors, there is also a positive understanding of its services and facilities. Study findings show that Turkey can appeal to different tourist pleasures, and this condition also contributes positively to the country's profile.

The main reasons behind Iranian re-visiting purpose will be taken into consideration for research which has a direct impact on their decision for choosing Turkey as a destination for their touristic purpose.

In addition to having a positive image of Turkey as a tourist destination for Iranian visitors, there is also a positive understanding of its attractions.

According to the result of the surveys, the overall perception of the Iranian tourists has been positive. Different factors were analyzed in order to find out the reason of their attraction towards Turkish tourism.

5.1 SUGGESTIONS FOR FUTURE STUDIES

The data collected in the present study were collected in December 2019 and that is why It is claimed that carrying out the same research would be advantageous by taking into account the recent negative events in Turkey. It is suggested to conduct the same research on different populations in different regions of Iran through different data collection and sampling methods. It is proposed that different data collection and sampling techniques perform the same study on different populations in different regions of Iran. However, Turkey's reputation of tourist destinations can be evaluated by comparison with different countries.



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APENDICES



Hello and greetings,

The questionnaire that is in your possession is prepared in order to conduct a study titled “Development of the Turkish tourist markets for Iranian tourists considering the existing opportunities”. Please read each question carefully and then choose your answer. Your answers will remain anonymous and will only be used for research purposes. Thank you in advance for your Participation.

Tara Poteratchi
Marketing student

1. Have you travelled to Turkey?
 - Yes
 - No >>> Finish the survey!!!

2. I have travelled to Turkey Times.
 - 1 time
 - 2 times
 - 3 times
 - More than 4 times

3. When did you travel to Turkey last time?
 - In the last 3 months
 - In the last 4-6 months
 - In the last 7-12 months
 - More than a year ago

4. How often do you travel to Turkey in a year?
 - 1 time
 - 2-3 times
 - 4-5 times
 - More than 6

5. How long do you stay when you travel to Turkey?
 - 1 night
 - 2 - 4 nights
 - 5 - 8 nights
 - 9 - 14 nights
 - More than 2 weeks

6. How do you organize your travel to Turkey?
 - By myself over internet
 - Travel Agency
 - Other:
7. What kind of accommodation would you prefer while you are traveling to Turkey? (or where do you usually stay?)
 - Guesthouse
 - Villas and apartments
 - 2-3 stars hotel
 - 4-5 stars hotel
 - Recreational vehicles
 - Hostel
 - Outside and promenade places
 - House of relatives
8. What kind of transportation would you prefer?
 - By own Car
 - Bus
 - Airplane
 - Train
9. What is the purpose of your visit to Turkey?
 - Sightseeing (Natural and historical sights)
 - Beach Holiday
 - Visit of relative and friends
 - Extreme sports (Hiking and so on)
 - Ski Holiday
 - Health and Medical care (Operations, check-up, ...)
 - Business, Conference and fair
 - Other: ...
10. Why do you prefer Turkey for your holiday?
 - Beautiful hotel and resorts
 - Rich Heritage of Turkey
 - Friendly people
 - Cheap prices for shopping
 - Entertainment and nightlife
 - Convenience and Accessibility

11. Does anything disturb you during your holiday in Turkey?

- High Prices
- Not friendly people
- Safety and security
- Language problems
- Other:.....

With the information you have about Turkey based on your experience, assess the role of Turkey's tourist opportunities for Iranian tourists.

12. I recommend my family and friends to visit Turkey for Historical attractions (historical sights, museums...)

- Highly agreed
- Agreed
- No idea
- Don't agree
- Not at all

13. I recommend my family and friends to visit Turkey for Natural attraction (beaches, jungles...)

- Highly agreed
- Agreed
- No idea
- Don't agree
- Not at all

14. I visit Turkey to watch concert and Participate Conferences and Festivals of Arts and Culture

- Highly agreed
- Agreed
- No idea
- Don't agree

Not at all

15. I recommend my friends and family to visit Turkey for Holidays and use in entertainment centers such as parks, beach and resorts, lodges ...

Highly agreed

Agreed

No idea

Don't agree

Not at all

16. I visit Turkey to watch sport tournaments.

Highly agreed

Agreed

No idea

Don't agree

Not at all

17. I feel close to Turkish people due to the mutuality of culture and similarity of language.

Highly agreed

Agreed

No idea

Don't agree

Not at all

18. Turkish people are hospitable to Iranian people.

Highly agreed

Agreed

No idea

Don't agree

Not at all

19. Turkey is cheap for shopping **because of its Various and suitable shopping centers.**

- Highly agreed
- Agreed
- No idea
- Don't agree
- Not at all

20. **I visit Turkey for business because of its Competitive industry with Europe**

- Highly agreed
- Agreed
- No idea
- Don't agree
- Not at all

21. **I prefer to visit Turkey for International Examinations instead of other countries.**

- Highly agreed
- Agreed
- No idea
- Don't agree
- Not at all

22. **I recommend my family and friends to visit Turkey for medical facilities.**

- Highly agreed
- Agreed
- No idea
- Don't agree
- Not at all

23. **It is easy to travel to Turkey due to the ease of regulations in getting visa**

- Highly agreed
- Agreed
- No idea
- Don't agree
- Not at all

24. I recommend my friends and family to visit Turkey for requesting visas for other countries.

- Highly agreed
- Agreed
- No idea
- Don't agree
- Not at all

25. I use Turkey as a hub to fly to other countries.

- Highly agreed
- Agreed
- No idea
- Don't agree
- Not at all

26. Your gender:

- Male
- Female
- Other:

27. Marital Status:

- Single
- Married
- Divorced
- Widowed

28. Your Age:

- Less than 18
- 19-30 years old
- 31-40 years old
- 41-50 years old
- 51-60 years old
- Above 61 years old

29. Education:

- Primary or secondary school
- High School
- Undergraduate
- Graduate or PHD

30. Your Job:

- Student
- Housewife
- Retired
- Jobless
- Junior Position
- Senior Position