

## ANTALYA PROVINCE IN TOURISM OF TURKEY

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*Abstract: Located in southwestern Turkey, Antalya Province is situated on the coast of the Mediterranean Sea between the Taurus Mountains and the Mediterranean Sea. With a coastline of 657 km, Antalya enjoys popularity among tourists mainly due to its seaside tourism, but not only. Calling on various documentary sources, the article presents Antalya province from a tourist point of view and the place it occupies in Turkey's tourism.*

**Key words:** *tourism, touristic sights, Turkey*

### INTRODUCTION

Over time, tourism has seen continuous growth and extensive diversification. This dynamic has turned tourism into one of the fastest growing economic sectors worldwide, becoming a key driver of economic growth. Recognizing the important role of tourism in economic growth and social progress, many countries have turned their attention to developing tourism potential as efficiently and quickly as possible. The potential of tourism as an engine of economic growth is given by the provision of foreign exchange earnings, which can be used to import capital goods or to produce goods and services, leading to economic growth, and attracting foreign direct investment in infrastructure and services (hotels, tour operators, transports). Along with these benefits of tourism development, we can also identify tax revenues, employment opportunities, the fact that it represents an additional source of income, promotes efficiency and competitiveness, facilitates the exploitation of economies of scale at the local level. Through investments in infrastructure and their ability to provide the services requested by tourists (accommodation, food, transport, entertainment, etc.) to capitalize on the tourist potential, the strong links that tourism has with other economic sectors (retail trade, trade wholesale, manufacturing, agriculture, arts and crafts and other services) [4].

Given the importance of the tourism industry in the global economy, there are numerous studies in the specialized literature that analyze the relationship and causality between tourism and economic growth [1,3,5,7,8,14].

The evolution of tourism, respectively international tourism, is characterized worldwide by a growth trend as a result of the favorable influence of economic, social, demographic and political factors. The interest of people to visit other countries, regions, to know other civilizations, as well as the technical progress recorded in the field of transport that allows faster and more comfortable trips over increasingly long distances, has determined a significant increase in international tourism at world level [16,30].

The upward evolution of international tourism was "interrupted" by the health crisis generated by the COVID-19 pandemic, which, moreover, left its mark on all economic sectors in the last 2 years. The outbreak of the COVID-19 pandemic, through the created insecurity, travel bans, health obligations, represented the biggest test for the tourism sector [20,15].

Thus, if in 2019 there were 1.466 million international tourist arrivals, in 2020 their number decreased by 72%, and 446 million international tourist arrivals will be recorded in 2021 (a 9% increase). Regarding international tourism receipts, in 2019 it was 1,483.1 billion UDS, and in 2021 620.9 billion UDS. Regarding tourism export in 2021, it

amounted to 732.65 billion USD and represented 2.6% of the total exports worldwide. Also, in 2021 international tourism receipts were 621 billion UDS [28].

According to the World Travel and Tourism Council, in 2019 the contribution of Travel&Tourism to GDP was 10.3% (9,630 billion UDS), and in 2021 it was 6.1% (5,812 billion UDS). If in 2019 Travel & Tourism generated 333 million jobs, this sector in 2021 generated 289 million jobs [31].

Classified as an emerging market economy, Turkey is among the top international tourist destinations, ranking 4th in the ranking of countries by number of international tourist arrivals [28].

For Turkey, tourism represents a significant source of export. Turkey has a developed tourism sector with a significant improvement in Travel and Tourism Development Index 2021 edition, where it ranks 45th (of 117 countries) with 4.2 score, after occupying 49th place in 2019 [27].

The purpose of the article is to present the Province of Antalya from touristic point of view and its place in tourism of Turkey using touristic indicators.

### MATERIALS AND METHODS

In order to highlight the place of Antalya Province in tourism of Turkey authors have made the following steps:

- establishing the purpose and the aspects that want to be highlighted;
- selecting and studying specialty literature;
- analysis and interpretation of collected data;
- drawing conclusions.

Methodological steps are presented in figure 1.

<b>Literature review</b>	<i>Data collection method:</i> document analysis
	<i>Sources:</i> books, reports, statistics, published works, articles
	<i>Analyzed aspects:</i> statistics related to world tourism
<b>Tourism of Turkey</b>	<i>Data collection method:</i> document analysis
	<i>Sources:</i> reports, statistics, published works, articles
	<i>Analyzed aspects:</i> types of tourism, statistical indicators related to tourism
<b>Tourism of Antalya Province</b>	<i>Data collection method:</i> document analysis
	<i>Sources:</i> reports, statistics, published works, articles
	<i>Analyzed aspects:</i> touristic resources, touristic sights, statistical indicators related to tourism, touristic infrastructure

**Figure 1. Methodological steps**




## RESEARCH RESULTS

Considered a tourist brand, Turkey occupies an area of 783,562 km<sup>2</sup> and hosted 85.04 million inhabitants in 2021[24]. As a tourism destination, Turkey is recognized for its variety of natural resources (Mediterranean Sea, Black Sea, Marmara Sea, Cappadocia, Pamukkale, Mountain Ararat, Belgrad Forests, Turquoise Coast, Uzungöl, National Park Göreme, National Park Köprülü Canyon, National Park Aladağlar, Cennet and Cehennem, Eğirdir Lake, Salda Lake etc) and anthropic resources (Sultan Ahmed Mosque, Dolmabahçe Palace, Grand Bazaar, Efes, Aspendos, Troya, Topkapı Palace, Aya Sofia, Myra, Assos, Anıtkabir - Kemal Atatürk Memorial, Konya Mevlana Museum, Balıklıgöl, House of Virgin Mary (Efes), Basilica Cistern (Istanbul), Maiden Tower, Asansör etc.)[2,19]. Relief, natural, historical and cultural attractions found in Turkey allows the practice of many forms of tourism, as natural tourism, ecotourism, winter tourism, coastal tourism, speleological tourism, heritage tourism, cultural tourism, health and thermal tourism, congress and expo tourism, religious tourism, faith tourism, gastronomic tourism, medical tourism and thematic tourism [6,10,11,13,25].

With 29.9 million arrivals, Turkey was in 2021 in 4th place worldwide in the ranking of countries by number of international tourist arrivals [28].

The travel and tourism sector of Turkey is an important source of national income and provides job opportunities. As can be seen in Table 1, the outbreak of the COVID-19 pandemic also had a strong impact on the tourism sector in Turkey. According to the World Travel & Tourism Council, in 2021 the total contribution of Travel & Tourism to GDP was 7.3% (59.3 billion USD) and Travel & Tourism to Employment generated 2,420,200 jobs (8.4% of total employment) [31].

**Table 1.**

Turkey Travel & Tourism Key Data		
2019	2020	2021
<b>Total contribution of Travel &amp; Tourism to GDP:</b> (of total economy)		
		
11.0%	5.1%	7.3%
78.2 billion USD	36.9 billion USD	59.3 billion USD
<b>Total contribution of Travel &amp; Tourism to Employment:</b> (of total jobs)		
		
2.59 million	2.13 million	2.42 million
9.2%	8.0%	8.4%
<b>Visitor Spend:</b>		
		
	<b>International</b>	
38.7 billion USD (16.6% of total exports)	13.8 billion USD (6.6% of total exports)	28.1 billion USD (9.8% of total exports)
	<b>Domestic</b>	
21.1 billion USD	12.5 billion USD	17.2 billion USD

Source: WORLD TRAVEL & TOURISM COUNCIL, Turkey, 2021 Annual Research: Key Highlights. Available: <https://wtcc.org/Research/Economic-Impact>

According to information provided by World Travel & Tourism Council, most of tourists who visited Turkey in 2019 and 2021 are coming from countries like: Russian Federation, Germany, Iran, Bulgaria, Ukraine, Georgia. Related to outbound departures, the most visited countries by Turkish people are: Greece, Bulgaria, Georgia, Iran, Saudi Arabia and Albania [31]. Regarding the way of getting to Turkey, most tourists arrive in

Turkey by air, and a small part by land and by sea [23]. The main purpose of visiting Turkey for international tourists is leisure, following by personal reasons and businesses [21]. (table 2)

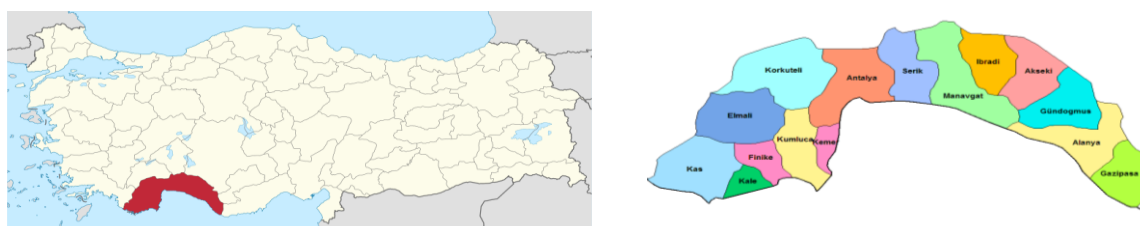
**Table 2.**

<b>Inbound and outbound tourism of Turkey</b>			
2019	2021	2019	2021
<i>Inbound Arrivals</i>		<i>Outbound Departures</i>	
1. Russian Federation 12%	1. Russian Federation 15%	1. Greece 13%	1. Greece 15%
2. Germany 8%	2. Germany 9%	2. Bulgaria 10%	2. Bulgaria 13%
3. Iran 5%	3. Ukraine 7%	3. Georgia 8%	3. Iran 12%
4. Bulgaria 5%	4. Iran 5%	4. Iran 7%	4. Georgia 6%
5. Georgia 4%	5. Bulgaria 4%	5. Saudi Arabia 5%	5. Albania 3%
Rest of world 65%	Rest of world 59%	Rest of world 57%	Rest of world 51%
<i>Receipts (billion USD)</i>		<i>Receipts per arrival (USD)</i>	
29.8	20.8	583	696
<i>Expenditure (billion USD)</i>		<i>Expenditure per departure (USD)</i>	
4.1	1.7	426	-
<i>Distribution of arriving foreign visitors by way of travel</i>		<i>Purpose of travel of international tourists</i>	
By air	76.67%	By air	82.25%
By highway	20.28%	By highway	16.9%
By sea	2.99%	By sea	0.84%
By train	0.07%	By train	0.01%
		Sightseeing, entertainment, sports and cultural activities	71.4%
		Visiting relatives or friends	16.7%
		Business	4.3%
		Shopping	3.6%
		Health or medical purpose	2.6%
		Education, internship etc.	0.3%
		Other	1.1%

Source: [21,23,28,29,31]

In 2021, the accommodation capacity of Turkey was given by 13,968 thousand hotels and similar establishment (with 760,083 thousand rooms and 1,627,974 thousand beds in hotels and similar establishment) [31].

Situated in southwestern of Turkey, on the coast of the Mediterranean Sea between the Taurus Mountains and the Mediterranean Sea, Antalya Province is one of the 81 provinces of Turkey.



**Figure 2. Antalya Province on Turkey map**

Source: [https://commons.wikimedia.org/wiki/File:Antalya\\_in\\_Turkey.svg](https://commons.wikimedia.org/wiki/File:Antalya_in_Turkey.svg)

Antalya Province is divided into 15 districts (Akseki, Alanya, Antalya, Demre, Elmalı, Finike, Gazipaşa, Gündoğmuş, İbradi, Kaş, Kemer, Korkuteli, Kumluca,

Manavgat, Serik), occupies 2.63% of Turkey's surface and hosts 2.99% of the total population of Turkey.

**Table 3.**

<b>General data (2021)</b>			
	<b>Turkey</b>	<b>Antalya Province</b>	<b>%</b>
Surface (km <sup>2</sup> )	785,562	20,723	2.63
Number of inhabitants (mil.)	85.04	2.548	2.99

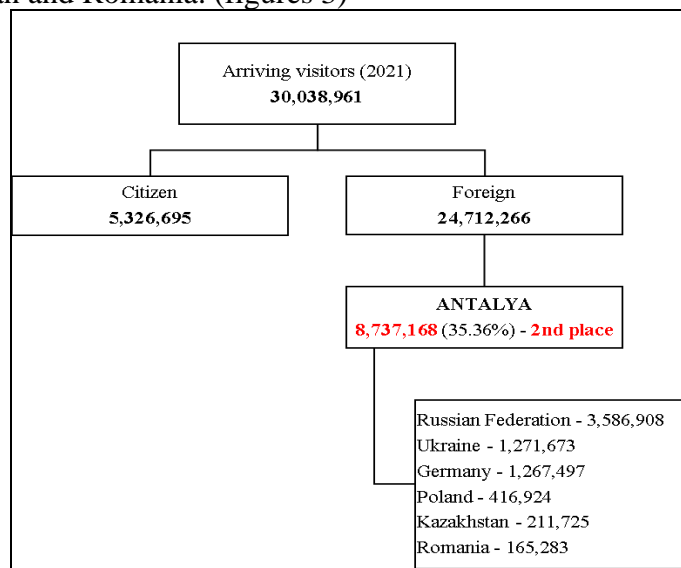
Source: [9,24,26]

With a coastline of 657 km, Antalya Province enjoys popularity among tourists mainly due to its seaside tourism, and also for cultural tourism, nature tourism, adventure tourism, eco-tourism and even rural tourism. Tourism represent the major driving force behind land use and landscape changes in the coastal areas of the South Antalya Province. Starting from 1974 to 1996 significant areas of agricultural land and also in Antalya natural coastal forest were converted to touristic establishments [18,19].

Due to its assets in hospital infrastructure and golf areas, Antalya has potential for alternative tourism, as medical tourism and sport tourism. Also, meetings, incentives, conferences and exhibitions tourism is promoted.

The main tourist resources that can be found in the territory of Antalya Province and are included in the tourist circuit are: natural resources-Karain Cave, Manavgat Waterfalls, Taurus Mountains, Duden Waterfalls, Saklıkent National Park, Göynük Canyon, anthropological resources-Atatürk Culture Park-Antalya, Karalioglu Park, Muratpasha Mosque-Antalya, Yivli Minare Mosque, Toy Museum, Ataturk House Museum, archaeological sites (Perge, Aspendos, Phaselis, Olympos, Myra, Xanthos, Termessos, Side, Ariassos, Arycanda, Sagalassos, Patara, Selucia).

After Istanbul Province, Antalya holds the second place in terms of the number of foreign tourists, their countries of origin being the Russian Federation, Ukraine, Germany, Poland, Kazakhstan and Romania. (figures 3)

**Figure 3. Distribution of arriving visitors**

Source: MINISTRY OF CULTURE AND TOURISM TURKEY, Border statistics, Yearly Bulletins, <https://www.ktb.gov.tr/EN-249299/yearly-bulletins.html>

According to statistics published by the Ministry of Culture and Tourism from Turkey, most foreign tourists visiting Antalya Province choose the air route.

**Table 4.****Distribution of arriving foreign visitors by way of travel**

	Turkey		Antalya Province	
	Total	%	Total	%
Total foreign arrivals	<b>24,712,266</b>	100	<b>8,737,168</b>	100
By air	20,326,854	82.25	8,735,205	99.9
By highway	4,176,219	16.90	-	-
By sea	207,606	0.84	1,963	0.01
By train	1,587	0.01	-	-

Source: MINISTRY OF CULTURE AND TOURISM TURKEY, Border statistics, Yearly Bulletins, <https://www.ktb.gov.tr/EN-249299/yearly-bulletins.html>

Regarding the number of arrivals, nights spent, average duration of stay and occupation rate, Antalya ranks 1st.

**Table 5.****Distribution of arrivals, nights spent, average duration of stay and occupation rate**

	Turkey	Antalya Province	% of total	Rank
Number of arrivals	47,281,139	16,659,055	35.23	1 <sup>st</sup>
Nights spent	123,654,711	60,604,100	49.01	1 <sup>st</sup>
Average duration of stay	2.62	3.64	-	1 <sup>st</sup>
Occupancy rate	42.31	48.35	-	1 <sup>st</sup>

Source: MINISTRY OF CULTURE AND TOURISM TURKEY, Accommodation statistics, Yearly Bulletins, <https://www.ktb.gov.tr/EN-249299/yearly-bulletins.html>

As can be seen in table 5, 35.23% of the number of arrivals belong to Antalya Province, and 49% of nights spent in Turkey by tourists are spent in the same Province.

## CONCLUSIONS

Classified as an emerging market economy, Turkey is among the top international tourist destinations, with tourism representing a significant export source for it. Turkey ranks 45th in the Travel and Tourism Development Index 2021 Edition [27].

Due to the prioritization of the Travel&Tourism sector, the transport infrastructure, the infrastructure of tourist services, competitive prices, natural and cultural resources, the number of tourists visiting Turkey increases from one year to the next, a fact that placed Turkey in 2021 on the 4th place in the top tourist destinations international.

Antalya Province attracts foreign tourists in a considerable proportion (35.36%), which gives it the 2nd place among the provinces of Turkey by the number of foreign tourists. Tourists choose Antalya Province especially for practicing coastal tourism, and also for cultural tourism, nature tourism, adventure tourism

The number of arrivals, nights spent, average duration of stay and occupation rate, places Antalya Province in 1st place among the provinces of Turkey.

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