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THE FACTORS AFFECTING TO INSTITUTIONAL DEVELOPMENT OF TOURISM IN TURKEY

Annotation. In the beginning tourism was a form of social activity and organization of leisure time, by the time it takes a certain place in society, and integrates into the social relations, political, ideological and value structure, and begun to act as a social institution. In different societies the formation and development of tourism depend to several features and factors, which helps or stops the tourism formation like a social practices, in other words like a social institutions. These facts were the purpose for author to research tourism sphere as a social institution, to refine essential economic features of Turkey tourism institution.

Keywords: natural, geographical, climatic and ecological features; social and geographical features; historical and natural factors and features; socio-political factors; socio-economical factors and features of institutional development of tourism in Turkey.

Тірек сөздер: табиғи, жағрафиялық, климаттық және экологиялық ерекшеліктер; әлеуметтік және жағрафиялық ерекшеліктер; тарихи және табиғи факторлар мен ерекшеліктер; саяси-әлеуметтік факторлар; әлеуметтік-экономикалық ерекшеліктер.

Ключевые слова: природные, географические, климатические и экологические особенности; социальные и географические особенности; исторические и природные факторы и особенности; социально-политические факторы; социально-экономические факторы и особенности институционального развития туризма в Турции.

According to Russian sociologist A.P.Osaulenko, tourism institutionalization process consist natural, geographical, climatic and ecological features; socio-geographical features; historical and natural factors and features; socio-political factors; socio-economical factors and features [1].

Natural, geographical, climatic and ecological features. The Republic of Turkey, situated at the junction point of Asia, Europe, and Africa, occupies some 780,000 square kilometers of land and is surrounded by 8,000 kilometers of coastline. Climatic conditions vary considerably from region to region. The peninsula creates natural attractions which include varied and unspoiled landscapes with mountains, forests, rivers, and lakes. There are also a lot of protected areas in Turkey: 40 national parks (848,119 ha), 189 nature parks (89,062), 31 nature preserve areas (63,694 ha), 80 wildlife protection areas (1,201 ha), 109 nature monuments (5,762 ha). Which takes approximately, 1% (1,007,838 ha) of Turkey's total areas. Because of its unique geography and strategic location, it has attracted civilizations for thousands of years, including the epochs of prehistoric times, the Hittite period, early iron epoch, Greek period, Byzantium period, the Seljuk's, and Ottomans. Asia Minor as the peninsula was once called has the potential to become a major international tourism destination and the government is working towards this goal.

The coastal areas of Turkey are divided into the Black Sea region, the Marmara region, the Aegean region, and the Mediterranean region. The interior areas are divided into three regions: Central Anatolia, Eastern Anatolia and Southeastern Anatolia.

Socio-geographical features. The last official census was in 2000 and recorded a total country population of 67,803,927 inhabitants [2]. According to the Address-Based Population Recording System of Turkey, the country's population was 74.7 million people in 2011 [3], nearly three-quarters of whom lived in towns and cities. According to the 2011 estimate, the population is increasing by 1.35% each year. Turkey has an average population density of 97 people per km². People within the 15–64 age groups constitute 67.4% of the total population; the 0–14 age group corresponds to 25.3%; while senior citizens aged 65 years or older make up 7.3% [3]. In 1927, when the first official census was recorded in the Republic of Turkey, the population was 13.6 million [4]. The largest city in Turkey, Istanbul, is also the largest city in Europe in population, and the third-largest city in Europe in terms of size [5].

Life expectancy stands at 71.1 years for men and 75.3 years for women, with an overall average of 73.2 years for the populace as a whole [6]. Article 66 of the Turkish Constitution defines a «Turk» as «anyone who is bound to the Turkish state through the bond of citizenship»; therefore, the legal use of the

term «Turkish» as a citizen of Turkey is different from the ethnic definition. However, the majority of the Turkish populations are of Turkish ethnicity. They are estimated at 70–75% by the CIA World Fact book [7].

The three minority groups officially recognized in the Treaty of Lausanne are Armenians, Greeks and Jews. The Kurds, a distinct ethnic group concentrated mainly in the southeastern provinces of the country, are the largest non-Turkic ethnicity, variously estimated around 18% [6].

An estimated 71% of the population lives in urban centers [8]. In all, 18 provinces have populations that exceed 1 million inhabitants, and 21 provinces have populations between 1 million and 500,000 inhabitants. Only two provinces have populations less than 100,000.

Other key sectors of the Turkish economy are banking, construction, home appliances, electronics, textiles, oil refining, petrochemical products, food, mining, iron and steel, and machine industry. In 2010, the agricultural sector accounted for 9% of GDP, while the industrial sector accounted for 26% and the services sector 65% [6]. However, agriculture still accounted for 24.7% of employment [9]. In 2004, it was estimated that 46% of total disposable income was received by the top of 20% income earners, while the lowest 20% received 6% [10]. The rate of female employment in Turkey was 29.5% in 2012 [11], the lowest among all OECD countries [12].

Historical and cultural factors and features. Tourism in Turkey is focused largely on a variety of historical sites, and on seaside resorts along its Aegean and Mediterranean Sea coasts. In the recent years, Turkey has also become a popular destination for culture, spa, and health care tourism. In 2011, Turkey attracted more than 31.5 million foreign tourists [13], ranking as the 6th most popular tourist destination in the world [14].

Istanbul is one of the most important tourism spots not only in Turkey but also in the world. There are thousands of hotels and other tourist-oriented industries in the city, catering to both vacationers and visiting professionals. Turkey's largest city, Istanbul, has a number of major attractions derived from its historical status as capital of the Byzantine and Ottoman Empires. These include the Sultan Ahmed Mosque, the Hagia Sophia, the Topkapı Palace, the Basilica Cistern, the Dolmabahçe Palace, the Galata Tower, the Grand Bazaar, the Spice Bazaar, and the Pera Palace Hotel. Istanbul has also recently become one of the biggest shopping centers of the European region by hosting malls and shopping centers, such as Metrocity, Akmerkez and Cevahir Mall, which is the biggest mall in Europe and seventh largest shopping center in the world. Other attractions include sporting events, museums, and cultural events.

Beach vacations and Blue Cruises, particularly for Turkish delights and visitors from Western Europe, are also central to the Turkish tourism industry. Most beach resorts are located along the southwestern and southern coast, called the Turkish Riviera, especially along the Mediterranean coast near Antalya. Antalya is also accepted as the tourism capital of Turkey [15]. Major resort towns include Bodrum, Fethiye, Marmaris, Kuşadası, Çeşme, Didim and Alanya.

Lots of cultural attractions elsewhere in the country include the sites of Ephesus, Troy, Pergamon, Pamukkale, Hierapolis, Trabzon, Konya, Didyma, Church of Antioch, religious places in Mardin, and the ruined cities and landscapes of Cappadocia. Ankara has an historic old town, and although it is not exactly a tourist city, is usually a stop for travelers who go to Cappadocia. The city enjoys an excellent cultural life too, and has several museums. The Anıtkabir is also in Ankara. It is the mausoleum of Atatürk, the founder of the Republic of Turkey.

If shortly show the historical and cultural development by periodical chronology, we can see the most important objects of Turkey history and society.

Early Ottoman period (1299–1326) With the establishment of the Ottoman Empire, the years 1300–1453 constitute the early or first Ottoman period in architecture, when Ottoman art was in search of new ideas. This period witnessed three types of mosques: tiered, single-domed and subline-angled mosques. The Hacı Özbek Mosque (1333) in İznik, the first important center of Ottoman art, is the first example of an Ottoman single-domed mosque.

Bursa period (1326–1437) The domed architectural style evolved from Bursa and Edirne. The Ulu Cami in Bursa was the first Seljuk mosque to be converted into a domed one. Edirne was the Ottoman capital between 1365 and 1453, when Istanbul became the new capital, and it is here that we witness the final stages in the architectural development which culminated in the construction of the great mosques of Istanbul. The buildings constructed in Istanbul during the period between the Turkish conquest of the city

in 1453 and the construction of the Istanbul Bayezid II Mosque are also considered works of the early period. Among these are the Fatih Mosque (1470), Mahmut Paşa Mosque, the tiled palace and Topkapı Palace.

Classical period (1437–1703) During the classical period, mosque plans changed to include inner and outer courtyards. The inner courtyard and the mosque were inseparable. The master architect of the classical period, Mimar Sinan, started a new era in world architecture, creating 334 buildings in various cities. Mimar Sinan's first important work was the Şehzade Mosque, completed in 1548. His second significant work was the Süleymaniye Mosque and the surrounding complex, built for Suleiman the Magnificent. The Selimiye Mosque in Edirne was built during the years 1568-74, when Sinan was in his prime as an architect. The Rüstem Pasha Mosque, Mihrimah Sultan Mosque, Ibrahim Pasha Mosque, and the Şehzade Mosque, as well as the mausoleums of Suleiman the Magnificent, Roxelana and Selim II are among Sinan's most renowned works.

Westernization period (1703–1876) During the reign of Ahmed III (1703–1730) and under the impetus of his grand vizier İbrahim Paşa, a period of peace ensued. Due to the close relations between the Ottoman Empire and France, Ottoman architecture began to be influenced by the Baroque and Rococo styles that were popular in Europe. Interestingly, a style that was very similar to Baroque was developed by the Seljuk Turks, according to a number of academics. Examples of the creation of this art form can be witnessed in the Divriği Hospital and Mosque, which is a UNESCO world heritage site, as well as in the Sivas Çifte Minare, Konya İnce Minare museums and many other buildings from the Seljuk period in Anatolia. It is often called the «Seljuk Baroque portal.» The decorative elements of the European Baroque and Rococo influenced even the religious Ottoman architecture. During a thirty-year period known as the Tulip period, all eyes were turned to the West, and instead of monumental and classical works, villas and pavilions were built around Istanbul.

Tulip period (1703–1757) Beginning with this period, the upper class and the elites in the Ottoman empire started to use the open and public areas frequently. The traditional, introverted manner of the society began to change. Fountains and waterside residences such as the Aynalıkavak Kasrı became popular. During the years 1720–1890, Ottoman architecture deviated from the principles of classical times. With Ahmed III's deposition, Mahmud I took the throne (1730–1754). It was during this period that Baroque-style mosques were starting to be constructed.

Baroque period (1757–1808) Circular, wavy and curved lines are predominant in the structures of this period. Major examples are the Nur-u Osmaniye Mosque, Zeynep Sultan Mosque, Laleli Mosque, Fatih Tomb, Laleli Çukurçeşme Inn, Birgi Çakırağa Mansion, Aynalıkavak Palace, and the Selimiye Barracks. Mimar Tahir was the important architect of this period.

Empire period (1808–1876) Nusretiye Mosque, Ortaköy Mosque, Sultan Mahmud's Tomb, Galata Lodge of the Mevlevi Dervishes, Dolmabahçe Palace, Beylerbeyi Palace, Sadullah Pasha Yalı and the Kuleli Barracks are the important examples of this style, developed parallel with the Westernization process. Architects from the Balyan family were the leading ones of the time. This period was marked by buildings of mixed Neo-Classical, Baroque, Rococo and Empire styles, such as the Dolmabahçe Palace, Dolmabahçe Mosque and Ortaköy Mosque.

Late Ottoman period (1876–1922) Pertevniyal Valide Sultan Mosque, Şeyh Zafir Group of Buildings, Haydarpaşa School of Medicine, Düyün-u Umumiye Building, Istanbul Title Deed Office, large Post Office buildings such as the Merkez Postane in Istanbul's Sirkeci district, and the Harikzedegan Apartments in Laleli are the important structures of this period when an eclectic style was dominant. Raimondo Tommaso D'Aronco and Alexander Vallaury were the leading architects of the time.

Republic of Turkey period (since 1923) In the first years of the republic, Turkish architecture was influenced by Ottoman architecture, in particular during the First National Architectural Movement. However, from the 1930s, architectural styles started to differ from traditional architecture, also as a result of an increasing number of foreign architects being invited to work in the country, mostly from Germany and Austria [20]. The Second World War was a period of isolation, during which the Second National Architectural Movement emerged. Similar to Fascist architecture, the movement aimed to create modern but nationalistic architecture. Starting from the 1950s, isolation from the rest of the world started to diminish, leading to Turkish architects being increasingly inspired by their counterparts in the rest of the world. However they were constrained by the lack of technological infrastructure or insufficient

financial resources till the 1980s. Thereafter, the liberalization of the economy and the shift towards export-led growth, paved the way for the private sector to become the leading influence on architecture [16].

Socio-economic factors and features. Since the formation of the modern state of Turkey in 1923, the economy had grown rapidly. However, economic growth slowed in the mid-1990s in the wake of a fiscal and monetary crisis. There are wide disparities in income between the more prosperous, industrialized parts of the country in the west and south-west, and the less developed provinces in the rest of Turkey. In 2002, gross national income was 2 490\$ per capita.

The real GDP growth rate from 2002 to 2007 averaged 6.8% annually, which made Turkey one of the fastest growing economies in the world during that period. However, growth slowed to 1% in 2008, and in 2009 the Turkish economy was affected by the global financial crisis, with a recession of 5%. The economy was estimated to have returned to 8% growth in 2010. According to Eurostat data, Turkish GDP per capita adjusted by purchasing power standard stood at 52% of the EU average in 2011.

In the early years of the 21st century, the chronically high inflation was brought under control and this led to the launch of a new currency, the Turkish new lira, on 1 January 2005, to cement the acquisition of the economic reforms and erase the vestiges of an unstable economy. On 1 January 2009, the new Turkish lira was renamed once again as the Turkish lira, with the introduction of new banknotes and coins. As a result of continuing economic reforms, inflation dropped to 8% in 2005, and the unemployment rate to 10%.

Material and technical base. Tourism has become most important determinant of GDP in touristic countries, because it induce many industries in real economy such as travel agencies, tour operators, information services, transportation, accommodation, food and beverage, amusement, cultural activities, recreation, sports, retail trade, banks, souvenirs, etc. Therefore, tourism substantially contributes employment by sustaining jobs and creating many new ones.

The dynamics of the development of tourism in the Republic of Turkey

	Tourists	Change in the number of tourists	The revenue from tourism	Change of the revenue from tourism	The revenue from in GDP	Avg. expenses ears of one tourist
Years	(thsd. ppl.)	%	(mln., \$)	%	%	\$
2000	10412	39	7636	47	3,8	733
2001	11569	11	8090	5,9	5,62	699
2002	13247	14,5	8481	4,7	4,67	640
2003	14030	5,30	9676	14,1	4,42	693
2004	17517	24,86	12125	25,3	4,13	705
2005	21124	11	18153	13,72	5,0	752
2007	27215	14,9	18 487	8,9	2,8	728
2008	30 979	12,83	21 950	15,8	3	709
2009	32 006	2,81	21 249	-3.3	3,4	664
2010	33 027	3	20 806	4,9	2,6	618
2011	36 151	8,6	23 020	9,6	–	637
Source [17].						

Socio-political factors and features. The Republic of Turkey got its independence in the early XXth century. For many decades the country has been undergoing economic crises, civil strife with neighboring countries, repeated changes of government and political regimes which caused downtime in tourism development in the country.

But in spite of the fact that Turkey entered the world market of tourism late it took in it a worthy place. The tourism industry began to attract the attention of the Turkish authorities from the second part of the XX century. The basis for the development of tourism became numerous natural and historical sights of the state and socio-economic support of the government. Since the 1960s they began to develop five-year plans. In the first five-year plans of development they paid special attention to making profits from improving the tourism infrastructure and enlarging places for leisure travelers. The lack of financing and investment hindered the development of tourism potential in Turkey.

In connection with the growing demand for tourist services in the world the Ministry of Tourism of Turkey launched projects for the development of resorts. A new period in tourism development in Turkey started in mid-80s. It was then that the thesis about the priority of the tourism industry expressed in the programs of the development started to get its real embodiment. First, in 1982 the Law on the Promotion of Tourism No 2634 was adopted that replaced the law No 6086 which had been in force since early 1960s. This law contained more incentives for the development of the industry; the Ministry of Tourism got more authority. Among the incentives one can mention reduced tariffs for electricity, water and gas in priority areas, exemption from certain taxes and fees, preferential loans for the subjects of the tourism industry. The Ministry of Tourism got more Seeking freedom in choosing areas for the development of tourism and planning.

Second, in 1983 the government of Turgut Ozal came to power. It adopted the policy of privatization, deregulation of prices, import liberalization, private sector development and other measures of the transition to a free market economy. It gave its positive results. The private sector became especially active. Due to this policy in Turkey they started to create free economic zones that played a crucial role in the development of tourism. Free zones were created in accordance with the Law on free zones No 3218 of June 1985. The aims of their creation were the intensification of investments, the 2.6% increase in production in the export sector, the share activations of the arrival of new technologies in the country. Within the free trade zones the acts of legislation pertaining taxes and other types of compulsory fees, diverse including commissions when buying and selling currencies do not operate. Income from the operations in the free zone of individuals and legal persons living in Turkey is exempted from income and corporate taxes. When entering the zone and leaving it custom legislation operates but custom duties and other charges are not applied to the goods exported to other countries. There in are only payments to the Fund of the establishment and development of the zone that equal 0.5% of the value of imported and exported goods. However, these payments are not made from the investment and other goods imported to the zone on the stage of creation or repairing of the industrial enterprise. Orientation toward external relations in the period of reforms, the creation of a competitive environment in the economy and in the service sector, in particular ensuring socio-economic stability in the country, made the development of tourism more active. In a short period of time in Turkey with the help of foreign investments a wide hotel and camping network was created, quality roads were built and the training of highly qualified guides with the knowledge of the main European languages began [17]. They started to pay a lot of attention to the reconstruction of the old points of interest. In recent years tourism has been the most successful sector of the Turkish economy and has contributed to the integration of the country into the world economy.

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Резюме

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ТҮРКИЯДАҒЫ ТУРИЗМНІҢ ИНСТИТУТТЫҚ ДАМУЫНА ӘСЕР ЕТУШІ ФАКТОРЛАР

Алғашында шаруашылық белсенділік пен бос уақытты ұйымдастырудың бір формасы ретінде қалыптасқан туризм, уақыт өте қоғамдық қатынастарға, саяси-идеологиялық және құндылықтар құрылымына интеграцияланып, әлеуметтік институт рөлін атқара бастады. Түрлі қоғамдарда туризмнің қалыптасуы мен дамуы, туризмнің әлеуметтік тәжірибе, басқа сөзбен айтқанда, әлеуметтік институт ретінде қалыптасып дамуына оң не кері әсерін тигізетін бірқатар ерекшеліктер мен факторларға бағынышты болып табылады. Осы фактілер авторлардың туризмді әлеуметтік институт ретінде қарастыруына себеп болды.

Тірек сөздер: табиғи, жағрафиялық, климаттық және экологиялық ерекшеліктер; әлеуметтік және жағрафиялық ерекшеліктер; тарихи және табиғи факторлар мен ерекшеліктер; саяси-әлеуметтік факторлар; әлеуметтік-экономикалық ерекшеліктер.

Резюме

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ФАКТОРЫ ИНСТИТУЦИОНАЛЬНОГО РАЗВИТИЯ ТУРИЗМА В ТУРЦИИ

Складываясь первоначально как форма хозяйственной активности и организации свободного времени туризм стал занимать определенное место в обществе, постепенно интегрируясь в общественные отношения, в политическую, идеологическую и ценностную структуру, и начал выступать как социальный институт, выполняя экономические, социальные, культурные и другие функции в обществах. В разных обществах формирование и развитие туризма зависит от некоторых факторов и особенностей, которые помогают или тормозят формирование туризма как социальной практики, другими словами, как социального института. Эти факты стали причиной рассмотрению авторами сферу туризма как социального института.

Ключевые слова: природные, географические, климатические и экологические особенности; социальные и географические особенности; исторические и природные факторы и особенности; социально-политические факторы; социально-экономические факторы и особенности институционального развития туризма в Турции.

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