

Chapter 27

A View to Tourism Investment Policies in Turkey in the Context of Globalization Process and Sustainability

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INTRODUCTION

The concept of globalization is a process of change with very arguable and septic approaches in economic, political, socio-cultural and legal areas and it was first used in 1960, more frequently used in 1980s and afterwards (Bozkurt, 2000: 18), then it became more widespread and obvious through the passing time. This change was established after the II. World War, became more efficient especially after 1980 and it is named as the new world order (Rennen & Martens, 2003: 140). Globalization increases the economic scale internationally, causes similarities in consumption habits, increases the product variety as a result of transition from Fordist production to different production forms with a different technology and logic, accelerates the technology transfers and causes fast developments and shares in international communication and informatics.

Globalization has become an important fact recently, and even though it was first used as a concept with economic content, it turned into a fact that brought people from different countries together in time and provided them the opportunity to exchange products, services and ideas. In addition with its ability to provide worldwide economic, political and cultural integration, it also causes the world to be smaller and the locations be close to each other, directly effecting unlimited competition and free circulation and therefore it is shortly defined as “turning the world into a single market” (Balay, 2004: 62-63).

According to Aramberri (2008) and Hjalager (2007); concept of globalization as one of the mostly argued concepts of our age becomes more blurry day by day due to its utilization in a more uncontrolled way, and “globalization becomes a movement that provides the international flow of currencies, capital and labor through decreasing the man-made and natural barriers; increasing the integration of world, economies, societies and civilizations”. Globalization is a process of “restructuring” that effects every stage of human life.

Economically, globalization is defined as “the strengthening of the tendency to make trade, capital, labor and technology subject to international competition due to economic, social and technical reasons and integration of goods/services markets and factor markets” (Bahar, 2006: 36). The developments especially in economic structure caused by globalization have increased the importance of customer-centered service sectors with an importance on information and services. Tourism sector is leading among those. Tourism sector is the leading customer-centered service sector both in terms of demand and supply (Karataş & Babür, 2013: 18). It is widely accepted that tourism is the activity that mostly facilitates globalization in economic and social aspects (Aydemir, Saylan & Özdemir, 2013: 452). Globalization process is intensifying and becoming multi-dimensional. It provides important opportunities for countries in terms of growth and development, and it also brings some risks and threats. Those countries that consider such threats and risks and taking the necessary measures and, by mobilizing their existing potentials, utilizing the possibilities of growth and development at a maximum can successfully sustain the process of development and will be among the outstanding countries in the future (Anon., 2013: 5). At this point; policies such as determination of developmental regions for tourism sector and the quantity and quality of touristic businesses, environment, and participation of local people, organization-management, marketing-promotion and competition should be handled with an integrative approach in the national development plans of countries.

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Globalization and Tourism

Smeral (1998) mentions that globalization has become an umbrella concept for majority of political, sociological, environmental and economic trends worldwide. When we examine globalization from a pure economic perspective; we can name it as crossborder capital flows, international strategic alliances, cooperation, unifications and mutual technology exchange and the increase of production and market solidarity in different countries. Smeral also claims that globalization has affected demand and supply in tourism from various dimensions. These impacts are stated as follows:

About Supply;

With the total computer reservation systems' global utilization; airlines, hotel chains and tour operators have been providing their services at global level and therefore they have worldwide branches and are able to reach to a major part of international tourism demand with their global distribution systems. Utilization of modern information and communication technologies along with various horizontal and vertical integrations have expanded the value chain.

As the costs of airlines have decreased, the demand of travelling to destinations by individuals with relatively income levels and social standards has increased.

New destinations have appeared which are supported by infrastructure investments and the hardware investments of multi-nationals. As these destinations have initially worked together with global parties, they had huge advantages in terms of marketing.

About Demand;

Increase of income and wealth. As the demand for visiting the traditional European dimensions has reached to full satisfaction, and along with the changes in life styles; new motivations have appeared. This is an important factor that explains the nature of globalization in tourism demand.

Tourists have become more experienced and informed. (foreign languages, utilization of transport vehicles, reservation etc.)

The most significant impact of globalization is that the destinations which were already in competition with each other have entered into a more intense competition with the expand of market.

It is obvious that the concept having global effects on each sector also has obvious impact on tourism. According to Hjalager (2007); tourism and travel are among the reasons and results of globalization process and the globalization phases of tourism can be explained as indicated on Table 1.

First phase consists of the attempts of national tourism system in order to reach new markets. Second phase means the integration and cooperation between the countries. Third phase emphasizes the relocation of product during the production process as flexible and divided to its parts. Finally, fourth phase is the new characteristics of tourism in terms of new market types and business concepts, beyond the previous ones. In these phases, individual companies, destinations and countries will be able to control their costs via globalization, obtain new market shares and will reach to other significant resources and qualifications. Globalization will reach to an advanced level due to developments in information and communication technologies and transportation opportunities.

When we examine the global tourism market, we see that instead of mass tourism and mass oriented marketing techniques; individual area of interest based and personal marketing techniques have appeared. Within this context; we see another tendency of more tourists planning their travels according to special interests and considering historical and cultural heritage along with various artistic and cultural activities as the reasons of travel (Anon., 2014: 25). As it can be seen, globalization has caused the democratization of transport, speed, comfort, capacity, price and global travel; stronger relations of finance and banking sectors with tourism due to investment, share transfers, capital movement and the innovations in communication technologies have caused the appearance of new distribution channels with different travel motivations (Çeken, 2003: 120). These rapid developments are witnessed throughout the global movements and they have changed the nature of international tourism, bringing tourism as the most important economic sector in the world (Bahar, 2006: 37), and gave acceleration to the development of international tourism as in every sector.

Table1: Stages in the Globalization of Tourism

Features	Low Globalization Profile			High Globalization Profile
Stage Title	1. Missionaries in the markets	2. Integrating across borders	3. Fragmentation of the value chain	4. Transcending into new value chains
Logic	Access to Profitable new markets for existing product	Utilization of market access and brand profits in foreign markets	Creating profitability in services and getting access to specified material and immaterial resources	Adding value by integrating economic logics in other sectors
Manifestations in the tourism sector	A. Tourism board representation and operations in the markets	D. Transnational integration through business investments and mergers	F. Splitting the value chain, outsourcing knowledge	H. Development, production and marketing of
	B. International Marketing collaboration by regional/ national tourism enterprises	E. Import and export of business concepts through franchising and licensing	G. Flexible human resourcing and enhancing of the international labor markets	I. Sales of market positions and brand extension and spin-off
	C. Market Expansion of larger tourism corporations			J. Tourism in the global media production

Source: Hjalager, 2007.

World Tourism and Turkey

As tourism movement has appealed to a certain section of society in the beginning, as the globalization process has accelerated, it started to interest larger masses. As Smeral (1998) has emphasized, the main reasons of this are; the growth of income level of those who live in cities, extension of social security, enhancement of working conditions, faster and more comfortable vehicles with the help of technology and increase in the communication possibilities. Ultimately, the increase in the number of world-wide destinations and the investments in tourism have made it the key for establishment of new businesses and socio-economic progress. Development of tourism creates employment and other numerous opportunities required by many countries and contribute significantly to the economy with foreign currency it attracts.

When we look from past to recent events, it is possible to explain this development with touristic indicators. In spite of interval shocks/ crises, world tourism had 4% growth in average. 1950 is the year that is accepted as the beginning of modern tourism and the tourist destinations were 25 million in that year whereas tourism income was 2,1 billion USD; in 2014, tourist destinations were 1 billion 184 million people and tourism income was 1 trillion 232 billion USD (URL10, UNWTO, 2016). According to long-term forecast of United Nations World Tourism Organization, tourism will have 3.3% growth

between the years 2010 and 2030. Worldwide international visitor numbers will become 1.8 billion people in 2030. Income will reach to 2 trillion USD. Tourism has 6% share in world export with its business volume of 1.5 trillion USD. World tourism contributes, directly or indirectly, 9% to Gross Domestic Product and in terms of world tourism, 1 out of 11 people in the world is employed in tourism sector. In 1950s, only fifteen destinations have shared the 98% of international tourist destination points; today we see a variation in this number as new centers of attraction have been preferred (Güneş, 2016: 40). According to UNWTO data, majority of tourist destinations and tourism income was in European continent. In 2015, 608 million tourists have visited the European continent (51% of total number of tourists) and the income obtained in this continent was 509 billion USD (36% of total tourism income). European continent is followed by Asia- Pacific region with 279 million tourist arrivals (24%) and 419 billion USD income (34%) and the American continent with 191 million tourist arrivals (16%) and 277 billion USD income (23%) Middle East had 53 million tourist arrivals (4%) and 55 billion USD income (4%); and African continent had 53 million tourist arrivals, which is slightly higher than Middle East, but only reached to 33 billion USD incomes (3%) (Anon., 2015).

Turkey is remarkable as the fast growing and developing country in the Mediterranean region, which includes almost 35% of world tourism. We can say that the development model since the beginning of 1980s which was set as “outward oriented growth” was effective on this growth and development. One of the most important conditions of this model was to supply goods and services which could compete and increase the share of national economy in the international market. The new product supplied by Turkey into the international market was tourism (Bozok, 1996: 68). This period is the time when the concept of globalization, also named as the new world order, was effective in the world. This can be explained with Turkey’s close attention to the acceleration of globalization in 1980s.

It is possible to determine the yearly development of tourism in Turkey by using the scales of number of tourists and tourism incomes. When we look at world tourism behavior, we see that tourist flow is in a tendency from developed countries to the developing ones (from USA to Europe, from Northern and Western Europe to the Mediterranean) and from industrial zones to sea shores (from USA and European countries to East Asian Pacific) (Avçıkurt et al., 2009: 3).

The number of tourists arriving in Turkey was 28265 in 1950, the starting date of modern tourism age, and we see these numbers increasing to 724.784 in 1970 with an annual increase of 17,54%. Turkey had 0,05 percent share in world tourism and 0,08 in European tourism in terms of foreign tourist arrivals in 1981 with 1405311 people, and this has reached to 1,4% in 1992 within world tourism. Tourism income of Turkey was 5,4 million USD in 1950 and this has increased by 59,7 times in 1980, reaching to 326,7 million USD. Between 1981-1994, this has increased by 13,2 times and reached to 4321 million USD. On the other hand, 1991 Gulf War had a negative impact on Turkish tourism sector and tourism income decreased. In 1991, tourism income has decreased by -21,51%. But, Turkey had a rapid development in world tourism. The ratio of tourism income to export income in Turkey was 2,1% in 1963, this has reached to 16,9% in 1987 and 23,9% in 1994. The ratio of tourism income in Gross Domestic Product was 0,1% in 1963 and it reached to 3,3% in 1994. In 1981, Turkey had 0,3% in world and 0,6% in European tourism income with a total of 381,3 million USD; in 1994 these shares have reached to 1,3% and 2,9%, respectively (Bozok, 1996). As for 2010, it is possible to say that Turkey has a significant place in the world market. In 2015, the number of tourists arriving to the country has reached to 36.244.632 million and tourism income became 31.464 billion USD. In terms of tourist entries, Turkey had 3,5% share from international tourism market and 6,9% from European tourism market. This rate was 2,7% and 6,7% respectively in terms of tourism income. However, tourism income for the first quarter of 2016 (January, February, March) has decreased by 16,5% when compared with the same quarter of previous year and became 4 billion 66 million 384 thousand USD. When we distribute the tourists in 2015 according to their nationalities; we see Germans as 15,4%, Russians as 10% and British as 6,9%; with a total of more than 30% (Anon., 2016). These decreases in Turkish tourism during the last two years until July 2016 ; can be explained by several reasons such as the political crises in Ukraine and Crimea since 2014, the fall of oil prices since 2014, devaluations, political problems between Turkey and Russia, the unstable circumstances in Syria and Iraq and the terror attacks. Russia had 11,4% share of foreign tourists coming to Turkey in 2014, and there was a

decrease of 18,2% between January-November 2015. On the other hand, the fluctuations in global financial markets caused by normalization of monetary policy by FED are still ongoing in 2015. This has especially had negative impacts on many developing economies (URL1, 2016).

Tourism Policies in the Development of Turkish Tourism Sector

Policy is mentioned as the body of rules used as arranging certain issues, providing guidance and directions (Alkan, 2014: 9). Tourism policies are defined as the determined approaches and measures taken by the government and public agencies with an executive and legislative power in order to develop, manage and control the tourism sector within a country (Alkan, 2014: 12; Bozok & Şahin, 2009: 257). On the other hand, tourism policies can also be defined as the interventions that prioritize to maximize the economic, cultural and social benefits of tourism activity and to direct the development of tourism sector with certain goals and by using certain tools (Öztürk Sözen, 2007: 65; Soyak, 2013: 9).

The development of tourism was very slow throughout the dissolution of Ottoman State after 1890 and during the establishment of Turkish Republic. We can say that there is no significant development in tourism before the Planned Period (1960-1980). Şahin (1990) states that although there were no major improvements in the tourism sector during the period before plan (1950-1962), the intense efforts on industrialization and the developments in terms of infrastructure throughout that period had brought the advantage of having the awareness that tourism sector was a significant one. When Turkey started with the planned period in 1963, the importance given to the tourism sector can best be understood by looking at the precautions taken about the sector. But, the development of tourism has started since 1980s. As it can be understood from the touristic indicators above; having the desired share from growing and changing world tourism market and providing the competitive advantage under sustainable conditions is a very important subject for countries. Kuşat (2011) has emphasized this and indicates that in order for a country to be successful in tourism sector; natural environment should be preserved and utilized, quality services should be provided by qualified personnel, the developments in the market should be thoroughly analyzed and new products should be developed accordingly.

Taking the guiding measures for positive contribution to touristic developments in a country, to make necessary interventions and control the improvements are possible by the policies to be determined by public administration. Also, as a result of liberalization process in tourism sector; globalization of tourism supply and demand, change in customer profile and preferences and technological development indicate that various countries and destinations will compete with a global vacation budget and this competition would mean a global one (Anon., 2014). Each one of the policies in Turkey, determined by Republic of Turkey, Ministry of Development are policies considered in a great scope within the process of Turkish tourism history. This study will consider the competitive environment and developments as a result of globalization; and the investment and finance policies will be mentioned since 1980s.

The arrangements about tourism sector in Turkey are contained within the Development Plans, which started with 1961 Constitution. Transition programs were applied in Turkey during the periods without plans. 1978, 1984, 1995 and 2006 were the years of such transition programs. When we make an analysis about the tourism policies before planned period, we do not see any significant tourism movement in the world and in Turkey, as mass tourism has developed after 1950s (Mutlu, 2012: 77). Tourism policy between 1963 and 1983 has aimed to make a positive contribution to balance of payments by tourism incomes, to increase the foreign currency income, to contribute for employment and to provide vacation opportunities for citizens. The most important events for Turkish tourism were of June 24, 1980 Decisions, promotion of foreign capital, liberalization of foreign currency exchange, liberalization of foreign travel, increasing the amount of money travelers can carry and the issuance of Law for the Incentive of Tourism No. 2634 in 1982 (Gülbahar, 2009: 153-154.)

Development Plans are mandatory for public and guiding for private sector. Therefore, investments of private sector in appropriate points for the development plan should be encouraged. In order to achieve this, private sector should be directed to make investments in the areas foreseen by the plan through some encouraging provisions. On the other hand, country's finance policy becomes important in order to increase the bed supply according to needs and expectations of tourism demand, to bring the complementary and support investments to required levels and to achieve the expected level of success.

An Overview of Investment and Finance Policies in Tourism Sector

Tourism sector is a sector that necessitates intertwined infrastructural-supra structural and complementary investments. Infrastructure investments contain all types of ground and underground structures required by a tourism settlement. These structures are also the main structures required by local people. Water resources, water grid and sewage, electric and energy resources, secondary supra structure investments and highways, par spaces, railways, ports and airports are included under this category. Supra structural investments consist of accommodation, food and beverage, passenger terminals, entertainment and shopping units in order to meet the requirements of tourists.

The main condition to meet the touristic demand is to be ready by infrastructure, supra structure, transportation and some local services. Therefore, there is a very close relation between meeting the requirements and development of tourism for the developing countries (Sönmez, 2012: 47). Infrastructural investments provide the development and continuity of tourism sector. Completion of infrastructural investments is important for profitable operation of tourism businesses and to provide continuity in the competitive environment. During the 7th Plan Period (1995-1999), we see the principle of cooperating with local administrations in the regions where tourism movements are intense, prioritizing the infrastructure investments, and obtain the participation of local administrations and public. There have been various projects in 1990s which were determined by public authorities and implemented accordingly in terms of tourism infrastructure. Accelerating one of these projects, Mediterranean-Aegean Tourism Infrastructure Project (ATAK) is one of the goals determined during tenth plan period (2014-2018).

When we consider the significant developments in world tourism; it is obvious that the arrival of tourists for consuming the tourism products in the existing markets depend on the fact that transportation network being cheap and vast, along with the possibilities to carry masses. In fact, a tourism region can develop only if it has a good and sufficient transportation infrastructure and if it has function. If the railway and sea transportation tools are not in a competitive level and if they have low percentage; the visitors' arrivals will have statistically low levels. 74% of foreign tourist arrivals in Turkey occur through airlines (URL2a, 2016), and this is a clear indicator of the importance of airlines. There are 55 airports in Turkey for civil traffic; 49 of them are public and 6 of them are private (URL1, 2016). Number of ports with business certificate is 17, and they have a capacity of 7.368. There are 6 yacht boatyards with business certificate with a capacity of 1.044 boatyard (Anon., 2014: 14). The number of certified yacht businesses by 2014 is 884, with 857 of them local and 27 foreign (URL3, 2016). According to ERF European Road Federation 2015 report; the total roads of Turkey is 370.276 square kilometer, including the highways, motorways, national roads and second degree roads. The report of Ministry of Transportation, Turkish Transport and Communication Strategy Target 2023 report indicates that Turkey has 65.007 kilometers of road network including the state roads, provincial roads and highways. Also, 2023 targets include; private and public sector cooperation for the realization of various projects in transport sector, taking the necessary measures to contribute the finance needs of private sector and 24 Billion USD investments in 14 years in order to reach 63 million tourists in 2023 (URL4, 2016).

The first subject about tourism investments in Turkey has been the investments in hospitality businesses. Hospitality businesses in Turkey are separated into two groups; those with documents from Ministry of Tourism and municipality documented businesses. Those businesses with importance in world tourism market and world standards are the ones with touristic documents. The features of such businesses are determined by the regulation published in Official Gazette No. 18060 in 1983, in accordance with Tourism Incentive Law No. 2634 (Bozok, 1996: 156).

The finance of sector was provided by Republic of Turkey, Tourism Bank (1960) as a result of organizing the tourism activities under Ministry in 1963. Since 1989, this duty is carried out by Development Bank. Republic of Turkey, Development Bank has initiated a significant investment process for creating bed capacity with the credit and funding system it implemented between 1967 and 1970. It is possible to say that Turkey has implemented a productive incentive mechanism in tourism investments between 1985 and 1991. Within that period, tourism investments were supported by long-term and low-interest credits and grant-like cash supports (Anon., 2007: 35). The primary incentives in

accordance with Tourism Incentive Law No. 2634 include allocation of public lands to investors for tourism investments, utilizing the tourism development fund, low-interest and long-term tourism credits, ability to employ foreign personnel and artisans, customs exemption, investment discount, incentive credits, tax discount, finance fund and incentive premiums. Fourth Five Year Plan (1979-1983) ended in 1983 and we see that period as the year when government has stepped out of supra structural investments and privatizations started. Market mechanisms were initiated and price determination in tourism facilities have gone out of government control and a new incentive system was put into operation (Anon., 2014: 10; Soyak, 2013: 11). Since the beginning of 1990s, cash support was replaced by incentive precautions such as tax exemptions and exclusions. General Incentive System was valid between the period 1995-2009. This incentive system included incentives such as “VAT Exemption” and “Customs Exemption” aiming all investments above a certain amount, with no distinctions between regions and sector. Decision on Government Support in Investments, numbered 2009/15199 was published in Official Gazette dated 16.07.2009 and numbered 27290; and incentives were started to be considered under three main headlines. These are; Regional-Sectoral Incentive System, Major Project Incentive System and General Incentive System. In 2012, strategic investments were included into this system and “Province Based Regional Incentive” was launched (Anon., 2014:12).

Recently, tourism investors are using incentives such as; incentives provided within the scope of KOSGEB (Small and Medium Sized Businesses Development and Support Administration) and Decision of Council of Ministers on Government Support for Investments, Tourism Incentive Law No. 2634, exemption in Property Tax, credit opportunities provided by Turkish Export Credit Bank (EXIMBANK), incentive of foreign capital investments and international tourism congresses participation support (URL2b, 2016). However, tourism investments have long return periods, high rate of capital/revenue, and they have a fragile structure against political, social, economic and natural events (Anon., 2001:6). Also, as demand increases in certain periods; there are significantly low capacities in businesses, causing them operate with low productivity. Besides, tourism sector is highly affected by terror and other problems caused by the geographical location of country. All of these constitute the significant risk factors of the sector. Hence, as tourism investments were not considered as risky and non-profitable in short term (Usta, 1988); local initiatives in the beginning of 1980s were not at the required level. Along with these developments, in 1980, the number of total beds in facilities with tourism certificates was 56.044, and this number has reached to 235.238 (Bozok, 1996) in 1993 with an annual increase of 11,67% and to 807.316 in 2014. Total number of beds with tourist investment certificates was 26.288 in 1980 and reached to 309.556 in 2014 (URL3, 2016). Travel agencies have an important place in the development of sector and their number reached to 7.950. Investment incentive document number for sector of services in 1.251 as of January-October 2015. When we look in terms of sub sectors, we see there is a decrease in incentive documents for tourism (URL1, 2016). The share of tourism sector in public sector total fixed capital investments was 0,5% in 2014 and the assumption for 2015 was 0,9%; being one of the sectors with the lowest shares (URL5, 2016). A new investment incentive package was prepared by government after the 2016 Action Plan and Middle Ranged Program. With the social and economic reforms, the incentives in the new package will help to lift the barriers for investments in Turkey, investment process will become easier and investment environment will be enhanced. Some of the arrangements in new incentive package are receiving stamp tax only from a single copy of agreements, tax exemptions in land investments and buildings constructed within the scope of incentive and to add all R&D expenditures as cost. New investment incentive package indicates that the foreigners employed in Turkey will have flexible conditions to obtain a work permit and “Turquoise Card” application will be provided which will permit qualified employees indefinite residency permit (URL6, 2016).

The most important development provided by globalization to the markets in terms of economy is the entrance of international businesses to new countries as foreign direct investments. Because markets are satisfied, product variation has increased, a consumer profile with more elite choices and high expectation levels occurred and the competition became more intense. The product life cycle is shortened with the impact of developments in technology (Ekin, 1999: 52). These developments in the world have affected Turkey due to reasons such as increasing the type and quality of touristic products

and services, access to productive production and management techniques (know-how), utilizing the resources more efficiently and providing funds to the sector. Bahar (2010) indicates the reasons that necessitate foreign capital as the scarcity of funds for investments in Turkey, the ability of foreign capital to share its experiences on mass tourism needed by local tourism sector, the need to provide risk sharing within the sector, increase of foreign currency incomes, and the necessity of profitability target for creating demand in foreign markets.

The Foreign Capital Incentive Law in Turkey was enforced in 1954; and it has new legal framework with 1980 Foreign Capital Framework Decision numbered 8/168 and Decision Number 32 on Preserving the Value of Turkish Currency in 1989. The liberal policies implemented after 1980 and the enhancements conducted in Foreign Capital Law had encouraging impacts on foreign capital entrance (Güven, 2008: 77). However, even though this law was liberal and encouraging, it was not clear enough and this caused it to be interpreted in different ways by different political and bureaucratic circles. The Law No. 6224 was abolished in 2003 and Direct Foreign Investments Law No. 4872 was enforced. By this, it was aimed to reach the desired numbers by enhancing the investment environment and decreasing bureaucracy (Güven, 2008: 80; URL7, 2016). In 1990, there was 264,4 million dollars of foreign investment in tourism sector and the total share of the sector in total foreign capital investments was 14,2% (Bozok,1996: 101). Number of new companies in food and beverage sector between 1991 and 2002 has reached to 264 and to 172 in accommodation. Total foreign direct investments in accommodation and food and beverage sector were 142 million USD in 2013 (URL8, 2016).

The activities of foreign capital on this sector in Turkey were realized as operating companies with no physical investments; and a development for cooperation with hotel chains, airlines and tour operators occurred. Such cooperations were realized as management relations with hospitality businesses in Turkey, based on rent and profit share (Bozok, 1996: 161).

Concept of Sustainable Growth in Globalization and Its Place in Investment Policies

Kaypak (2011) states that globalization has reached beyond the economic interdependence of countries and turned into a concept related with the transformation of time and space and mentions that sustainable growth concept has become important with globalization. The development efforts of developing countries in terms of achieving progress and economic improvements have caused the occurrence of environmental problems. These problems were considered as normal in the beginning and then they have reached from local to regional and global levels, thereby bringing the development efforts based on sustainability (Kaypak, 2011: 19-20.) The environment and ecology dictionary prepared by Collin (2004) uses the concept of sustainability as the complete activities and works that meet the current requirements and preserve the natural resources and leave a better environment for next generations.

Rapid economic globalization has impacts on tourism sector such as interrupting the balance between growth and environment. Thus, World Summits and various conferences were organized for preserving the eco-system and better management in order to create a more secure future with high prosperity. World Summit which was organized in Rio de Janeiro in 1992, which was also named as Agenda 21 by participating countries and United Nations Environment and Development Summit in 2002 also known as Johannesburg Summit and the following Rio +20 Conference (June 4-6, 2012) are the organizations that determined the principles and targets for sustainable development and tourism sector. The report has evaluated the impacts of Agenda 21 in cooperation with World Tourism Organization's Travel and Tourism Committee and World Council and the strategic and economic importance of sector for Environmental Sustainable Development was analyzed; and the priority areas for sustainable tourism programs that governments should follow were emphasized. The principles of Rio Declaration were; preserving an improving the existing resources for future and meeting the requirements of tourists and local people and considering this as a method to manage economic, social and aesthetic resources with respect to cultural integrity, necessary ecological processes, biological diversity and life support units (URL9, 2016). In conclusion, the environment friendly, socially coherent, increasing the employment level, decreasing the migration from rural areas to urban areas, to save the local resources from their waste status and to increase the welfare of locals; sustainable green marketing and SME scale investments were emphasized in Eighth Development Plan (2001-2005) and

afterwards.

The understanding of sustainable growth is considered as a reactionary approach to mass tourism which puts economic profitability before everything, and which neglected the physical, social and economic load capacities since 1960s. Touristic development that continues without planning should not enter into a self-destructing process. Another study conducted by Tosun and Jenkins (1996) states that Turkey has seven different regions with different socio-cultural structures, touristic attractions, development levels and different loading capacities for different tourism types; and they emphasize that a single tourism development plan and policy would not make it possible to improve tourism in different regions. Therefore, the general goals and the paths to reach such goals should be determined for tourism sector and the rate of environmental aspects to be used should be based on scientific research and information. The necessity to make a physical planning including all these aspects is a must (İçöz et.al., 2002: 59). Olalı (1990) defines the concept of physical planning as the planning where the relation between tourism sector and land utilization is arranged, and the distribution of infrastructure and supra structure to physical environment is determined. Appropriateness of regional physical plans with the conditions of that specific region, the determination of opportunities for tourism supply in the region (transport, accommodation, food and beverage, training- employment etc.), and considering the environmental values emphasizing on utilizing-preserving balance are the issues mostly focused by environmentalists. Also, these plans should have the feature of clearly demonstrating the authorities and liabilities and being applicable. By doing this, a tourism volume with elimination of environmental problems that could occur during adaptation to globalization could be provided. The governments have the responsibility to consider the impact of tourism developments on physical environment and society. Implementations aiming at consuming without causing any negative impacts on natural environment and cultural richness, providing income and employment to local public, and creating awareness for environment will definitely have positive impact on tourism. Governments have been acting together in tourism plans and policies recently with environmental awareness and sustainability and they support the projects which encourage the economic and social development of local public.

The sustainable global development and information society perspectives in the world have caused Turkey to search for new approaches; and the adoption to globalization had caused the tourism policies to change. Within this context, it is seen that the measures taken in Turkey for the improvement of tourism have basically focused on establishment of infrastructure and supra structure for promoting private sector and that they were included in all plans. However, the physical planning of Turkey in terms of tourism at Development Plans before 1980 were basically in a way to cover all priority tourism areas and tourism investments were done accordingly. However, the distribution of tourism activities to each part of Turkey caused the realization of some unproductive investments and devastations were witnessed in physical environment. The following plans have intensified the investments in certain regions. Thus, Tourism Incentive Law No. 2634 had certain amendments by Law on Amendment in Tourism Incentive Law No. 4957 in 2003 and made the transition from area planning to regional planning possible. The public lands with historical, cultural and tourism potential were defined as Culture and Tourism Preservation and Development Region (Anon., 2014: 11-19).

Southern Antalya Tourism Development Project, Side-Belek-Sarıgerme Tourism Development Projects, Atak Project, Winter Tourism Centers Development Project, Black Sea Yacht Tourism Project, Eastern Black Sea Plateau Tourism Project, Cappadocia and GAP Region Project and other certain touristic projects indicate that certain locations in Turkey are planned to turn into tourism centers. On the other hand, some other implementations are seen where environmental values are considered for sustainability. Blue Flag Project, which has been executed by European Environment Training Association since 1987 is one of these. This is an international environmental award given since 1992 to the qualified beaches and marinas for the quality of water used for swimming, directing the environmental training and information, and the standards required for beach and marina order. Again, within the scope of Environmental Awareness since 1993, environment friendly document and platelets are provided for certain businesses because of their standards in contributing the protection of environment. These platelets have “Pine” symbol for accommodation and food and beverage facilities, “Dolphin” for yacht businesses and “Anchor” for yacht ports. Another practice is “Green Star Eco-

Labeling” implemented in accommodation facilities with documents from Ministry of Culture and Tourism within the scope of 2003/3 communique, considering the EU scales. Within the scope of documenting the environment friendly accommodation facilities, 277 facilities have received Green Star Document. Also, Turkey is among 50 countries included in Blue Flag implementation and it has the second place with 436 beaches in 2015. (Bozok, 1996: 110-111; Kızıllırmak, 2011: 8; Anon., 2014: 19). However, instead of all these applications and determined strong investment policies; there have been delays in application of plans and policies, disorder in authorities and responsibilities, and the problems in the functionality of control system are the aspects that interrupt the long-term environmental, socio-cultural and economic sustainability of tourism sector.

CONCLUSION

Turkey has tried to develop the infrastructure and supra structure in southern beaches in accordance with mass tourism and along with incentives provided to tourism sector by liberal economic policies. The intense interest by European tourists, becoming a trend tourism country, being a heap vacation country and marketing beautiful and clean beaches are closely related with the development of tourism in Turkey. The increase of international tourism demand to Turkey between 1985 and 1987 has caused the sector to live the golden age. During this period, facilities' development has increased between 1988-1990 monetary incentive tools (investment discount, resource utilization support premium, discount in machinery and equipment purchase). However the tendency of incentives for tourism sector has decreased since 1990. Gulf Crisis in 1991 has hardened these problems. The incentive measures for the sector were changed and some of them were removed. The extended general incentive system has included the tourism investments, which caused problems and disorder in implementation. Land prices and construction costs have increased, the capital and interest payment terms of credits have become due and the marketing for increasing bed capacity became a problem. In the following years, a new policy was implemented where the importance of planned and stable development of tourism sector in Turkey was emphasized and the ideas to develop new strategies were claimed.

Through sustainable approach, Turkey will be able to utilize the global economic developments in the maximum level. Therefore, with the transition to information society along with development in information and communication networks; tenth development plan (2014-2018) has adopted different policies for tourism sector. This plan has emphasized the aspects such as providing participant administration, determining the threshold values for protecting-utilizing, to make the capacities of regions and provinces measurable, to make routine controls and to determine the strategies for micro and medium sized businesses. This plan also emphasizes that Mediterranean-Aegean Infrastructure Project (ATAK) did not have the desired results in terms of implementation and therefore it should be concluded immediately.

In conclusion, as stated in Tenth development plan, mass tourism approach with emphasis on sea-sand and sun has been directed to the beaches of Mediterranean and Aegean. In spite of rapid acceleration in touristic bed capacities and important developments; the problems in terms of technical infrastructure are still ongoing. Because of the policies implemented since 1980s in order to have short-term profits for payment balances; natural, historical and cultural values could not be preserved sufficiently. The developments in the sector have caused capacity gap in businesses, decrease in productivity, general administration and personnel problem, inadequate infrastructure, regional loading capacities, environmental problems, urbanization of tourism centers and regional inflation. When we look at the literature, we see that many studies have focused on these aspects.

In order to remove the problems mentioned above is possible if touristic development within the country occurs in a stable and adaptive way. Turkey has a deep rooted history with a past of many civilizations and a cultural richness due to its ethnic variety. Turkey has proper advantages for product variation and unique sources for tourism in its seven regions. It has the possibility to provide various and unique products into the global market. When we include the opportunities brought by globalization, we can say that Turkish tourism sector will be able to have the stable position in world tourism market. Also, country will be able to experience a development unifying with national development which will create value for social, cultural and physical environment. Within this

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