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Article in *Procedia - Social and Behavioral Sciences* · February 2014

DOI: 10.1016/j.sbspro.2014.01.517

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An Investigation of The Publication of Books About Tourism Education in Turkey

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Abstract

Tourism education has been developing in recent years along with the expanding tourism industry in Turkey. Tourism literature and published tourism lesson books have also been expanding for over twenty years. The aim of this study is to investigate the content of published tourism books in Turkey. In order to facilitate this, fifteen popular publishing houses were investigated in this study. According to this study's findings, 160 tourism books were published in these publishing houses. Food and beverage and tourism marketing were the most studied subject fields while research methods, transportation and tourist health were the least studied. Publishing more books on tourism in all fields should be encouraged in order to increase the variety of the books on this subject in Turkey.

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Selection and/or peer-review under responsibility of Academic World Education and Research Center.

Keywords: Tourism, tourism education, published lesson tourism books, Turkey;

1. Introduction

Travel and tourism is one of the world's largest industries, currently employing of over 250 million people worldwide. Tourism is a key to development, prosperity and well-being. Over time, an ever increasing number of destinations have opened up and invested in tourism development, turning modern tourism into a key driver of socio-economic progress through export revenues, the creation of jobs and enterprises, and infrastructure development. As an internationally traded service, inbound tourism has become one of the world's major trade categories. The overall export income generated by inbound tourism, including passenger transport, exceeded US\$ 1.2 trillion in 2011, or US\$ 3.4 billion a day on average. Tourism exports account for as much as 30% of the world's exports of commercial services and for 6% of overall exports of goods and services. Globally, as an export category, tourism ranks fourth after fuels, chemicals and food. For many developing countries it is one of the main sources of foreign exchange income and the number one export category, creating much needed employment and opportunities for development (UNWTO, 2012).

In 2011, world tourism continued to rebound from the setbacks of 2008-2009, in a year marked by persistent economic turbulence, major political changes in the Middle East and North Africa, and the natural disaster in Japan. Worldwide, international tourist arrivals grew by 4.6% in 2011 to 983 million, up from 940 million in 2010 when

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arrivals increased by 6.4%. In 2011, international tourism receipts reached a record US\$ 1,030 billion (euro 740 bn), up from 927 billion (euro 699 bn) in 2010. As a tourist destination, Turkey has demonstrated spectacular growth in recent decades, and it entertains a larger number of vacationers each year. In 2011, Turkey moved up one position to sixth place (with 29 million tourists) overtaking the United Kingdom in the top 10 rankings for international tourist arrivals. It also took twelfth place for receipts (US\$ 23.020 million).

Turkey 3.524 licensed accommodation establishments provide the country with 882.449 beds. In addition there are a great number of locally registered accommodation establishments (500.000 beds) and other facilities and services (<http://www.ktbyatirimisletmeler.gov.tr>). The tourism industry in Turkey has traditionally focused on the mass sun and sea market and city destinations, although nature based and cultural tourism market has been growing in recent years. Turkey has considerable potential for the development of alternative tourism types such as eco-tourism, adventure tourism, thermal spas and heritage tourism (Avcikurt and et.al., 2009). Despite the growth of the tourism industry, it has not been supported by sound strategies and strategic plans in Turkey. Tourism in Turkey has been facing serious problems for many years, including seasonality, low hotel occupancy rates, a high dependency on tour operators, transportation difficulties, an inadequate infrastructure, poor service quality, a lack of qualified staff, a lack of sound marketing programmed a high percentage of lower-income tourists, and the effects of national and global crises. All of these problems are significant, but the high dependence on tour operators, the effects of the crises on the industry, poor service quality and a lack of qualified staff are particularly problematic. Over the years, there have been some attempts to overcome poor service quality and the lack of qualified staff by developing sound strategies for tourism education (Okumus and Yagci, 2005).

Tourism education can be described as being one of the main sub sectors of the multifaceted tourism phenomenon and one whose manifestations could impact directly or indirectly on the whole of the tourism sector. The United Nations World Tourism Organization (UNWTO) has singled out tourism education as having the potential to achieve customer satisfaction and also improve the competitiveness of tourism businesses and regions if specific education and training are guaranteed (Ayikoru and et.al., 2009).

In Turkey, educational facilities are predominantly under the responsibility of the state. Entry to university in Turkey is based on a universal examination. The national educational system provides different levels of tourism training and education. Professional tourism education is conducted by the Ministry of Culture and Tourism and the Ministry of Education. Tourism vocational training at university level (i.e. two year, four-year and graduate programmed) is the responsibility of the Council of Higher Education. Since 1967, the Ministry of Culture and Tourism has conducted the activities concerning tourism education in accordance with regulations related to its establishment law through the Office of the Education Department. As far as vocational courses for hospitality and tourism training are concerned, the Ministry sponsors seven month courses in Tourism Training Centers (TUREMs) in various different places. Besides formal education, informal education constitutes an important element of tourism education in the country. This is mainly due to the fact that tourist education in Turkey has not been centrally organized or coordinated (Avcikurt and et.al., 2009).

At present, tourism and hotel management courses at university level are available in 174 schools, of which 127 offer a two-year programmed (Advanced Vocational Schools), and 47 a four-year programmed (Tourism and Hotel Management Schools, Faculties and Departments). Vocational courses for hospitality and tourism at high school level (for assistant cooks, waiters, receptionists and room maids) are provided through a four-year programmed (Junior High Schools) in 106 state schools and 7 private high schools offering tourism and hotel management courses. There are also 20 programmed leading to the award of M.Sc and PhD degrees in the field and hospitality management.

Visitor expenditure on accommodation, food and drink, local transport, entertainment and shopping is an important contributor to the economy of Turkey, creating much needed employment and opportunities for development (Avcikurt and et.al., 2009). The overwhelming success of international and domestic tourism has given rise to a pressing demand for quality professional human resources. Requirements for skilled and efficient human

capital pose a serious threat to the future competitiveness of this service industry (Singh, 1997). As tourism plays an important role in the socio-cultural and economic life of many developing countries, tourism education plays a key role at all levels in securing and maintaining sustainable tourism development (Okumus and Yagci, 2005). In this context, tourism literature and the number of books published in the field of tourism is increasing day by day. From this point of view, the purpose of this study is to examine published tourism books in Turkey.

2. Method

This is a review study which aims to determine the distribution of the published tourism books according to subject fields. In addition, the authors' gender of the books, the number of authors and the availability of editors needs to be examined. The scope of the study includes all the published books in the field of tourism. In order to research ways of getting more books in the field of tourism published, publishing houses in Turkey are examined. The publishing houses examined were: Beta, Değişim, Der, Derin, Detay, Ekin, Ezgi, Gazi,MediaCat, Nobel, Pegem, Seçkin, Siyasal, Turhan and Yetkin. The examination was carried out between 20-27 November 2012.

3. Findings

The subject fields of the books are presented at Table 1. According to Table 1, one hundred and sixty tourism books have been published in publishing houses being investigated. The field of food and beverages (13.8%) has been found to be the most popular area. Tourism marketing (13.1%) was the second most popular and management techniques (12.5%) were the third most popular fields in published tourism books in Turkey. Alternative tourism types (7.5%) and hotel management (7.5%) subjects were also found to be popular subject fields in the published books. However, it was found that some popular subjects like tourist guiding (2.5%), travel agency management (1.3%), research methods (0.6%) and recreation and animation (1.3%) had not been studied in enough detail.

Table 1. The distribution of the books according to subject fields

Subject Fields of Books	N	%
Food and Beverage	22	13.8
Tourism Marketing	21	13.1
Management Techniques	20	12.5
Alternative tourism types	12	7.5
Hotel Management	12	7.5
General Tourism	10	6.3
Tourism Law	9	5.6
Tourism Accounting	9	5.6
Tourism Economy	9	5.6
Sociology of Tourism	7	4.3
Planning and Policy	6	3.7
Tourism Geography	5	3.1
Tour Guiding	4	2.5
History of Tourism	2	1.3
Tourism Education	2	1.3
Ergonomy and Design	2	1.3
Recreation and Animation	2	1.3

Travel Agencies Management	2	1.3
Research Methods	1	0.6
Transportation	1	0.6
Tourist Health	1	0.6
European Union and Tourism	1	0.6
TOTAL	160	100

Some detailed information about published tourism books is presented in table 2. It can be seen that 74.4 % (192) of the books were written by male authors while 25.6% (66) of the books were written by females. The books were written by one author (94), two authors (43) and three authors (19). A limited number of books in this area were written by four or more authors (4). A majority of the books (143) were published without the help of editors.

Table 2: Some detailed information about published tourism books in Turkey

Variable	N	%	
Gender	Male	192	74.4
	Female	66	25.6
	TOTAL	258	100
Number of Authors	1	94	
	2	43	
	3	19	
	4 and more	4	
	TOTAL	258	
Books with Editor	17	89.37	
Books without Editor	143	10.62	

4. Conclusion and Recommendations

Although the tourism industry is one of the most important sectors in Turkey, it was found that the number of published books is insufficient. More tourism related books in all fields should be published in order to increase the quality of tourism education. When the numbers of published books on the subject fields is considered, it was concluded that some important fields had not been studied by the authors. The authors need to prioritise subject fields such as tourist guiding, travel agency management, research methods, recreation and animation.

Male authors have been dominant in the field of published tourism books, while female authors have been limited in this area. The government and universities should give more encouragement to female academicians to publish more tourism books in Turkey. Collaboration ship in publishing has not been used by many authors and most of the books have been written by only one author. The government and universities should also pay more attention to this issue and provide some opportunities for authors to publishing their books with their colleagues. It was realised that most of the books have been investigating the tourism industry at a local level but investigations on the global level were mostly missing. The authors should publish more books that investigate the tourist industry at the global level. However, most of the authors have published their books without editors and more published books which are supported by editor/s are needed in this area.

Like most other studies, this study has some limitations which need to be addressed. The first limitation is related to the publishing houses investigated. The 15 biggest publishing houses were considered and other publishing houses were not considered in this study. The second limitation is about the published year of the books. All the books published after 2000 were taken into consideration but the books published before this year were not considered. Some future studies can be recommended to researchers. The researchers could investigate the page and

part numbers of tourism books. The reaches could also investigate the factors involved in choosing the subject field of a book.

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