

COUNTRY ANALYSIS

Turkey



STRENGTHS:

It may be argued that Turkey has a rich potential because of the CBT diversity in it. Besides, CBT is supported with various strategies published nationwide and with action plans nationally and internationally. Also considered as the strengths of the CBT of Turkey;

- Unlimited hospitality of Turkish people in CBT areas
- Extraordinary landscape; mountains, forests, rivers, lakes, coastal sides
- Geo-politic location
- Supplying exotic combination of west and east
- Historical and cultural sites
- Traditional crafting and arts
- Diversity in people, cultures, minorities and environment.



Co-funded by the
Erasmus+ Programme
of the European Union

COUNTRY ANALYSIS

Turkey



WEAKNESSES:

CBT regions face physical lacking and infrastructure difficulties. It can also be said that the CBT areas have low quality and there are shortages in determining the tour routes. Visitors cause environmental pollution, and there is not sufficient inspection. Inefficient use of CBT areas and inadequate advertisement are other factors. Also we can collect the weaknesses of Turkey under the heading of operational, structural and cultural weaknesses as;

Operational Weaknesses

- Being the center of tourism management
- Lack of harmony between decision makers
- Lack of necessary information for participation
- Lack of CBT marketing and promotion

Structural Weaknesses

- Negative feedback about tourism professional attitudes
- Lack of expertise
- Do not wish to share the power of the elite
- Lack of appropriate legal system for participation
- Lack of trained human resources
- High cost of participation
- Inadequacy of financial resources

Cultural barriers

- Limited professional capacities of disadvantaged people
- Indifference and lack of initiatives of the local community



Co-funded by the
Erasmus+ Programme
of the European Union

COUNTRY ANALYSIS

Turkey



OPPORTUNITIES:

The number of CBT tourists increase day by day. Organizing day trips in areas where it is not available, and thus enlivening sociocultural life may create further opportunities. Moreover;

- Having opportunity for tourism throughout Turkey in four seasons
- Developments in awareness of urban people to nature
- Undiscovered destinations
- Potential of new trends and preferences of new understanding of tourism
- Adaptiveness of youth population in Turkey to new fields
- Costs of CBT is lower than mass tourism



Co-funded by the
Erasmus+ Programme
of the European Union

COUNTRY ANALYSIS

Turkey



THREATS:

The increase number of visitors poses risk for environmental and cultural balance. The destinations are also threatened by the lack of knowledge on the part of local people, by over grazing, increasing urbanization, and communication difficulties among the partners of CBT. Furthermore;

- Stereotypes of tourist to Turkey,
- Negative media directions,
- Conservative community structure in some areas,
- Decreasing the households income in bad economic atmosphere
- Being in the middle of grown conflict geography
- Competition of mass tourism actors



Co-funded by the
Erasmus+ Programme
of the European Union