

# Profile of sustainability in Alanya (Turkey) as a tourist destination



## An Analysis for Achieving a Better Level of Sustainable Tourism Development at Local Scale

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## Abbreviations list

ALÇED	Environment Association of Alanya
ALSIAD	Alanya Industrialists and Businessmen Association
ALTİD	Association of Alanya Tourism Establishments
ALTİD	Association of Touristic Establishment Managers,
ALTSO	Alanya Chambers of Commerce, Trade and Industry
ALTSO	Alanya Chambers of Commerce and Industry of Alanya,
ALTSO	Alanya Ticaret ve Sanayi Odası (Chambers of Commerce and Industry of Alanya)
EU	European Union
FEE	Foundation for Environmental Education
GDP	Gross Domestic Product
GDP	Gross Domestic Product
KBS	City Information System (Kent Bilgi Sistemi)
MT	Ministry of Tourism
MTD	Mass-Tourism Development
NGOs	Non-governmental Organizations
NUTS	Nomenclature of Territorial Units for Statistics
STD	Sustainable Tourism Development
TD	Tourism Development
SWOT	Strengths, Weaknesses, Opportunities and Threat Analysis
TEMA	Türkiye Erozyonla Mücadele Vakfı (Turkey Foundation for Combating Soil Erosion)
TUİK	Türkiye İstatistik Kurumu - Turkey Statistical Institute
TURAD	Turizm Araştırmaları Derneği - Association of Tourism Research
TURSAB	The Association of Turkish Travel Agencies
UIS	Union of Independent States

# I. Description of Alanya as a tourist destination

This part of the report is to describe Alanya as a tourist destination and explain why it has been chosen as a unit of analysis. Naturally, this will be done under several sub-headings based on the need for elaborating the unit of analysis as tourist destination.

## 1. Choice and description of Alanya as unit of analysis

Before examining tourism development as driving force in Alanya, it would be helpful to explain why Alanya is chosen as unit of analysis, give brief information about history, location, population, governance and administrative system of Alanya. It is believed that these general description of Alanya as unit of analysis may help understand elaboration of tourism development as driving force in Alanya.

### 1.1. Why Alanya is chosen as unit of analysis

“Tourism in Turkey has developed in an evolutionary manner as a reflection of changes in its political and economic system and social and cultural structures” (Tosun, 2009: 966). Tourism development in Alanya is not exceptional in this regard. Alanya was a typical Turkish town before the mid 1980s and its economy was heavily driven by agriculture. That is to say, the phenomenon of tourism itself was not considered to be important since the scale of tourism development was small and its contribution to the local economy was negligible. Due to the implementation of export-led growth strategy in the 1980s tourism was designated as one of the new growth industries. The Tourism Encouragement Law No. 2634 was enacted in 1982 to support both private and public sector investors of tourism to increase the physical infrastructure such as hotels, restaurants, telecommunication systems, transportation, etc. via generous monetary and fiscal incentive policies (Akış 2007; Tosun 2001; Düzgün and Karabulut 1999; Tosun 1999).

Alanya was determined as one of the tourism development center in the context of the Tourism Encouragement Law No. 2634 (Resmi Gazete 1982). Naturally, local, regional, national and international investors found profitable to invest in the tourism industry in Alanya owing to the generous monetary and fiscal incentive given by the state. In brief, Alanya has become a tourism development pole since 1983. Consequently, tourism development has heavily affected socio-cultural life, the structure of economy, the profile of population and natural environment in Alanya (Tosun and Fyall 2005; Tosun 2002). In other words, a traditional Turkish town located on the coast of the Mediterranean Sea has been transformed from rural town driven by agriculture to urban town driven by the tourism industry. Such a dramatic transformation seems to worth for analysis of “profile of sustainability of tourism development in the Mediterranean region”.

### 1.2. Location of Alanya

Alanya is coordinated 36° 30' 07" - 36° 36' 31" North and 31° 38' 40" - 32° 32' 02" East. It is a peninsula on the coast of the Mediterranean Sea. As can be seen from Maps 1 and 2, it is situated on Pamphylia that lies down along coastline of southern Turkey as a peninsula where is under effect of Mediterranean climate. Alanya is encircled by county of Gazipasa, Gündoğmuş and Manavgat. Alanya is connected to east by a highway via Mersin route and distance from center to airport in Antalya is 130 km. The region takes part on peninsula and owing to physical structure of location, natural harbour encircled the coastline (see Yale et al 2005; Yetkin 2003). It has a typical Mediterranean climate. Alanya has 1756.38 square km surface with 70km coast line, 103,839 hectare forest area and 24 422 agricultural land (see <http://alanya.gov.tr/index.php?lang=tr>).

### 1.3. Brief history

Alanya is considered as an ancient town. The first name of Alanya is Coracesium. The local motto “host of humanity since ancient times” may reflect this reality. It is county of Antalya and located on antique region where is bordered by Taurus Mountains and Mediterranean Sea. Alanya is in the ancient region of Cilicia Tracheia (Rough Cilicia), “a somewhat forbidding part of the world because of the mountains. Pirates preyed on ships from the hidden coves along this stretch of coast” (Yale et al, 2005: 383). It is between Pamphylia and Cilicia antique regions. The region hosted the pirates at antique age, feudal lords in Byzantium and eventually set for historical events especially period of Sultan Alaaddin Keykubat and took the name of “Alaiye” at this time. The town is called as Alanya since the Ottoman Sate’s period.

### 1.4. Evolution of population

It may be argued that population is the most important factor that determine social structure in a town. Distribution of population in the town center and peripheries, age and gender profile, education level, and distribution of active labor force to the sectors of economy could be considered as important indicators for social structure (Chambers of Commerce and Industry of Alanya 2008). Thus, it may be useful to analyze some of these issues based on the availability of data in brief. Evolution of population since 1980 is given in Table 1.

By the 1980s general characteristics of population in Alanya was a traditional Anatolian society. Main layer of population in Alanya is related with Anatolian migrant and usually they do not stay in the region during summer season because of transhumance (Ünlü, 2010). However, this structure has tended to change since the mid 1980s due to rapid and unplanned tourism growth on the Mediterranean and Aegean coastal parts of Turkey. Alanya has been determined as a tourism region and center to where the tourism investment incentives were given high priority. Thus, many national and international investors have invested in the tourism industry in Alanya. Such an important economic change and noticeable economic growth has attracted many people from different parts of the country in particular from rural part to Alanya for working in the tourism industry. As can be seen from Table 1, population of the town was 22 000 in 1980, 87.080 in 1985, 129.936 in 1990, 226.236 in 2007 and 233.919 in 2008. When Table 1 is examined in details, it is clear that the increase in population has seen not only in town center, but also in peripheries (Bucak and Köy) as well. While the population increase in the center of Alanya was 35,5% in the last 28 years (between 1980-2008), the figure for peripheries was 24%. The average population increase between 1980 and 2008 for Turkey was 8.5% and this figure was 70% for Alanya (see Table 1).

Based upon the figures given in Table 1 it may be argued that the population increase in Alanya is surprisingly high when compared to the population increase in Turkey. This is due to the rapid and unplanned tourism growth experienced on the coastal parts of Turkey including Alanya. This issue will be discussed in details later in this report (see Tosun 2009; Tosun 2001).

Moreover, it is reported that population in Alanya increases about 4 folds due to tourism activities. While Alanya is a big city during summer with about 900 000 population, it is a town during winter with 233,919 population. Around 10,000 people from different EU countries in particular from Germany and Netherlands have settled in and become residents of Alanya (Ünlü, 2010 and Dere, 2010).

51% of population is male and 49 % of population is female. While female and male population in the center of Alanya is equal to each other, in the districts and villages this figure is a bit different. Around 51.6% of population in the peripheries is male and the rest is female.

Migration from and to Alanya is also worth to note. Alanya received 12.7% of migration to Antalya and 4% of migration to the Mediterranean Region. In brief, while around 11704 people migrated to Alanya in 2008, 7021 people moved from Alanya to other places. That is to say, 4683 people were injected to Alanya in addition to natural population increase (see Table 3).



Age and gender profile of migration from and to Alanya is given in Table 4 and Table 5. As can be seen from these tables, age profile between 15 and 39 years old constitutes an important part of migration to Alanya. This may be due to the tourism development activities. It is reported that many young people have moved from rural part of Turkey to coastal part of the country so as to work in the tourism industry (Tosun, 2001).

### **1.5. Governance and administration**

Alanya with its peripheries' population could be considered as a NUTS 3 (Nomenclature of Territorial Units for Statistics). The municipality of Alanya was established in 1872. There are two kinds of local public administration for town such as Alanya in Turkey. The local governor (Kaymakam) is appointed by the Interior Ministry for 2-4 years. The governor represents the central government and does jobs on behalf of the central government. The second type of local public administration is called municipality that is governed by a mayor and a municipality council made up of twenty-five members. Mayor and municipality council are popularly elected by local people for 5 years. The county of Alanya is made up of 17 municipalities, including the city center, and 69 villages. The villages are administrated by a popularly elected neighbourhood headman (see <http://alanya.gov.tr/index.php?lang=tr>).

## II. Tourism as driving force in Alanya

This part of the report is divided into two main headings. The first heading is choice and description of Alanya as a unit of analysis. The second heading is tourism as driving force in Alanya. Naturally, each of these main headings has several sub-headings based on the need for elaborating the unit of analysis as tourist destination.

Analysis of profile of sustainable tourism development at local level is not an easy task. It has many dimensions. In this section, we will consider the driving force of tourism development in Alanya. Any activity related to the tourism industry could be considered as a part of “driving force”. Tourism infrastructure (hotels, restaurants, etc.), general infrastructure (transport, energy, waste and sewage treatment network, etc.) and tourism resources (cultural and natural assets) are known as components of driving force of tourism. In other words, components of supply and demand sides of the tourism industry could be considered as driving force. In order to reflect profile of sustainable tourism development at a local destination level, it is necessary to examine components of supply and demand sides of the tourism industry.

### 1. Supply and demand sides of driving forces

Supply and demand are two main components of every economic activity. These two main elements of the tourism industry are an important tool for evaluating profile of sustainable tourism development at local, regional, national and international level. Thus, characteristics tourism supply and demand in Alanya will be examined in the following sub-sections of this study.

#### 1.1. Number of accommodation beds by types and classes

Accommodation is a basic part of tourism supply. It does not only satisfy tourists’ needs, it also influences the results and the impact of tourism in Alanya. Its types, location and numbers are very important as driving force for tourism, which will have a spillover effect on the overall local, regional and national economy. There are around 623 accommodation establishments in Alanya in 2008 (see Table 6). It is interesting to note that while there were 758 accommodation establishments in 2001, this number has gradually decreased to 623 accommodation establishments. Although there may be various reasons behind this decline in the number of accommodation establishments, it is reported that the major reason is saturation of the market. It is argued that many entrepreneurs invested in the tourism industry due to generous financial and fiscal incentives without considering sustainability of their business in the tourism industry. Some of the accommodation establishments were closed due to the market saturation. In particular, small and medium size accommodation establishments, most of which licensed by local municipality, could not have competed with the large scale hotel companies (see Akış 2007; Tosun 2001; Tosun 1998). This is supported by the figures given in Table 6. While the numbers of 5 and 4 stars hotels have been gradually increased, the number municipality licensed accommodation establishments have been gradually decreased (Table 6).

Type and size of these accommodation establishments vary from basic accommodation to five stars hotels. Although it could be very useful to look at evolution of tourism accommodation profile over 20-30 years, the relevant data may not be available for that period. That is to say, we could examine the profile of tourism accommodation in Alanya for over 20-30 years period based upon the availability of data.

As can be seen from Table 7, while the total bed capacity was 6,489 in 1980, it has reached 147,571 beds in 2008. It is very noticeable that the number of beds in all types of accommodations establishments has been gradually increased since 1980. This may suggest that demand for various accommodation establishments in Alanya has been gradually increased, too. There were only 1237 beds in 5 stars hotels in 1980. This figure increased to 30027 beds in 2008. It is almost 26 folds increase in a 28 years period. The number of beds in four and five stars hotels represents 25% of total bed capacity in 2008 (Table 7). Naturally, the number of four and five stars hotels has also increased. Their numbers were 38 in 2000

whereas it went up to 121 in 2008 (Table 6). Interestingly, about 28% of the beds belong to the establishments licensed by the municipality. The municipality licensed accommodation establishments represent low class accommodation facilities. While there were 1828 beds in the municipality licensed accommodation establishments in 1980 (represents 28% of total bed capacity), this figure has increased to 41,209 beds in 2008 (represents around 28% of the total bed capacity). Surprisingly, the numbers of beds in some accommodation establishments such as three, two and one star hotels serving middle-level income groups seem to have not changed in the relative terms. While the total number of beds in these accommodation establishments were 1205 in 1980 (represents 18% of total bed capacity), this figure has increased to 27576 in 2008 (represents 18% of total bed capacity).

The ratio of changes in the numbers of beds in various accommodation establishments differs from one type of accommodation establishment to another type. Based upon Table 6 and Table 7, and the above discussion, several conclusions could be drawn. First, the numbers of beds in all types of accommodation establishments has increased over the years from 1980 to 2008. Second, while the numbers of beds in luxuries hotels (four and five star hotels) serving high income groups have increased dramatically, their weight as percentage in total bed capacity has not changed much. Third, the total numbers of beds capacity in municipality licensed accommodation establishments serving upper-low and middle income groups have increased in absolute terms. It should be noted that these changes in the bed capacities of various accommodation establishments may reflect wider realities related to tourism demand for Turkey, which could be explained by a wider research.

## 1.2. Other tourism infrastructure

Tourism product is an amalgam of various social, cultural, historical, natural and man-made attractions. It is not enough to build accommodation establishments for attaining a higher level of customer satisfaction which is sine quo non for remaining as a profitable tourist destination. Various components of tourism infrastructures such as Spas, Congress Centers, Marinas, Sport complexes, Golfs, etc must be established for enriching tourism product that is needed to achieve a better sustainable tourism development. The analysis of the tourism industry in Alanya from other tourism infrastructures' perspective suggests that Alanya has various kinds of these infrastructures. It would be more explanatory, if we could examine these kinds of infrastructures separately under separate sub-headings.

*Congress center as tourism infrastructure:* There are 7 hotels serving as congress centers in Alanya. Six of these hotels are 5 stars and one of them is 4 stars. In total they have 1638 rooms and 4331 beds. Two out of seven congress hotels with 427 room capacity are located in the center of Alanya. Five out seven congress hotels are situated outside of Alanya. Most of these congress hotels have various facilities such as conference saloons, business center, meeting rooms, child club, restaurants, bars, tennis court, sauna, Turkish bath, indoor and outdoor swimming pools, laundry, etc. (Table 8). The average operation period of these hotels are 7 to 8 months in each year.

*Yacht marina as tourism infrastructure:* There is one marina in Alanya. It is located outside of Alanya. It is 12km to the center of Alanya and 15km to the airport. Its operation period is 12 months. It has various facilities such as spa center; sport saloons, travel host, yacht shopping, yacht club, market, swimming pool, tennis court, etc. (Table 9).

*Golf facilities as tourism infrastructure:* There are no golf facilities in Alanya. However, there is one at the investment stage. This golf hotel is planned to open in 2011.

*Ski centers as tourism infrastructure:* In order to solve seasonality problem of tourism in Alanya, a ski-center has been planned. It is called Akdağ Kayak Merkezi (Akdağ Mountain Ski Center). It is reported that this initiative will bring winter tourism to Alanya. It is believed that it will have a great spillover effect on the local economy which is almost dead during winter (<http://www.lpghaber.com/Alanya-da-Kis-Turizminin-Umudu-Akdag-Kayak-Merkezi-Projesi-haberi-24639.html>). Local entrepreneurs in the tourism industry claim that the stores would not be closed any more during winter time when the ski center is operationalized. Some local business men told that "it will be a complimentary to the sea, sun and sand tourism in Alanya".

Spa facilities as tourism infrastructure: There are 6 hotels providing spa facilities in Alanya. All of them are 5 stars hotels. In total they have 2600 rooms and 5481 beds. They are all located outside of Alanya. Three of them are located in the district of Okurcalar, two in the district of Türkler and one in the district of Konaklı. Most of these spa hotels have various facilities such restaurant, laundry, safe box, wireless, sauna, Turkish bath, café & bar, jet ski, disco, aqua park, fitness center, tennis, bowling, parachute, beach volleyball, dart, health club, amphitheater, disco, jet ski, animation, internet café, indoor and outdoor swimming pools, etc. (Table 10). The operation period of these hotels varies from 7 months to 12 months in each year. Target markets of these hotels are German, Russian and domestic tourists. The tourists stay at these hotels for various reasons including health treatment, relaxation and entertainment.

Sport facilities as tourism infrastructure: Sport facilities are seen a part of tourism infrastructure as well. There are 9 sport centers in Alanya. All of them are located in the center of Alanya and provide services all year around. They target as customers not only tourists, but local people as well (Table 11).

### 1.3. Tourism (main) attractions

Destinations at all levels (national, regional and local levels) must differentiate themselves in all possible ways from their competitors due to the fierce market conditions. This may be one of the most important strategies to keep themselves in the tourism market. As implied earlier in this report, tourism product is composed of many different elements including natural beauty, historical relics, sport and cultural events, etc. These elements of tourism product are called tourism attractions. It may not be possible to develop a tourist destination in sustainable development manner by ignoring protected areas, museums, settlements, sport and cultural events, beaches, etc. Thus, it may be logical to explain these elements of tourism attractions in the context of Alanya in some details so as to understand the tourism development phenomena in a better manner.

Beaches as main tourism attraction: There are 8 major beaches located in the overall settlement of Alanya. Three out of seven beaches are located in the central district of Alanya and five out of seven beaches are located in peripheral districts of Alanya such Damlatas, Incekum, Konaklı and Mahmutlar districts. It may be helpful to explain each of them in brief. These beaches as main tourism attraction are described in details in Table 12.

Historical places and protected areas as tourism attraction: There are 28 historical places considered as protected areas. Seven out of these 28 protected areas are temples belong to Christianity and Islam. All these historical temples are located in the center of Alanya. Two out of these seven temples are churches. Their names are Aya Yorgi Church and Hidirellez Church. Five out of seven temples are mosques. Their names are the Süleymaniye Mosque, Bedesten, the Small Mosque of Akbeshe Sultan, the Andızlı Mosque and the Tomb of Sitti Zeynep. Each of these temples has different historical story and background. It may be worth to note that all of them are still active and opened to full religious ceremonies and daily religious activities (Table 13).

There is one castle called Alanya Castle (Alanya Kalesi) considered as one of the most important tourism attractions in Alanya. The wall of the castle is 6.5km length. It has 140 towers, about 400 cisterns and various doors with inscriptions. It functions as an open air museum reflects Seljuk art at its best, showing the fascination of Seljuk art. The castle was built by A. Keykubat, the Sultan of Seljuk. The ramparts start from Kızılkule, extend down from Ehmedek, İçkale, Adam Atacağı, Cilvarda Burnu, Arap Evliyası Rampart and Esat Rampart and pass through Tophane and Tersane and end at Kızılkule at the entrance (Table 13).

There is one historical tower called The Red Tower built in 1226 for the purpose of military and dockyard control. This unique monument of the Seljuk is one of the symbols of the town. The tower has octagonal planned towers of each 12.5 meters wide 33 meters height and a diameter of 29. It has 5 floors including the ground floor. The top can be reached by big stone stairs (Table 13).

There is also a historical dockyard called Tersane constructed in 1227 by the Seljuk's Sultan Aladdin Keykubat. The sea side of the dockyard with five arch parts has a length of 56.5 meters and 44 meters deep. The dockyard is designed to take advantage of sunlight. Thus, it is located on the sunniest place.

The Gun House, called Tophane in Turkish, is a historical relic of the Seljuk State. It is built in 1277 for the purpose of defense on a rock ten meters above the sea level. It is next to the dockyard. There have been some efforts by the Ministry of Culture and Tourism and the Municipality of Alanya to turn the Dockyard and the Gun House into a naval museum. Further details are given in Table 13.

We would not explain the rest of the protected areas and historical relics and places due to the space limitations. However, a brief explanation is given for each protected areas and historical places in Table 13.

*Festivals as main tourism attraction:* It is proven that social and cultural activities play an important role for marketing a place as a tourist destination and developing local community from various perspectives. There are two international festivals and five national festivals organized in Alanya. Some these festivals are organized on annual base, some of them are held occasionally (Table 14). Although information about these festivals is given in details Table 14, some of these festivals are explained to some extend below.

*Alanya international choir festival (Alanya uluslararası koro festivali)* is held in Alanya on November 3-7 2010. It is held only for this year. Several countries will join in this festival. Some of these countries are Germany, Russia, France, Norway etc. Choirs from all over the world are invited to participate in this festival. In particular young talents will demonstrate their songs and performances (Table 14).

*Alanya international culture & arts festivals (Alanya uluslararası sanat ve kültür festivali)* is another important social and cultural activity takes place in Alanya. It is regularly held on the 29-30 May of every year. The first one was held in 2000. Several countries take part in this festival. Some of these countries are Germany, Greek, Russia, France, etc. It should be noted that international culture and art festivals are also held in some major cities such as Istanbul, Ankara, Izmir and Antalya (Table 14).

*Tourism and art festival (Turizm ve sanat şenliği)* is organized every year between May 31<sup>st</sup> and June 3<sup>rd</sup> It is organized under the auspices of the Ministry of Culture and Tourism for creating awareness about tourism development and art. Cabotage and Maritime Festival (Kabotaj ve Denizcilik Bayramı) is another every year activity organized in allover Turkey and Alanya as well. It is held on July 1<sup>st</sup> every year. The main purpose of this festival is to celebrate trade and all other activities related to sea and marine. It is opened to every one and there is no fee for entrance or participation (Table 14).

*Mahmutlar tourism festival (Mahmutlar turizm festivali)* is organized by the municipality of Mahmutlar district. It is held on July 26-27 every year. The main purpose of this festival is to create positive publicity and recognition about the district for developing tourism further. It is opened to every one and there is no fee for entrance or participation (Table 14).

*Tourism, culture, art and orange festival (Oba Belediyesi turizm-kültür sanat ve portakal festivali)* is organized by the municipality of the district of Oba in the second week of July every year. Developing consciousness about tourism, tourist and environment and attracting more tourists by creating positive publicity and recognition about the district are the major purpose of this event. It is opened to everyone and there is no fee for entrance or participation (Table 14).

*Konaklı tourism festival (konaklı turizm festivali)* is organized by the municipality of the district of Konaklı in the second week of July every year. Developing consciousness about tourism, tourist and environment and attracting more tourists by creating positive publicity and recognition about the district are the major purpose of this event. It is opened to everyone and there is no fee for entrance or participation (Table 14).

Apparently peripheral districts of Alanya seem to organize very similar festivals so as to develop tourism and trade in their localities in better manner. To some extent, they tend to compete with each other to attract more tourists and transactions giving the fact that agriculture and tourism are almost only alternatives for local economies of these peripheral districts of Alanya.

Museums as main tourism attraction: Museums give important information about historical, cultural and social background of the relevant societies. It may be therefore they seem to be an important part of tourism attractions. It is reported that there are four main museums considered as tourist attractions in Alanya. It would be helpful to explain them in brief (Table 15).

*Alanya museum* is located in the center of Alanya. The historical museum of Alanya was opened its doors to visitors in 1967. It has two main divisions; ethnographical section and archeological section. 11772 people visited it in 2005 and spent 6708 Euros (Table 15).

*The museum of Atatürk House (Atatürk Evi Müzesi)* is located in Sekerhane Street on Azakoglu Avenue. It is opened to the visitors. It reflects a traditional Alanya's house that is made of wood and stonemasonry and has a symmetrical plan. All the rooms open onto a central sitting area. Around 3000 people visited it in 2000 (Table 15).

*Red Tower Ethnography Museum (Kızıl Kule Etnografya Müzesi)* was opened as museum to visitors in 1979. This museum is located on the seaport of Alanya. It is still opened to the visitors. The tower was built in 1226. The Seljuk Sultan, Aladdin Keykubad commissioned it from the architect Abu Ali of Aleppo. The architect's name is recorded in the inscription on the north facade of the tower. Around 42000 people visited it in 2005 and paid 32650 euros in total (Table 15).

*Museum of İçkale (İçkale Müzesi)* is located in the castle of Alanya. It still accepts the visitors. This museum is in the historical citadel, at the peak of the peninsula lying towards the Mediterranean. The palace of Aladdin Keykubat, the Sultan of Selcuks was found as the result of the excavations carried out for years (Table 15).

Foot paths as tourism attraction: Foot paths can be considered as part of tourism attraction. These facilities are not only important for tourism development, but for local community as well. There are several foot and cycling paths in Alanya. Six of these paths will be explained in brief (Table 16).

*Abmet Tokuş Bulvarı* is a well-designed walking path. Cycling path and foot path are separate from each other. It is located along the east coast. *Atatürk Street* has both cycling and walking path. It is located along the west coast of Alanya. It is nice place for walking, taking pictures and relaxation. *Sak Irmağı* is located alongside of the Saka River. It is a resting and relaxation area. There are walking and cycling paths in addition to relaxation facilities, parks and sports facilities. *Emirgan' foot path* is located between Alanya and Emirgan Avenue. It is a well designed outdoor recreation area that has picnic areas, terraces and walking paths. *Taşandamı's foot path* is located within in the border of Küçük Hasbahçe Neighborhood & Büyük Hasbahçe Neighborhood. It is a well established walking path along the 612 Street and Road of Taşandamı. *Child traffic training road* is designed for giving practical training to children about traffic rules. Target audience is children between the ages of 4-15. It has also walking and cycling paths (Table 16).

Sport events as tourism attraction: As mentioned earlier, tourism product has many components. All most every element at destination level is part of the tourism product including sportive events which have many functions such creating publicity in the media about the destination, attracting more customers to the destination, etc. Alanya has hosted many sportive events at local, regional, national and international level. Such wide varieties of sportive event enrich social and cultural life in Alanya while they also contribute to the local economy. It may be helpful to explain some of these sportive events in brief (Table 17).

*International fencing children cup (Uluslararası eskrim çocuk kupası)* is regularly organized on April 18<sup>th</sup> every year in the Alanya Atatürk Sports Hall. On average 550 athletes participate in this event from 8 different countries (Table 17).

*Presidential bicycle tour* has been held since the last 44 years. It is held on behalf of the President of Turkish Republic. The President usually attends this event. It is held between April 13<sup>th</sup> and 20<sup>th</sup> every year. It is a well established event. Its main aim is to honor the President, create consciousness about sportive activities and contribute to positive image of Alanya through publicity in the regional and national media (Table 17).

*Beach volleyball of Turkey championship* is held between July 25<sup>th</sup> and 27<sup>th</sup> every year. Around 32 volleyball teams participate in this event. The final match of the tournament is broadcasted by TRT (Turkish Radio & Television). Its main aim is to create consciousness about sportive activities among young people, contribute to positive image of Alanya through publicity in the media and increase economic transaction in the locality (Table 17).

*Street basketball competition* takes place between 11<sup>th</sup> and 15<sup>th</sup> August every year in Alanya. The first competition was organized 8 years ago (Table 17).

*Mayor tennis tournament* has been organized since the last 7 years and is held between September 1<sup>st</sup> 8<sup>th</sup> every year. Tourists from different countries also participate in this event for competing. It is organized by the municipality of Alanya). The main objective is to create consciousness about sportive activities among young people, contribute to positive image of Alanya through publicity in the media and establish better relationship between hosts and guests in the locality (Table 17).

*Alanya international swimming marathon* is organized since 1992. It takes place a few days before or after the International Alanya Triathlon. The swimming marathon is organized in the different categories such as young men, women; men and women over 40 years of age, and men over 50 years old. It starts from the Cleopatra Beach and ends at the wharf after turning Dilvarda point. Actually, it takes place at the end of the peninsula on the open sea the length of the racetrack is 5 kilometers. Around 100 licensed swimmers from about 15 countries participate in this swimming competition. The first winner's award is 'One Week Holiday in Alanya'. It is organized by Alanya Triathlon and Tennis Club (Table 17).

Alanya is the first place for the *International Triathlon* held in Turkey in 1991. Around 120 sportsmen from 13 countries participated in this event in 1991 when it first organized in Alanya. It is organized by Triathlon and Tennis Club of Alanya (Table 17).

*The first Alanya international M.T.B mountain bike competition (Uci Dağ Bisikleti Yarışı)* was organized in 1997. Since then it is organized on yearly basis. The competition' start point is in front of Alanya Castle, which adds an extra value to the event. Approximately 200 sportsmen from 15 different countries take part in the race. This event is recognized in the category of International Union of Cyclist E 1. It is organized under the supervision of Turkey Bicycle Federation in the coordination with Alanya Nature Sports Club and with the support of Alanya Municipality. The racetrack is 7 kilometers (Table 17).

*National beach football competition (plaj futbolu turnuvası)* started in 2000. Since then it is organized on yearly basis. In 2000 national teams of 4 different countries participated in the event. These countries were Turkey, Germany, Brazil and Spain. The team of Brazil won the competition in 2000 (Table 17).

*International beach volleyball (Plaj voleybolu)*: In 1998, the World Beach Volley Championship was organized in Alanya. One hundred sportsmen from about 16 countries participated in this event. In the following years, Turkey Beach Volley Championships were organized in Alanya. It has several categories such as young men; young women and adult women (Table 17).

*International beach and outdoor handball championship (Türkiye salon hentbol şampiyonası)*: It has been organized since 1995. Initially it was organized in the two different categories such as 'Street Handball' and 'Beach Handball'. Later the categories were increased. It is organized in the memory of Turkish National Handball Team player Mr. Ramazan DEMİRCİ. Street Handball and Beach Handball championships last for five days under the supervision of Turkish Handball Federation. It takes place in the sport complex of Damlataş district. The categories of the championship are young men, star men, young women, star women and masters. Various teams from Bulgaria, Sweden, Denmark, Turkmenistan, Hungary, Romania, Azerbaijan, and Turkish Republic of Northern Cyprus, Holland, Germany, Belgium, Greece and Austria have participated in this championship (Table 17).

*International & national urban ball (SKY BALL)*: Sky Ball or "Flying Ball" was created in 1999 by French footballer Dean G.lidefonse by improving football, basketball, handball and gym sports with the dance figures. After France, this new sport branch was adopted by various countries like USA, Germany, Austria and Haiti. It was organized in Alanya for the first time in Turkey (Table 17).

Main sportive facilities as tourism attraction: There are many sport facilities in different types and kinds in the center of Alanya and peripheral districts of Alanya. Such rich sport facilities enable Alanya to host many local, regional, national and international sport events that were described in brief above. It may be helpful to give brief information about these facilities (Table 18).

*Alanya National Independence Stadium:* Its capacity is 5000 audiences and located in the center of Alanya. It is operated by Alanya Youth and Sport General Directorate (Table 18).

*Alanya Atatürk Sports Salon:* It is located in the center of Alanya and its capacity is 1500 audiences. It has an excellent wooden floor for basketball, volleyball and handball competitions. It has training salons, 4 dressing rooms, 2 referee rooms, 2 coach rooms, 1 health room for medical doctor, 1 resting room, and 1 sauna with massage room, 1 condition salon, 1 workout salon, administrative section and depots (Table 18).

*Alanya Municipality (75th year) Sports Salon:* It is owned and operated by Alanya Municipality, and located in the town center. Its capacity is 500 audiences. Its floor is regular parquet type. It is used for many purposes and by many different groups. In particular it is regularly utilized by Alanya Municipality Sports Club and local leagues (Table 18).

*Konaklı Stadium:* It is owned and operated by Konaklı Municipality. It was built by the Municipality of Konaklı and opened for utilization in 2002. This stadium has the audience capacity of 3000 persons. It has turf surface and has the dimension of 64 x 100 meters. Besides, it has 2 more turf surfaced training fields and tennis courts in its surrounding (Table 18).

*Avsallar Football Field:* General Directorate Youth & Sport constructed this football field. Its operation is under management of Local Directorate of Youth & Sport. It has soil surface with the dimension of 64x100 meters including dressing rooms, referee rooms, showers & bathrooms as well. Local school football championships take place in this football field (Table 18).

*İncekum Football Field:* Provincial Directorate of Special Administration of Antalya financed the construction of this field. It has a high standard with its turf surface whose the dimension is 64 x 100 meters. It provides services to local leagues and to the national football teams. Its capacity is 500 audiences (Table 18).

*Türkler Football Field:* It is owned and operated by Türkler Municipality. Its surface is turf with the dimension of 64 x 100 meters. It has dressing rooms, referee rooms, showers and bathrooms. It provides services to local leagues and to national football teams. In 2005 a portable grandstand was built and put in service (Table 18).

*Zimbitlik Football Field:* It is owned and operated by Alanya Municipality and has a turf surface with the dimension of 64 x 100 meters. It provides services to amateur football teams and Alanya Sports Club. In addition to serving to local leagues and national football teams (Table 18).

*Alanya Municipality Sport Facilities:* It is owned and operated by Alanya Municipality. It has an open tennis court, and basketball and volleyball fields. It is located in the Damlataş Avenue (Table 18).

*Oba Football Field:* It is owned and operated by Oba Municipality. It provides services to amateur football teams with its 60 x 90 size turf surface (Table 18).

*Mahmutlar Football Field:* It is owned and operated by Mahmutlar Municipality. It provides services to amateur football teams with its 70 x 105 size soil surface (Table 18).

*Alanya Indoor Sport Complex:* It is owned and operated by Town Directorate of Youth and Sport. It is located on Saray Avenue, 43 Street. Its construction is still in process. Its audience capacity will be 1500 persons. It will have many facilities such as swimming pool, fitness center, condition center, sauna, guesthouse and terrace. Around 70% of its construction has been completed (Table 18).

Public opened market places as tourist attraction: Traditionally every settlement with population about 2000 people has opened market places on the certain days of the week. Every settlement determines its own market days based upon the desire of the local community. In general public opened market takes place two times every week; one day at the beginning of the week and one day towards the end of week.:



for example, Monday and Saturday or thuesday and Sunday, Monday and Friday, etc. Places for public opened market is given and arranged by local municipality in the district and town and by board of village admisnistarion in villages. Alanya has 17 districts and 69 villages. Every district has its own public market places. However, not every village has its own public market place. Villages with large population have their own public market places. People, in small villages, travel to large villages with their own public market places for their shopping (Table 19).

Public opened market places seem to become an attraction for tourism development. It is reported that many tourists tend to visit public opened market places. Local people sell what they produce in their garden and what they make at their home. Vast majority of products in these markets are locally produced. Public opened market places may be the only places where over- commercialization does not appear. Sellers and buyers behave in a very natural manner. Most of the foods are organic and the culture displayed is authentic in the public opened market places. Therefore, these places are very interesting and attractive for tourists.

Shopping centers as tourist attraction: It is undeniable that shopping centers have become an indispensable part of tourism development. Thus, shopping centers are seen as an attraction for tourism. All most of well known super-market brands have opened a branch in Alanya. Some of these brands are Migros, Tantaş, BİM, Afra, Gen-Pa, Carrefour, Tesco-Kipa, Metro Cash and Carry, etc. In addition to these well-known national and international super market branches, there are also locally owned super market as well. Souvenir shops, tekstile shops, jewellery shops, etc. also function as attraction for local tourism development (Table 20).

Local labeled products as tourism attraction: Alanya has four major fruits labeled locally. These are banana, kiwi, avocado and sour orange. They contribute to the local economy at considerable level. Recently, some tourists tend to visit these agricultural fields. It is believe that agri-tourism activities could become popular if they are organized and marketed. Production of these four fruits is made in an organic manner to large extent. Details information is given about these fruits in Table 21.

Settlements as tourism attraction: There are 17 districts and 69 villages located in the surrounding of Alanya. These villages and districts are under management of central government of Alanya to large extent. Although each district has its own municipality headed by an elected mayor and municipality assembly, they get help for certain administrative issues from central government of Alanya. Districts are larger than village and smaller than town in terms of population. While districts are under the management of towns, towns are under the management of cities. In brief, village, district, town and city are all political administrative units within the public administration system of Turkey.

17 districts and 69 villages located around Alanya have their own characteristics to some extent. Although these settlements are very near to each other, they have different life style, different geographical settings, etc. to some extent. Thus, each of them could be seen as an attraction for tourism. These 17 districts and some of villages out 69 are described in brief in Table 22 and Table 23.

#### 1.4. Other tourism activities

Other tourism activities such as bars, cafes, restaurants, tourism agencies, car rentals and other activities directly related to the tourism activity are very important for developing a healthy tourism industry. Alongside these activities other activities such as trekking, riding, scuba diving, sailing etc are also important for enriching and diversifying the tourism product. Table 24 illustrates that there are a lot of enterprises that produce services directly related with tourism activities. It may be helpful to elaborate these activities by types.

Food and beverage activities: There are various establishments that serve varieties of food and beverage services. It may give a better picture if we analyze them by their types.

Restaurants: There are 655 restaurants in Alanya. 386 of them are located in center of Alanya that compose 59% of total restaurants operated in Alanya, and 269 of restaurants out of 655 ones are operated outside of Alanya in various Belde (districts). Alanya has 17 districts (belde) governed by their

own municipalities. Each district is managed by a mayor elected by local people for 5 years. A *Belde* in Turkish public administration system may be named as a district which is larger than a village but smaller than a town. While 58 restaurants are established in the district of Mahmutlar, 32 restaurants are in operation in the district of Konaklı, 45 restaurants in the district of Oba, 60 restaurants in the district of Kestel, 45 restaurants in Avsallar district, 9 restaurants in Okurcalar district, etc. Most of these restaurants serve both local people and tourists. However, their target market segment is not local people, but tourists. Most of them produce high quality foods under the fierce market competition (Table 24 and Table 25). It is estimated that 7389 employees work in these 655 restaurants located in the center of Alanya and in the surrounding districts. They are opened between 09:00 to 24:00.

It should be noted that some of these restaurants function as restaurants, café and bar. They are multi-functional in this sense. There are around 60 establishments that are operated in multi-functional manners such as restaurants, café and bars. Their target market segments are young tourists at the middle income level. They serve middle quality food with alcoholic and non-alcoholic beverages at reasonable prices. In the morning they serve traditional breakfast with hot and soft drinks. While at noon time and in the evening they serve varieties of food as lunch and dinner, towards the night they function as bar. In brief, during day time and in the early evening they function as restaurant and café, and in the late evening and at night they function as bar (Table 24 and Table 25). Moreover, there are around 90 traditional restaurants located in center of Alanya and in the surrounding districts. They serve traditional local foods. Their target market is local people, domestic and foreign tourists at low income group.

*Cafes:* Cafes usually serve coffee and snacks (include leftovers, sandwiches made from cold cuts, nuts, fruit etc.) They serve breakfast, light lunch and light dinner. Some of them also provide entertainment such as live music, anniversary, birthday etc. Their target market is people who do not tend to consume alcohol and families with young children. There are around 125 establishments in this category. Approximately, 68 cafes (54%) out of 125 cafes are located in the center of Alanya. Around 46% of them (57 cafes) are situated in the various districts of Alanya. While 12% of them (15 cafes) are in Avsallar District, 14 cafes in Mahmutlar 9 cafes in Konaklı, 5 cafes in Oba, 5 cafes in Tosmur, 4 cafes in Kestel, 2 cafes in İncekum, 1 cafe in Kargıcak, 1 cafe in Okurcalar, 1 cafe in Türkler districts. It is estimated that around 450 employees work in these 125 establishments which have about 7389 guests' capacity. They serve both tourists and local people, and are opened between 09:00 to 24:00.

*Bars:* There are 97 establishments function as bar. Around 51 bars (53%) out of 97 are located in the center of Alanya. Around 47% (46 bars) of them are operated in the various districts of Alanya. Around 11% (11bars) are run in Avsallar District, 12% (12bars) are situated in Mahmutlar District and rest of them are situated in Tosmur (6 bar), Konaklı (5bars), Türkler (4 bars), Okurcalar (3 bars), Oba (2 bars), Kargıcak (2 bars) Kestel (1 bar) districts. There are 97 bars in the center of Alanya and in the surrounding districts. Approximately, 1584 employees work in these establishments. They have about 16,750 guests' capacity. They serve both tourists and local people, and are opened between 22:00-03:00. It should be noted there is one bar that opened and operated in an extra-ordinary manner. This bar is called Amalia Bar that is owned and operated by a homosexual couple from Netherlands. Although the local people have protested strongly against the operation of this bar serving particularly homosexual people, it is still in operation (<http://www.haberler.com/hollandali-gay-cift-alanya-da-bar-acti-haberi/>; Amalia Bar 2010).

*Fast Food:* Fast food (also known as Quick Service Restaurant or QSR within the industry itself) is the term given to food that can be prepared and served very quickly. While any meal with low preparation time can be considered to be fast food, typically the term refers to food sold in a restaurant or store with preheated or precooked ingredients, and served to the customer in a packaged form for take-out/take-away. The most of fast foods serve doner and meat ball. Their target market is young people with very limited budget and people who do not have much time for having good lunch and dinner. 10 out of 20 fast-foods (50%) are located in the center of Alanya. Around 25% (5 fast-foods) are in Mahmutlar District, 3 fast-foods in Oba, 2 fast-foods in Konaklı Districts. There are 20 fast-foods in the center of Alanya and in the surrounding districts. It is estimated that almost 100 employees work in

these establishments which have about 760 guests' capacity. They serve both tourists and local people, and are opened between 09:00 to 24:00.

Travel agencies as other tourism activities: Travel agencies are one of the most important components of the tourism industry. The Association of Turkish Travel Agencies was established as a professional organization by Law in 1972. The main aims of the Association are, the development of the travel agency profession in harmony with the country's economy and tourism sector, and protection of professional ethics and solidarity. Travel agencies were legally categorized by Law called "Travel Agencies Regulation No. 1618" and declared in Official News Paper on No. 22747 on 4.9.1996. This regulation was revised on 05.10.2007. According to this regulation, there are 3 categories of travel agencies in Turkey. These are: group A, group B and group C. Travel agencies in group A category function as tour operator and travel agency. It has every right to involve in any travel related activities and business. Travel agencies in group B category can make reservation for every means of transportation including air, sea and land, sell their tickets. They can also make reservation for and sell tickets of organized tours and other activities organized by Group A Travel Agencies. Travel agencies in Group C can organize all activities related with travel and tourism for only Turkish citizens in addition to involving marketing, selling and making reservation for travel and tourism related business given Group A Travel Agencies (Tosun, Erdogan and Erdoğan, 2009; Resmi Gazete, 1996 and 2007).

There are 5865 travel agencies including branch offices all over Turkey in 2010. There are 947 travel agencies in Antalya in 2010. Around 225 travel agencies out of 947 are located in Alanya. It should be noted that 215 out of 225 travel agencies are in the group A category and 5 of them are in the group B category and 5 of them are in the group C category in 2010. The total number of travel agencies (947) located in Antalya including these travel agencies in Alanya constitute 16% of total travel agencies (5865) operating in Turkey. Moreover, while total number of travel agencies (225) located in Alanya compose 4% of total travel agencies in Turkey in 2010, they constitute 24% of total travel agencies in Alanya. However, it should be noted that there are some travel agencies operating illegally in Alanya as well as in other places in Turkey. For example, it is reported that around 37 illegal travel agencies were noticed through the control by the Municipality of Alanya and Association of Turkish Travel Agencies (<http://www.tourexpi.com/tr-tr/news.html~nid=21912>).

As mentioned, there are 225 travel agencies located in the center of Alanya in its surrounding districts. 151 out of 225 travel agencies are established in the center of Alanya while 20 of them are situated in Mahmutlar District, 14 of them in Konaklı District, 11 of them in Oba District, 15 of them in Avsallar District, 5 of them in Okurcalar District, 6 of them in Türkler District, one of them in Tosmur District, one of them in Incekum District and one of them in Damlataş District. It is reported that around 2362 persons employed by 225 Travel Agencies. Approximately, 75% of 225 travel agencies in Alanya are in Group A category, 15% are in Group C and 10% of them are in Group B Category (see Table 25 and Alanya Seyahat Acenteleri 2010). They involve in travel and tourism related activities that are given as a right by the Travel Agencies Regulation No. 1618. In particular, they organize various kinds of guided tours such as scuba diving, trekking, horse riding, etc. Vast majority of them were established after the mid 1980s due to the popularization of the tourism industry in the region.

Scuba diving as other tourism activities: Scuba diving as a leisure activity getting popular in Alanya. There are 12 companies providing scuba diving services. These companies have 30 boats in total and employed 60 persons. They organize scuba diving tours and give diving courses. 7 out of 12 scuba diving agencies are located in the center of Alanya while one of them is situated in Konaklı District, two of them in Okurcalar District and two of them in Incekum District (Table 24 and Table 25).

Car rentals as other tourism activities: There are 148 car rental companies in the center of Alanya and in the surrounding districts. It is estimated that around 444 employees work in these establishments. They have about 3059 guests' capacity. They are opened between 09:00 to 21:00. While 98 rent-a-car companies are located in the center of Alanya, around 5 of them in Avsallar District, 8 of them in Konaklı Districts, 11 of them in Oba District and 11 of them in Mahmutlar District, 4 of them in Tosmur District, 4 of them in Türkler District, 3 of them in Okurcalar District, 2 of them in Kestel District, and 2 of them are operated Kargıcak District. Car rental services have become a major part of

tourism activities. In particular, it is needed to increase speed of mobility of tourists after they arrive at tourist destination (Table 24 and Table 25).

Although it may be helpful to give their dates of establishments, it is not possible to have such information accurately. However, the key informants have reported that vast majority of enterprises in the tourism industry were established after 1985. To the informants, 25% of tourism enterprises were established in the 1980s, 55% of them in the 1990s and 20% of them in the 2000s.

### 1.5. Tourism installations' land coverage

There is no doubt that tourism development is one of the most important elements responsible for urbanization. That is to say, tourism development needs lands on which various tourism facilities such as tourism infrastructure, tourism superstructure, tourism attractions and establishments for tourism activities are constructed and built. These elements of tourism infrastructure and superstructure take place within the residential area as well as the urban sprawl, and outside the residential area. However, it is very difficult to make a clear distinction regarding what percentage of tourism facilities covering certain area are located within the residential and outside the residential area. Although there is no data in this regard, the key-informants (vice-mayor, director of local tourism office, general secretary of chambers of trade and industry, etc.) have provided some estimation regarding land use profile in Alanya.

It is reported that land use by agriculture and forest land are clearly known. However, land used by other purposes is not known. The local key-informants were asked to estimate land used for settlements, tourism and industrial purposes. Based upon their estimation and suggestion, Table 26 is formed. As can be seen from Table 26, Alanya covers 1780 kilometers square surface area. While around 14.66% of these surface areas are utilized for agricultural purposes, 60.6% of it is covered by forests. It is estimated that 1.7% of 1780 kilometers square surface area are used for tourism settlements. In other words, 30,6 kilometers squares out of 1780 kilometers square surface area has been utilized by the tourism industry. Expectedly, there is almost no heavy industrialization in Alanya. There are only light industrial activities such as small scale mining, quarry, packaging business for fruits and vegetables, etc. It is estimated that these light industrial activities utilize only 1.5 kilometer squares area, which consists of 0.08% of total surface area of Alanya.

Table 26 may suggest that around 20 kilometers squares of agricultural lands in the last 30 years have been lost. The key informants argued that due to tourism development considerable amount of fertile agricultural lands were lost (Akbaş 2010; Çatal 2010; Dikici 2010). Local forest director claimed that forest land has been well-protected in Alanya; the forest land coverage has been kept constant.

Table 27 is formed by personally contacting with various tourism establishments. Around 5-6 establishments from each category have been contacted. Various questions were asked regarding the size of land on which their establishments were installed. Based those informations gathered from the representatives of various establishments, Table 27 has been developed. As can be seen from this table, luxuries hotels such as five and four stars cover around 5 kilo meter squares areas, which consists of around 34% of total area covered by all tourism installation.

There is no doubt that tourism development including tourism installations has great impacts on urbanization. It is argued that some of the tourism installations were previously established outside the residential area, but due to the rapid urban development including construction of summer houses (second home) these tourism installations became a part of residential areas, which apparently have created various socio-cultural problems. As stated previously, tourism installations cover around 30,6 kilo meters square areas in total, which constitutes around 1.7% of total land coverage in Alanya. In other words, tourism installation cover 1.7 kilometers square areas of every hundreds kilometers squares.

It is extremely difficult to estimate what percentage of tourism installations in terms of land coverage is located outside residential area. Based upon participant observations of the researcher, opinion of the key-informants and measured actual distance of some tourism installations (Table 28), distance of

various tourism installation to the local settlements, airport and sea are have bee found out. It may be logical to discuss this issue with specific references to each type of tourism installation.

*Distance of café-bars and discos to settlements area:* Based upon participant observations of the researcher, opinion of the key-informants and measured actual distance of some tourism installations (Table 28), it may be said that about 80% of overall café-bars are located around scaffold which is around 400-500 meters to the settlement areas (Figure 4). Naturally, they are located on the coastal part of the city and districts. In fact while some of them are less than 100 meters to the sea, some of them are by the sea or in the sea.

Moreover, some of these establishments are consciously located outside of settlements area in order to open until late in the night or by early morning. They are around 130 kilometers to the airport.

*Distance of one, two and three star to settlements area:* In general one, two and three stars hotels are the oldest hotels in Alanya. Even before tourism development has been taken place, some of them were in operation. Almost all of them are located in the settlement area (Figure 4).

*Distance of five and four stars hotels to settlements area:* Almost all of the four and five stars hotels are located outside of the settlement areas. It is reported that average distance of four and five stars hotels to the settlement areas are around 15 kilometers. However, almost all of them are located along side of coastal area (Figure 4).

*Distance of holiday villages to settlements area:* Very similar to the four and five star hotels holiday villages are located outside of local settlement area. Their average distance is about 15 kilometers.

*Distance of pensions and apart hotels to settlements area:* All most all of these establishments are located in the settlements area or very near to the settlement area. In particularly, pensions are established in the main neighborhoods where local people have their home. Apart hotels are located very near to the local settlement area, but also near to the coastal parts of the town.

*Distance of souvenirs shops to settlements area:* Almost all of the souvenir shops are located in the city center, very near to the local settlement areas. Their average distance to local settlements is about 100-200 meters. Around 10% of souvenir shops are established in the basement or first floor of apartments in which local people live (Figure 4).

*Distance of car-rentals agencies and travel agencies to the settlement areas:* Like souvenir shops, almost all of the car-rental and travel agencies are located in the city centers where, very near to the local settlement areas. Their average distance to local settlements is about 100-200meters (Figure 4).

Overall discussion in this report including the number of tourism establishments and tourist numbers may suggest that tourism is one of the most important factors that have contributed to the urbanization of Alanya. It should be noted that urbanization in Alanya has been very rapid because of rapid and unplanned tourism growth. In this regard, it may be said that Alanya is a good representation of unplanned tourism development on the coastal part of Turkey. In brief, based upon the land coverage figures of various sectors of local economy (Table 26 and Table 27), participant observation of the authors and opinions of key-informants, it may be argued that tourism installations have put a great pressure on fertile agricultural lands in Alanya and elsewhere on the coastal parts of Turkey. It is also observed and reported that around 65% of tourism installations are located within or very near to the local settlement area while 35% are located outside of local settlements.

Clearly, location of tourism settlements has two main consequences. First one is that when they are located within or near to local settlements, they have great impacts on social, cultural and economic sustainable development, which may be termed as urban sustainability. The second is that when they are located outside of local settlements, they have great influence on environmental components as it changes land uses (Table 26 and Table 27).

## 1.6. Profile of nights spent and arrivals by tourists

Demand profile of tourism for a local tourist destination is an important variable for designing destination marketing strategies compatible with principles of sustainable destination development. While the total number of nights spent and arrivals by nationality and by months are important variables, the total number of nights spent and arrivals by natives and foreigners on each month at each type and class of tourism accommodations are also important variables. While these kinds of data will help us to see how much a tourist destination depends on each tourist generating country, they will also indicate which type and class of accommodation facilities are utilized effectively and efficiently. However, some of these data may not be available in those details. Based upon Table 29, it may be discussed that tourist arrivals and nights spent by foreigners has been increased gradually for each type of accommodation establishments since 2000 although there are some exception and fluctuations.

Table 29 clearly shows that municipality licensed accommodation establishments occupy an important place in the tourism sector in Alanya. While 42% of international tourist arrivals and 43% nights spent by foreign tourists occurred at the municipality licensed accommodation establishments in 2008, 58% of international tourist arrivals and 57% nights spent by foreign tourists were realized at the Ministry of Culture and Tourism licensed accommodation establishments in 2008. Moreover, the number of international tourist arrivals & nights spent at 4 and 5 stars hotels seem not to be high as they are known. Only 43% of international tourists visiting Alanya arrived at 4 & 5 stars hotels in 2008 and 40% of nights spent by foreigners happened at those types of hotels. However, these figures were 44.2% and 43% respectively in 2000. It is interesting to note that less and less foreign tourists have arrived and spent fewer nights at 4 and 5 stars hotels over the years since 2000. In other words, they have increased at a decreasing rate. The total numbers of international tourist arrivals and nights spent by foreigners at three, two and one stars hotels were 108,796 representing 15.04% of total international tourist arrivals at these accommodation facilities and 564,498 representing 29.5% of total nights spent by foreign tourist in Alanya in 2000. These figures went up to 115,117 representing 5.58% of total international tourist arrivals at these accommodation facilities and 889,455 representing 5.67% of total nights spent by foreign tourists in Alanya in 2008. Clearly, there were an increase in the total foreign tourist arrivals and nights spent at three, two and one stars hotels in absolute terms between 2000 and 2008, but there were a decrease in the total foreign tourist arrivals and nights spent at three, two and one stars hotels in relative terms between 2000 & 2008 (Table 29).

Contrary to the luxuries' accommodation establishments, more and more foreign tourists have arrived and spent nights at municipality licensed accommodation establishments over the years since 2000. International tourist arrivals at the municipality licensed accommodation establishments were 108739 which represent 13.2% of international tourist arrivals in Alanya in 2000. This figure increased to 842907 international tourist arrivals representing 41.7% of the relevant tourist population in 2008. The numbers of nights spent by foreign tourists were in parallel to the number of international tourist arrivals at municipality licensed accommodation establishments. While the total numbers of nights spent by foreign tourists at these accommodation establishments were 488,109 representing 13.2% of the total nights spent by international tourist in Alanya in 2000, it increased to 5,963,648 nights that represent 42.8% in 2008. This is a more than 3 folds increase in an 8 years period.

Profile of numbers of nights spent by and arrivals of natives in all tourism accommodations have similarities to and differences from the nights spent by and arrivals of foreigners in all tourism accommodations. The similarity is that there are a gradual increase in the numbers of nights spent by and arrivals of natives in all tourism accommodations since 2000. While the numbers of nights spent by and arrivals of natives in all tourism accommodations were 112,218 and 26,172 respectively in 2000, these figures were 298,286 nights and 97,087 domestic tourist arrivals in the same year. The differences are that domestic tourists had utilized less 4 and 5 stars hotels and more municipality licensed accommodations establishments. For example, while 18.2 % of domestic tourists arrived at 4 and 5 stars hotels in 2008, 43% of international tourists arrived 4 and 5 stars hotels in same year. Moreover, 28.5% of nights spent by domestic tourists were at 4 and 5 stars hotels in 2008; this figure was 40% for the international tourists. As can be seen from Table 30, 73.8 % of domestic tourists arrived at municipality licensed accommodation establishments and spent 58.4% of nights spent by natives in 2008. Clearly,

vast majority of domestic tourists preferred staying at the municipality licensed accommodation establishments due to the fact that they are much cheaper than these accommodation establishments licensed by the Ministry of Culture and Tourism.

The figures given above and in Table 29 and Table 30 may suggest that municipality licensed accommodation establishments are as important as 4 and 5 stars hotels for tourism development in Alanya. It should be noted although the Ministry of Culture and Tourism licensed accommodation establishments are given generous fiscal and financial incentives, such fiscal and monetary supports are not provided to the municipality licensed accommodation establishments. If the fiscal and financial incentives given to the Ministry of Culture and Tourism licensed accommodation establishments were provided to the municipality licensed accommodation establishments, their share in terms of foreign tourist arrivals and nights spent would have been much higher than the current ones.

### 1.7. Trip duration and occupancy rate

The average length of stay (ALS) of tourists & occupancy rate of tourism establishments are important variables so as to evaluate efficiency & effectiveness of tourism destination in Alanya. Trip duration is understood as ALS in the tourism literature and shows how many days each tourist spent at the destination. It is calculated by dividing the nights spent to the arrivals. Trip duration by domestic tourists, foreign tourists, nationalities, by types of accommodation establishments are important details for achieving sustainable tourism development for all destinations including Alanya. Of course, it is not always possible to find data in these details. We will try our best to examine trip duration as many details as it is possible.

Trip duration by foreign tourists at various accommodation establishments: Table 31 shows average length of stay by foreign tourists at each type of accommodation establishment over the years since 1980. Average length of stay of foreigners at each type of accommodation establishments differs from type to another one. It fluctuates from year to year. Thus, it seems to be difficult to evaluate average length of stay of foreigners at each type of accommodation establishments year by year. However, it may be more practical to look at the average of 5 years (between year 2008 and 2000). As can be seen from Table 31, the highest average length of stay belongs to special licensed accommodation establishments with average 7.86 nights. This followed by golf facilities (7.7 nights), camping (7.76 nights), holiday village (7.62 nights), 2 stars hotels(7.26 nights), 1 star hotels(7.24 nights), apart hotels (6.24 nights), 3 stars hotels(6.2 nights), 4 stars hotels(5.88 nights), municipality licensed accommodation establishments (5.85 nights), 5 stars hotels (5.76 nights), and pensions (5.76 nights).

Occupancy rate realized by foreign tourists at various accommodation establishments: There is a close relationship between average length of stay and occupancy rate. Table 31 illustrate occupancy rate of type of accommodation establishments realized by foreign tourists. The highest average occupancy rate realized by foreign tourists belongs to holiday village with 56.86%. This is followed by 4 stars hotels with 52.23%, golf facilities with 52.04%, 5 stars hotels with 50.13%, 3 stars hotels with 46.34%, camping accommodation establishments with 43.78%, two stars hotels with 29.96%, apart hotels with 28.18%, municipality licensed accommodation establishments with 23.29%, special licensed accommodation establishments with 22.42%, one star hotels with 21.41%, pensions with 19.68% and motels with 12.36%.

It is not surprising that the highest average occupancy rate belongs to holiday villages between 2000 and 2008 due to fact that Alanya is known as a resort destination. In other words, vast majority of tourist visiting Alanya spend here their summer holiday. Naturally, they prefer staying at holiday villages, majority of which located along the sandy beaches.

*Trip duration by domestic tourists at various accommodation establishments:* Making distinction between foreign and domestic tourist activities is important for destination development planning and policy. Dependency on foreign tourism demand may imply high risk for a local tourist destination. In this context, examining domestic tourists' trip duration in Alanya is worth. Table 31 shows that average length of stay by domestic tourists at each type of accommodation establishment over the years since 2000. Average length of stay of natives at each type of accommodation establishments differs from type to another one. It fluctuates from year to year. These peculiarities are almost same with the relevant characteristics of foreign tourists. Given the difficulties of evaluating average length of stay of domestic tourists at each type of accommodation establishments, it may be helpful to look at overall average length of stay between 2000 and 2008. Such an approach to elaboration of average length of stay by domestic tourist at various accommodation establishments may give a better picture.

The highest average length of stay of natives belongs to motels with 6.7 nights. This is followed by camping with 5.1 nights, holiday villages with 4.3 nights, pensions with 3.6 nights, golf facilities with 3.7 nights, five stars hotels with 3.4 nights, four stars hotels with 3.2 nights, one star hotels with 3.1 nights, three stars hotels with 2.8 nights, apart hotels with 2.8 nights, special licensed establishments with 2.4 nights, two stars hotels with 2.4 nights and municipality licensed accommodation establishments with 1.7 nights.

*Occupancy rate realized by domestic tourists at various accommodation establishments:* Occupancy rate is one of the most concrete indicators for measuring efficiency and effectiveness of tourism installations. Table 31 illustrates occupancy rate of type of accommodation establishments realized by domestic tourists. It is clear that occupancy rates at various accommodation establishments fluctuate from year to year. Thus, it is not easy to make meaningful interpretation by looking at individual years. Comparing overall average occupancy rates (between 2000 and 2008) of various accommodation establishments may be a better indicator in this context. The highest average occupancy rate realized by domestic tourists occurred at camping facilities with 15.49%. This is followed by pensions with 13.03%, special licensed accommodation establishments with 12.82%, one star hotels with 10.10%, two stars hotels with 9.56%, 5 stars hotels with 8.96%, 3 stars hotels with 8.24%, 4 stars hotels with 7.46%, holiday villages with 6.98%, motels with 6.32%, municipality licensed accommodation establishments with 6.30%, golf facilities with 5.84% and apart hotels with 3.74%.

Based upon the explanation given above and Table 32, it may be said that the ranking of occupancy rates of various accommodation establishments realized by domestic tourists give some information about the profile of domestic tourism demand for Alanya. Camping accommodation facilities and pensions are known as low-price and economy accommodation facilities which target low income groups. These accommodation establishments have the highest occupancy rates. This may indicate that domestic tourists tend to stay at these low cost accommodation establishments.

## 1.8. Tourism period duration

The duration of the tourism period is also one of the most important variables that affect sustainability of tourist destinations from various perspectives at national, regional and local levels. Tourism period duration is directly related with seasonality issue of the tourism industry. It is argued that spatial and seasonal concentration of demand and supply components of the tourism industry create various environmental, economic and social problems.

Clearly, tourism period duration largely depends on the profile of tourism demand for a destination. In this context, it could be logical to elaborate numbers of total nights spent by foreign and domestic tourists at various accommodation establishments in each month. Table 33 and Table 34 show total numbers of nights spent by domestic and foreign tourists in each month in Alanya. Although the profile of nights spent in each month has changed slightly from year to year, it seems to have remained stable. For example, while 5.26% of total nights spent by domestic tourists in Alanya in 2000 happened in January, this figure was 5.36% in 2002, 6.45% in 2004, 5.84% in 2006 and 6.59% in 2008. The situation seems to be identical for foreign tourism demand for Alanya. While 1.81% of total nights spent by foreign tourists were realized in January in 2000, this figure was 1.95% in 2002, 2.56% in 2004, 2.28% in 2006 and 2.60% in 2008.



However, there appears to be some differences between seasonality trend of domestic and foreign tourism demand. Looking at overall average monthly distribution of foreign and domestic tourism demand for Alanya between 2008 and 2000 may give a better picture for tourism period duration. Foreign tourism demand has concentrated between May and October. 79.41% of average nights spent by foreign tourists occurred between May and October. Only 20.59% of average nights spent by foreign tourists were realized in the other months such as January, February, March, April, November and December. The most popular month in terms of foreign tourism demand for Alanya is August. This was followed by July, September, May, October, April, November, March, December, February and January (Table 33). The most popular month for domestic tourism demand for Alanya was August on overall average between 2000 and 2008. In August on overall average between 2000 and 2008 13.27% of nights spent by domestic tourists occurred. This was followed by July with 12.86%, June with 9.43%, September with 9.27%, May with 8.11%, October with 7.37%, April with 7.25%, December with 6.95%, November with 6.83%, March 6.71%, February with 6.04% and January with 5.91%.

### 1.9. Tour Operators importance for tourism growth

It is argued that over dependency on the international tour operators and few tourist generating countries is one of the main problems of sustainable tourism development in Turkey along with the negative socio-cultural and environmental impacts of tourism development (Tosun, 1999; 2008). The tourist flux that international tour operators generated in Turkey has evolved over the years. While 51.4 % of tourists visited Turkey in 1987 organized their trip via international tour operators, this figure has fluctuated over the years. However, this figure is 68% in 2007 (Table 35). This figure is much higher for Alanya. While 88.3% of tourists arrived Alanya in 2007 organized their holiday via tour operators, only 11.7% organized their holiday independently (Aktaş et al, 2007). On average between 2008 and 2000 around 63% of tourists visiting Alanya in 2008 used charter flights (Table 38). This may suggest that tourism development is at the mercy of international tour operators in Alanya to large extent.

Market dependency is another threat to tourism development in Alanya. In 2008 2,733,024 tourists visited Alanya and 14,485,086 nights. It should be noted that 73.94% of total tourist arrivals belongs to foreigners in 2008. Only 26.06% of tourist arrivals are domestic tourists. More interestingly, 96.06% of total nights spent at various accommodation establishments by tourists in Alanya in 2008 were realized by foreign tourists. This figure for domestic tourists was 3.94%. These figures may suggest that the tourism industry in Alanya depends heavily on foreign tourism demand. Furthermore, only six foreign countries generate 47.21% of total tourists' arrivals in Alanya. These countries are UIS countries with 14.58%, Germany with 15.97%, Benelux Countries with 5.62%, Great Britain with 6.24%, and Scandinavian Countries with 2.93% and France with 2.47%. Total nights spent by nationalities may give a better picture for market dependency of Alanya. Tourists from only 8 countries spent 89.33% of total nights spent in Alanya in 2008. These countries are UIS countries with 36.71%, Germany with 27%, Benelux Countries with 7.78%, Scandinavian Countries with 7.38%, Great Britain with 3.08%, Austrian with 2.72%, France with 2.52% and Poland 2.14%. Although domestic tourist arrivals constitute 26.06% of total tourist arrivals in Alanya in 2008, total night spent by domestic tourists represent 3.94% of total nights spent by all tourists in 2008 (Table 36 and Table 37).

Both international tour operator dependency and market dependency must be solved for achieving a higher level of sustainable tourism development in Alanya. Strategies for solving this threat will be considered in detail in the relevant section of this report.

### III. Tourism socio-economic and environmental results and performance in Alanya

It is widely discussed in the social science literature including tourism literature that tourism development has various social, cultural, economic and environmental impacts, most which are difficult to measure or quantify (see Tosun 2002; Tosun 1999; Erdoğan and Tosun 2009). Although it is not easy to evaluate and measure various impacts, results and performance of tourism activities and development, certain indicators are developed for quantifying and assessing them. Some of these indicators are total tourist expenditure, composition of the tourism expenditure on food, entertainment, local transport, activities, shopping items, etc., numbers of jobs created by the tourism industry, water and energy consumption by the tourism industry, solid waste and waste water generated by the tourism industry, noise due to the tourism activities, land use profile in the destination area including coast line artificialisation, change in traditional pattern of consumption of local people, and change in life style of local people in the destination area. As mentioned, some of these impacts of tourism development are not quantifiable. We will assess and evaluate some of these aforementioned impacts, results and performance of development quantitatively and/or qualitatively based on the availability of primary and secondary data.

#### 1. Economic results & performance of tourism development

Tourism expenditure at local, national and international level is one of the most important indicators that exemplify economic contribution of the tourism industry to local, national and world economy. In this context, it would be very useful to examine the Gross Domestic Product (GDP) created by the tourism industry in addition to evaluating the composition of the tourism expenditure on food, entertainment, local transport, activities, purchases etc based upon the availability of relevant data at local level in Alanya.

##### 1.1. The Gross Domestic Product (GDP) created by the tourism industry

Tourism expenditure is calculated by Turkish Statistics Institution in cooperation with Ministry of Culture and Tourism at national level. They do not gather information about tourism expenditure at local level. In other words, Turkish Statistics Institution, and Ministry of Culture and Tourism do not calculate or estimate gross domestic tourism product at local level. However, some local organization such Alanya Chambers of Commerce, Trade and Industry (ALTSO), and Association of Alanya Tourism Establishments (ALTİD) estimate tourism expenditure and gross domestic tourism product at local level in Alanya by using national data and/or by their own research.

###### 1.1.1. Total tourism expenditure

As can be seen from Table 39, total tourism revenue of Alanya has increased graduate since 1975. While it was 13,179,040 US dollars in 1975, it reached to 423,318,546 US dollar in 1995. This is a 32 folds increase in a two decades period. If we compare the figure in 1975 with the figure in 2009, the increase in the tourist revenue in Alanya is around 134 folds in a 34 years period (Table 39).

###### 1.1.2. Domestic tourist expenditure

Domestic tourist expenditure was 1,818,707 US\$ in 1975. It increased to 58,544,955 US\$ in 1995. This is a 32 folds increase in two decades. When we compare the domestic tourist revenue in 1975 with the domestic tourist revenue in 2009, there is a 134 folds increase in 34 years (Table 39).

###### 1.1.3. International tourist expenditure

It is clear that international tourist revenue is very important for many developing countries including Turkey. It is important not only at national level, it is also important at local level as well. While the international tourist expenditure was 11,360,333 US\$ in 1975, it raised to 364,773,591 US\$ in 1995.

This is a 32 folds increase in two decades. When we compare the international tourist revenue in 1975 with the international tourist revenue in 2009, there is a 113 folds increase in 34 years (Table 39). It should be noted that the biggest increase in the total tourist expenditure has occurred between 1980 and 1985 when compared every five years period. This may be due the Tourism Incentive Law that was enacted in 1982. This law provided generous fiscal, monetary and other types of incentives for the tourism investments during 1980s and 1990s (see Table 39). It seems to be interesting to note that the rate of increase in international tourist expenditure and domestic tourist expenditure appears to be identical.

## 1.2. Composition of tourism expenditure

It is obvious that gross domestic tourism product generated at local level or local tourism expenditure is very important indicators to measure economic results and performance of the tourism industry. Apparently, aggregate tourism revenue generated at local level is a general indicator for contribution of tourism development to local economy. It does not show components of tourism expenditure. It may be very important to know what percentage of tourism expenditure occurred in various sectors of tourism such food, beverage, clothing, souvenir items, transportation, entertainment, etc. Table 40, Table 41 and Table 42 indicate components of tourism expenditures by foreign tourists, domestic tourists and expatriate Turkish people, respectively. Not surprisingly, there is no data about composition of tourism expenditure at local level. However, Turkish Statistics Association in collaboration with Ministry of Culture and Tourism conducted survey in 2003, 2005 and 2009 on composition of tourist expenditure. Based on the results of these surveys, composition of tourist expenditure in Alanya has been estimated. The composition of tourist expenditure in percentage in 2003 is taken as constant for the years 1975, 1980, 1985, 1995 and 2000. It should be noted that taking the figure belonging to year 2003 as the basis for the aforementioned years may not be scientific, but it is practical. Obviously, there seems to be no other way to calculate composition of tourist expenditure for the past 10 to 30 years.

### 1.2.1. Composition of domestic tourist expenditure

When we analyses Table 40, it may be clear that the amount of money spent by domestic tourist on food and beverage has increased from 25.51% to 36.79%. However, it decreased from 36.79% in 2005 to 34.68%. In general, it may be said that domestic tourist expenditure on food and beverage has increased around 9% between 2003 and 2009. Accommodation expenditure of domestic tourist appears to be the second largest item in their total expenditure. It raised from 19.31% in 2003 to 24.98% in 2005. However, it decreased from 24.98% in 2005 to 21.81% in 2009. In general, it may be said that domestic tourist expenditure on accommodation has increased around 2% between 2003 and 2009. Health expenditure of domestic tourist has gradually decreased between 2003 and 2009. It decreased from 1.98% in 2003 to 0.81% in 2009. The reasons behind this decrease in health expenditure of domestic tourist may not be explained in scope of this report since it needs research and data beyond the scope of this study.

It appears that there is a gradual increase in amount of money spent by domestic tourist on transportation. It rose from 7.97% in 2003 to 9.46% in 2009, which is around 2% increase in 6 years period. Expenditure of domestic tourists on sport and education seems to be constant between 2003 and 2009. Interestingly, the amount money spent by domestic tourist on tour services has decreased from 0.38% in 2003 to 0.13% in 2009. While expenditure of domestic tourist in percentage on clothing and shoes has remained steady, their expenditure on souvenir items has decreased from 12.50% to 10.55% between 2003 and 2009. Domestic tourist expenditure on carpet and rack has also decreased from 0.61% to 0.25%. Surprisingly, expenditure of domestic tourist on “other” has decreased from 19.92% to 10.63%, which is a around 9% fall in 6 years period. Although there is no evidence regarding the reasons behind this decrease in expenditure of domestic tourist on other, it may be argued this is simply matter of memory. In this context, it may be said that in recent year domestic tourists may have made a better plan for their holiday budget. As a result, they have made a

more conscious spent, which helped them remember on which items they spent how much money (Table 40).

### *1.2.2. Composition of international tourist expenditure*

When Table 41 has examined, it is obvious that there is no clear pattern in level of change of composition expenditure of foreign tourists. That is to say there is a fluctuation in composition of foreign tourist expenditure. However, it is true that certain items such as package tour, food and beverage, accommodation, clothing and shoes, transportation, etc. have respectively taken largest share from total expenditure of foreign tourists visiting Alanya between 2003 and 2009.

Expectedly, foreign tourists have spent more money on domestically organized package tour. Although their expenditure on domestically organized package tour has decreased from 27.48% to 23.16% between 2003 and 2009, it has still the largest share in their total expenditure. While foreign tourist expenditure on food and beverage has increased from 14.97% to 22.64% in the last 6 years, their expenditure on accommodation seems to have decreased from 19.26% to 15.38%. There is a slight increase in the expenditure of foreign tourists on clothing and shoes. It rose from 9.16% to 11.64% between 2003 and 2009. Interestingly, foreign tourists have tended to spend more money on transportation. It increased from 4.21% to 8.03% in the last 6 years. This is about a two folds increase. Although there is a slight increase in the expenditure of foreign tourists on souvenir, their expenditure on souvenirs items seems to remain steady between year 2003 and 2009. Similar to the domestic tourist expenditure on “other”, foreign tourists have tended to spend less money on “other”. There is a more than two folds decrease in this kind of expenditure. This may be simply due to the better data collection techniques developed by Association of Turkish Statistics Institution. Expenditure of foreign tourists on health, carpet and rack, sport and education and tour services seem to have stayed unchanged or changed very slightly (Table 41).

### *1.2.3. Composition of expatriate Turkish expenditure*

Historically, expatriate Turkish people have contributed to the national economy at a considerable level by transferring their earning abroad and by spending their holiday in Turkey. Composition of expatriate Turkish people expenditure on their holiday items seem to be different from composition of foreign tourist expenditure. Expatriate Turkish people have a tendency to spend the largest amount of money on food and beverage. The figure was 31.27% in 2003 and reached to 38.25% in 2009, which is about 7% increase in the last 6 years. This is followed by clothing and shoes. They have increased their spending on this item around 3% in the last 6 years. Not surprisingly, their spending on “other” appears to have decreased dramatically. It has decreased from 28.78% to 14.29%. This may be again simply due to the better data collection techniques developed by Association of Turkish Statistics Institution. And/or it may be argued that in recent year expatriate Turkish people may have made a better plan for their holiday budget. As a result, they have made a more conscious spent, which helped them remember on which items they spent how much money (Table 42). The fourth largest money spent by them has been on transportation. It has risen from 5.44% to 10.71%. This is followed by souvenir items. Expatriate Turkish has slightly increased their spending on this item in the last six years; it was increased from 7.52% to 9.88%. Expectedly, they have spent less money on accommodation when compared with foreign tourists. Their expenditure was 6.87% out of their total expenditure on accommodation in 2003. They have slightly decreased their spending on accommodation in the last 6 years. Their spending on health, carpet and rack, package tours and tour services have almost remained steady in the last 6 years. Interestingly, their spending on sport and education has decreased from 2.33% to 0.59% (Table 42).

It should be noted that there may various socio-cultural, economic, logistic and unknown factors behind the differences among composition expenditure by expatriate Turkish, foreign tourists and domestic tourists (Table 42, Table 41, and Table 40).

#### 1.2.4. Composition of overall tourists expenditure

Table 43 provides information about composition of overall tourist expenditure. That is to say, it includes domestic tourists, foreign tourists and expatriate Turkish people holiday expenditure. It has very similar pattern with the composition of foreign tourists' expenditure. However, the largest share in this category belongs to food and beverage. It has increased from 20.18% to 27.84%, which is over 7% rise in the last 6 years. This is followed by package tours' expenditure, which was the largest share in the foreign tourist expenditure and one of the lowest shares in the domestic and expatriate Turkish people expenditure. Expenditure on accommodation occupies the third rank. However, it decreased from 16.41% to 14.39% in the last 6 years between 2003 and 2009. While expenditure on clothing and shoes has increased from 9.60% to 11.69% in the last 6 years, expenditure on souvenir has increased from 7.45% to 8.57% in the same period. As it happened in foreign and domestic tourist expenditure on "other", expenditure of overall tourists on "other" has also decreased considerably. It has decreased from 17.61% to 7.99%. As mentioned, this may be simply due to a better data collection techniques developed by Association of Turkish Statistics Institution (Table 43). Expenditure on transportation by overall tourists has increased from 5.01% to 7.50% between 2003 and 2009. While health expenditure of overall tourists has increased from 1.60% to 2.50% in the last 6 years between 2003 and 2009, expenditure on carpet and rack, tour services and sport and education have almost remained steady (Table 43).

## 2. Societal results and performance of tourism development

It is obvious that tourism has not only economic results and performance. It has also societal and environmental consequences and performance as well. In this main section, we will examine societal results and performance of the tourism development in Alanya. Job generation is one of the main concrete results of tourism development at every level including international, continental, national, regional and local. Employment as a result of tourism activities could be evaluated into two main groups; direct employment and indirect employment. Indirect employment of tourism is due to multiplier effect of tourism business. In addition to quantitative societal results of tourism activities, there qualitative characteristics of tourism employment as employment by gender, by age and by educational level are also important, as well as the permanent residence of employees. These issues will be examined in the following sections based upon the availability of quantitative and qualitative data.

### 2.1. Employment generated by tourism activities

Calculating jobs created by the tourism industry at international, national, regional and local level is extremely difficult since it is almost impossible to exactly define what tourism business is or what tourism business is not. On the other, in many developing countries many people work in the tourism industry without registering in the formal economy. The aforementioned problems regarding tourism job generation fully exist in Turkey including Alanya. Thus, there several different figures regarding number of people working in the tourism industry in Turkey and Alanya. In fact, there is not reliable data or statistical figures about number of people working in the tourism industry in Turkey. However, some organizations such Association of Turkey Statistics Institution, the Ministry of Working and Social Security, some chambers of commerce and trade, etc. have occasionally conducted research about number employees working in the various sector of economy in Turkey. According to data collected by the Ministry of Working and Social Security and Istanbul Chambers of Commerce and Industry while 626 701 people worked in the 500 largest industrial establishments in 1993, 167525 people worked (direct employment) in the accommodation establishments in Turkey. In other words, the ratio number of people employed in the accommodation establishments to number of people employed in the 500 largest industrial establishments in 1993 is 26.7. This figure has gradually increased and has reached 58.1 in 2006 (Table 44).

The above relevant figure may imply that the accommodation establishments in the tourism industry in Turkey have created around 58% of jobs generated by the 500 largest industrial establishments. It should be noted these figures do not include all the tourism establishments. They only include accommodations establishments. Another survey was conducted by Turkey Statistics Institution in 2002 about number people working in the accommodation establishments and food and beverage establishments in Turkey. According to this survey, around 13633 people (direct employment) were employed in the accommodation establishments and food and beverage establishments in Alanya. Clearly, this figure does not include number people employed in the other tourism establishments such travel agencies, car-rental agencies, souvenirs shops, museums, etc. By taking account the number of people employed in these tourism establishments in addition to the number of people employed in the accommodation, food and beverage establishments, jobs generated by the overall tourism industry in 2002 is re-estimated. The estimated figure is 17276 employees.

The number of jobs generated by the tourism industry in 2002 in Alanya is taken as a base for estimating the number of jobs generated by the tourism industry in the other years in Alanya. This has been done by using number of tourist arrivals and total tourism revenue. For example, around 2,996,327 tourists arrived in Alanya in 2002. According to the survey conducted by Turkey Statistics Institution (Turkey Statistics Institution 2002) and the expert's estimation, 17,276 people (direct employment) were employed in the tourism industry in Alanya in 2002. This means that every 173 tourists ( $2,996,327 \text{ tourist arrived in Alanya in 2002} / 17,276 \text{ jobs created by the tourism industry in Alanya in 2002} = 173.4$ ) generate one job in the tourism industry in Alanya.

Jobs creation by the tourism industry is also calculated based upon the tourism revenue. It is reported that around 303,057 people officially worked in the tourism industry in Turkey in 2009. The tourism revenue in Turkey was 11,406,463,200 Euros in 2009. This may mean that every 37,638 Euros tourist revenue ( $11,406,463,200 \text{ Euros} / 303,057 \text{ jobs} = 37,638 \text{ Euros}$ ) generated one job in the tourism industry in Turkey in 2009. By taking this ratio as a base, number of jobs created by the tourism industry in Alanya is also estimated (Table 44).

It is believed that it would be logical to take the average of the number of jobs created in the tourism industry based on the tourism revenue and the tourist arrivals. Moreover, employment multiple effect of tourism industry is accepted as 1.5. This may mean that every one direct job in the tourism industry generates 1.5 indirect jobs. Based upon these assumptions and figures total tourism employment has been estimated (Table 45).

While around 10,010 direct, 15,015 indirect and 25,025 total jobs were created by the tourism industry in 1980, this figures have reached 18,907 direct, 28,361 indirect & 47,268 total tourism jobs in 2009. There were 43,934 employees excluding seasonal workers coming from outside of Alanya in 1990. Tourism employees constitute 52% of this figure. When the seasonal workers were included, there were 63,667 employees in Alanya in 1990. The total jobs (direct + indirect) created by the tourism industry were 23188, which constitutes 36% of total employees. The total jobs created by the tourism industry have gradually increased and has reached 55,498 employees in 2005, which constitutes 77% of total jobs created in 2005 (Table 45).

## 2.2. Qualitative characteristics of tourism employment

Although it is not easy to find data about qualitative characteristics of tourism employment, qualitative characteristics of tourism employment such as employment by gender, by age and by educational level is also important, as well as the permanent residence of employees to evaluate societal results and performance of tourism development in a given local tourist destination. Since there is no secondary data available about qualitative peculiarities of tourism employment in Alanya, proxy national data are utilized to estimate qualitative profile of tourism employment in addition to interviews with key-informants and the authors' participant observation. There are statistical data about qualitative characteristics of employment in the service industry including tourism sector at national level in Turkey (see Turkish Statistical Institute 2009). This national data is utilized as proxy secondary data for evaluating qualitative characteristics of tourism employment. The estimation of

qualitative characteristics of employment in the tourism industry in Alanya has been supported by face-to-face and telephone interviews with key-informants and the authors' participant observation in Alanya.

### ***2.2.1. Gender profile of tourism employment***

As can be seen from Table 46, while women employment has fluctuated between 25% and 30%, men employment has changed between 70% and 75%. This proxy data has also been supported by individual research conducted about profile of tourism employment in Alanya (see Bıçakcı 2009, Özdemir and Akpınar 2002).

### ***2.2.2. Education profile of tourism employment***

Education profile of tourism employment in Alanya is as follow:

- Percentage of illiterate people employment has decreased from 8.62% to 0.70%;
- Percentage of literate people employment has decreased from 7.72% to 2.30%;
- Percentage of people employment with basic education has decreased from 72.66% to 53%;
- Percentage of people employment with high school education has increased from 10% to 35%;
- Percentage of people employment with university education has increased from 1% to 9%.

Interestingly, it is reported that there is very few people with postgraduate degree employed in the tourism industry. It is clear that level of education of people employed in the tourism industry in Alanya has gradually increased while percentage of employment of people with basic education, literate and illiteracy has decreased (Table 46).

### ***2.2.3. Age profile of tourism employment***

The data needed for age profile of tourism employment in Alanya is also not directly available. The national data, individual researches, participant observation of the authors and key-informant interviews have been used as a basis to estimate age profile of tourism employment (see Turkish Statistical Institute 2009; Özdemir and Akpınar 2002). The age profile of tourism employment can be summarized as follow:

- 6% of tourism employment is between 15 and 19 years old;
- 40% of tourism employment is between 20 and 29 years old;
- 32% of tourism employment is between 30 and 39 years old;
- 15% of tourism employment is between 40 and 49 years old;
- 6% of tourism employment is between 50 and 59 years old;
- 1% of tourism employment is between 60 and 64 years old.

It should be noted the above given figures regarding age profile of tourism employment is an estimate based upon the measures explained above.

### ***2.2.4. Residency of profile of tourism employment***

It is a fact that popular tourism destinations have attracted many unskilled young people from inner part of Turkey to work in the constructions of accommodation establishments. After working in the construction industry, vast majority of those young unskilled people have started to work for the tourism industry itself by accepting low profile of jobs and salary. Then, considerable parts those young people have settled down permanently in those popular local tourist destinations (see Tosun 1991). Alanya is one of these popular local tourist destinations. For example, it is estimated that

119,720 people were employed in 2000 in Alanya. It is reported that around 31% (37,280) of 119,720 people employed in 2000 came from other parts of Turkey to work on seasonal basis for the agriculture sector and tourism industry.

It is argued that although rate of migration for working in the tourism industry to Alanya was very high between the mid 1980s and 2000s, after 2000s it has been slowed down due to change in the profile of tourism demand such all inclusive tourism demand and reaching saturation level. Nevertheless, it is estimated that between 35 and 40% of total employment in the tourism industry are not residents of Alanya. In other words, around 60-65% of tourism employments are permanent residents of Alanya.

### 3. Environmental results and performance of tourism

Environmental results and performance of tourism development at international, national, regional and local levels are one of the main indicators of sustainable tourism development. Ignoring environmental impacts and their consequences would be a great mistake. Thus, we will examine environmental results and performance of the tourism development in Alanya. Environmental impacts of tourism development could be reflected and evaluated by examining water consumption, energy consumption, solid waste of tourists and tourism installations, amount of waste water produced by the local tourism industry, noise due to the tourism activities, coast line artificialization so as to build tourism amenities, land use changes owing to the tourism development, etc. However, it should be noted that it is not easy to find relevant data to examine the above issues related environmental results and performance of tourism development. These issues will be examined in the following sections based upon the availability of quantitative and qualitative data.

#### 3.1. Water consumption by the tourism industry

Water is one of the main scarce resources which have been over-consumed by the tourism industry around the globe, particularly in the Mediterranean basin. Thus, the total water consumption in tourism is very important information especially within the Mediterranean region in order to check the contribution (%) of tourism to the total water consumption of the destination and in comparison with other activities as agriculture. It is obvious that various tourism installations consume different amount of water per capita per day. That is to say the *consumption of water* varies depending on the type and class of the accommodation installations, type of tourism facilities such as souvenir shops, car-rental agencies, travel agencies, etc. However, it is not always possible to find accurate data about water consumption by various installations. Local municipalities have been personally conducted to collect accurate data regarding water consumption of various tourism installations in Alanya.

As can be seen from Table 47, water consumption of different tourism installations is different. While per tourist consumes 500 liters water per day in a five stars hotel, this figure is 375 liter in a four stars hotel, 285 liter in a three stars hotel, 250 liters in a two stars hotel, 130 liters in a one star hotel, 166 liters in a pension, 600 liters in a holiday village and 215 liters in a camping area.

While per travel agency consumes 270 liters water per day, this figure is 2920 liters per restaurant per day, 40 liters per car-rental agencies per day, 80 liters per souvenir shop per day and 1000 liters per rental floors per day (Table 47).

Total water consumption by the tourism industry has increased based upon the number of tourist arrivals, total number of tourist nights spent, total number of tourism installations, etc. As can be seen from Table 48, while 4,614,423,878 liters water was consumed by the tourism industry in 2002, this figure increased 6,127,697,939 liters in 2008. As expected, percentage of water consumed by 5 and 4 stars hotels has a large share in the total water consumption of the tourism industry in Alanya. For example, the share of 5 stars hotels in total water consumption by the tourism industry is 34% in 2008 while the share of 4 stars hotels is 11%. Interestingly, the figure for rental apart is 23%.



It should be noted that it is extremely difficult if not impossible to estimate accurately water consumption profile by various sector in Alanya including the tourism sector. For example, many hotels have their own water-well. The water produced from these wells is not registered. Thus, it is not possible to know the amount of water consumption produced by these wells. On the other hand, the water used for agricultural irrigation is not known either since the water used for irrigation taken from rivers or water-wells, which are not registered or measured. Thus, water consumption by the agriculture sector has not been measured by any means. However, the official figures regarding total water consumption in Alanya is given in Table 48. Around 10279654 meter cubic water was consumed in the district of Alanya in 2008 excluding water consumed by the agriculture and water consumed from wells. Around 60% of this total water consumption was done by the tourism industry.

### 3.2. Energy consumption by the tourism industry

Energy consumption by various tourism installations per tourist per day, per installation per day and total energy consumption in the tourism industry are given in Table 49 and Table 48. While energy consumption per tourist per day is 3.40kwh in a five stars hotel, this figure is 3.12 kwh per tourist per day in a four stars hotel, 1.78 kwh per tourist per day in a three stars hotel, 2.78 kwh per tourist per day in a two stars hotel, 0.775 kwh per tourist per day in a one star hotel, 2.22 kwh per tourist per day in a apart hotel, 2.63 kwh per tourist per day in a holiday village, 1.10 kwh per tourist per day in a pension and 0.810 kwh per tourist per day in a camping.

Total energy consumption by the tourism industry has increased based upon the number of tourist arrivals, total number of tourist nights spent, total number of tourism installations, etc. As can be seen from Table 49, while 100 551 847 kWh energy was consumed by the tourism industry in 2002, this figure increased 129 515 533 kwh in 2008. Similar to the water consumption, 5 and 4 stars hotels have an important share in the total energy consumption by the tourism industry. For example, 46% of total energy consumption in the tourism industry was actualized by the 5 stars hotels in Alanya in 2008. This figure was 19% for 4 stars hotels.

As can be seen from Table 49, 710 289 633 kWh electricity were imported and 615 408 681 kWh were consumed in 2008 in Alanya. Around 129 515 533 kWh electricity were used by the tourism industry, which constitutes about 21% of total energy consumption.

### 3.3. Solid wastes production by the tourism industry

As expected, there is no reliable data about solid waste produced by various tourism installations. However, through personal contact with local authorities & managers of tourism establishments some data have been gleaned about solid waste produced by types of tourism installations. It is reported that 1.25 kg solid waste produced by per tourists per day staying in accommodation establishments. It should be noted that while a local person produces 1.03 kg solid waste per day, a tourist produces 1.25 kg solid waste. This means that a tourist produces around 19% more solid waste than a local person. It is estimated that on average every restaurant produce around 25kg solid wastes per day, while this figure is 2.5 kg for travel agencies and rent a cars. Interestingly, solid waste production per souvenirs shop per day is 5 kg (Table 47).

As Table 51 shows that around 43,880,300 kg solid wastes were produced in the center of Alanya in 2009. The amount of solid wastes produced by the tourism industry were 9,148,000 kg in Alanya in 2009 according to local authorities official data, which constitutes around 21% of total solid waste production. It should be noted that this number does not include peripheral municipalities' solid waste. In fact, there is no data available regarding the amount of solid waste produced by the peripheral municipalities. Thus, the authors have conducted a survey to estimate the overall solid waste produced in overall Alanya. The authors own calculation based upon the first-hand data shows that the solid wastes were much more higher than the official data; the solid waste produced by the tourism industry in 2008 is 21 788 896 kg, which constitutes 49,7% of total solid waste.

Naturally, the highest solid waste produced by the tourism industry has occurred in July with 1970 tons kg. It is followed by August with 1921 tons solid waste, by September with 1290 tons solid waste, by October with 1233 tons solid waste, by June with 840 tons solid waste and so on. That is to say, in five months period (between June and October) around 79% of solid wastes produced by the tourism industry were realized in 2009.

In order to know the actual pressure to the environment from the solid waste production, it is important to have information about recycling and waste final disposal in Alanya. The official data suggest that recycling of solid waste is almost non-existent in Alanya. Only packaging materials are recycled. It is reported that in 2009 around 2523 tons waste of packaging materials were collected and only 760 tons of these materials were recycled, which constitutes 30% of waste packaging materials. This means that only 1.7% of solid wastes were recycled in 2009 (see Güler 2010a; Güler 2010b). The rest of solid wastes (other than wastes of packaging materials) are stored in the “Solid Waste Store” covering around 27000 square meters, which has 350 000 tons capacity.

### 3.4. Waste water production by the tourism industry

As it is known, waste water production is correlated with water consumption. The local authorities have assumed that around 5% of total water consumption evaporates and the rest of the water consumption is produced as waste water. The relevant data is given in Table 50. Although there is no reliable data about water treatment capacity of Alanya District, most of the waste waters are treated before discharging to the sea or the rivers. However, it is reported that the treated water are not re-used.

### 3.5. Noise due to the tourism industry

Interviews with the key-informants and participant observation of the authors suggest that noise due to the mass tourism growth in Alanya has created discomfort for local people. Relevant research conducted in Turkey also suggests that in prime local tourist destinations, overcrowding, traffic problems & excessive noise have brought about notable disturbance for local people. It is noted that “(...) in prime local tourist destinations (...) buses carrying tourists unnecessarily use their horns. Some leave the main road, passing through the local residential streets. In particularly both early in the morning and late at night these buses have created an unacceptable disturbance for local residents whilst transporting tourists from hotels to airport or vice versa. Moreover, some bars, discos, nightclubs remain open, playing loud music late at night. This disturbs local residents who have to rise early in order to work on the farms, etc,” (Tosun, 2001, p. 296).

As noted, not only noise but also overcrowding has become a big problem in the public open market areas on local market-days (*balk pazarı*) in Alanya. In general, “Open public markets appear to be very attractive for foreign tourists as they create a natural shopping atmosphere in a traditional form and the shopping is relatively cheap. However, sellers seem to pay so much attention to foreign tourists that they sometimes ignore local residents' shopping needs. Local people feel humiliated by the lack of attention accorded to them. Shop owners find it more profitable to deal with foreign tourists who are likely to buy more without bargaining as local people do” (Tosun 2001, pp.296).

### 3.6. Coast line artificialisation due to the tourism industry

Visual pollution due to the rapid and unplanned tourism growth seems to be a major problem along the coast of the Mediterranean, Aegean and Marmara seas in Turkey. It is argued that the generous fiscal and monetary incentives given to the tourism industry in the 1980s and 1990s and the vast influx of international tour operators and accommodation establishments, alongside with the absence of a comprehensive tourism development plan and lack of experience and expertise have together contributed to a considerable number of environmental problems (Tosun 1998; Tosun 2001; Tosun and Fyall 2005; Tosun 2008; Tosun 2009). Alanya is not exceptional in this regard. Alanya has 70 kilometers natural coastline (see <http://www.alanya.bel.tr/rakalanya.asp>). It is reported that Alanya

does not have any artificial coast line. Vast majority of this coastline (around 50 kilometers) has been polluted by ribbon buildings of tourism establishments, which are out of scale and style with the local surroundings. Clearly, such developments in Alanya are in danger of being unsustainable in the longer term. In this regard, Convery and Flanagan have claimed that “The failure to incorporate adequately environmental considerations in the architectural designs of hotels, restaurants, and entertainment facilities can lead to consequences which are both environmentally and economically unprofitable” (1992, pp. 147-48). Consequently, unplanned and architecturally ugly buildings have almost destroyed scenic views and prospects in Alanya.

### 3.7. Land use changes due to the tourism industry

Land use profile has an irreversible impact on local sustainable development. “Once any components of environment utilized as input for tourism investment are changed or degraded, then it is not easy or possible to bring the natural quality back since it takes perhaps thousands years to evolve to a mature, self-regulating system. For example, it is not possible for the countries in the Mediterranean Basin to bring the flora & fauna back after accommodating tourist facilities on the fertile agricultural soils” (Tosun 2008, pp.92). It is reported that large numbers of hotels and second homes have been built in coastal areas in Alanya by destroying olive and citrus fruit gardens as well as destroyed the livelihoods of many agricultural workers. The increasing imports of agricultural products have resulted in the deterioration in welfare of the rural class in Alanya. This may suggest that tourism development has taken place on agriculturally valuable lands and reduced financial resources allocated to the agricultural sector. Tourism development needs lands on which various tourism facilities such as tourism infrastructure (roads, airports, ports, etc.) superstructure, attractions and establishments for tourism activities are constructed. Land use profile in Alanya since 1980 has been given in the first section of this study (Table 26). Although there is no data regarding land use changes in Alanya, the key-informants have provided some estimation about land use change in Alanya. It is estimated that around 20 kilometers squares of agricultural lands in the last 30 years have been lost due to the tourism development. The key informants argued that due to tourism development considerable amount of fertile agricultural lands were lost (Akbaş 2010; Çatal 2010; Dikici 2010). Vast majority of tourism installations have taken place on the coastal zone. Around 50 kilometers of coastal line out of 70 kilometers are utilized by the tourism sector. However, local forest director claimed that forest land has been well-protected in Alanya; the forest land coverage has been kept constant.

## IV. Tourism impact on sustainability state of the destination

Tourism development has various impacts on sustainability state of the destination area. As known tourism growth has economic, social-cultural and environmental consequences, which influence overall economic, social and environmental performance of Alanya as a tourist destination. Each of these main headings will be considered in the following sections under several sub-headings.

### 1. Profile of population

Total population is important variable for the dynamic of the local economy in general since human resource is one of the most important factors of production for the economy. Evolution of population between 1980 and 2009 in Alanya has been examined in details earlier in this study (see Table 1). It is claimed that until the 1980s overall characteristics of population in the district of Alanya reflected a traditional Anatolian's society. A notable portion of the population in Alanya is related with Anatolian migrant and usually they do not stay in the region during summer season because of transhumance (Ünlü, 2010). As expected, rapid and unplanned tourism growth has changed the structure of the society in Alanya by attracting many national and international businessmen to invest in the tourism industry in Alanya.

The large scale tourism investments have brought about an important economic change and noticeable economic growth in Alanya. The overall economic change due to the large scale tourism investment created employment opportunities for many people in Alanya. The large numbers of people have moved to Alanya for working in the tourism industry. As a result, population of the town was 22 000 in 1980, 87.080 in 1985, 129.936 in 1990, 226.236 in 2007 and 233.919 in 2008. Table 1 shows that the increase in population has been seen not only in town center, but also in peripheries (Bucak and Köy) as well.

As discussed previously in this study, population in Alanya increases about 4 folds due to tourism activities. It is reported that “while Alanya is a big city during summer with about 900,000 population, it is a town during winter with 233 919 population. Around 10 000 people from different EU countries in particularly from Germany and Netherlands have settled in and become residents of Alanya” (Ünlü, 2010).

#### 1.1. The active population

The population between 15 and 65 years old in the labour market is called active population. This group of population is important for economic growth and local development. As can be seen from Table 60, active population of Alanya has gradually increased both relative and absolute terms. While it was 34655 people out of 63275 people in 1975, that constituted 54.7% of the total population, it reached to 50506 people (58% of the total population) in 1985. The share of active population in total population has continued to increase and researched to 161650 people (66.9% of the total population) in 2009.

#### 1.2. The dependent population

The people under 15 years old and those who are over 65 years old are called the dependent population. The weight of dependent population in Alanya's overall population is important since the tourism sector requires human resources. Table 60 indicates that the rate of dependent population in Alanya has gradually decreased. While 54.7% of the population constituted the dependent population in 1975, it declined to 43.8% in 1980, 41.9% in 1985, 39.3% in 1990, 35.5% in 1997, 34.4% in 2005, 32.3% in 2007 and 32.2% in 2008.

### 1.3. The natural movement of the population

It is also important to know the natural movement of the population, which shows the number of births compared to the one of the deaths since it gives information about population growth rate. The ratio of number of births to number of deaths was 11.5 in 2005. This ratio was unchanged in 2008. This ratio may suggest that the number of births was 11.5 times more than the number of deaths (Table 60).

### 1.4. The migration rate

The Migration Rate, which shows the number of people who leave the destination permanently per number of people who are newly established in the area. Table 60 indicates that the rate of migration has tended to decrease. While it was 2.4 in 2000, it declined to 1.7 in 2008. This may suggest that less and less people are coming to Alanya for living permanently. This may be partly explained through saturation of Alanya as a tourist destination.

### 1.5. The aging population

The people over 65 years old, compared to the total population of the destination is called the aging population. Weight of aging population in Alanya is small. Although it has tended to increase in the recent years, it has fluctuated between 4.7% and 5.7%. When we compare weight of active population with the weight of aging population, it is very clear that the weight of active population is very high. While the rate of active population was 66.9% (161,650 people) in 2009, the rate of aging population was 7% (16,902 people) in 2009. This is very encouraging for the tourism sector in Alanya (Table 60).

## 2. Influence of tourism on economic performance

Researches in the social science literature suggest that there is a direct relationship between tourism development and economic growth (see Tosun 1999; Tosun, Timothy and Öztürk 2003; Fletcher 1989; Sinclair, 1991). If the economic growth due to the tourism development is well managed by taking into account fair income distribution, environmental protection, socio-cultural sensitiveness, etc., it will contribute to development and sustainable development at local, regional, national and international level. That is to say, tourism influences not only economic performance of an area such as Alanya, but also sustainable development of a destination. Therefore, it is important to examine the influences of tourism on economic performance of Alanya. In this regard, evolution of GDP, weight of competitive economic branches and economic leakages will be analyzed in a critical manner. These issues will be assessed and evaluated quantitatively and/or qualitatively based on the availability of primary and secondary data.

### 2.1. Evolution of GDP in Alanya

Examining evolution of GDP in Alanya could be a useful tool to have an idea about contribution of tourism to economic growth in Alanya. Evolution of GDP is summarized in Table 52. As it can be seen clearly from Table 52, while GDP of Alanya was 53,109,100 US\$ in 1975, it reached 104,696,976 US\$ in 1980, 154,392,840 US\$ in 1985 and 427,359,504 US\$ in 1990. Based upon the overall figures given in Table 52 it may be said that the most notable growth in GDP of Alanya has been observed after 1985. As discussed earlier in this study, tourism development in Turkey including Alanya has started since the mid 1980s. When we compare the growth in GDP of Alanya with the growth in GDP of Turkey, it can be said that the growth of GDP of Alanya was higher than the growth in GDP of Turkey. This is due to the rapid tourism growth in Alanya to large extent.

Naturally, the evolution of GDP in Alanya has influenced GDP per capita in Alanya. It is very interesting to note that before tourism development has taken place in Alanya GDP per capita in Alanya was lower than GDP per capita in Turkey. For example, while GDP per capita in Alanya was 840 US\$ in 1975 in Alanya, it was 1197 US\$ in 1975 in Turkey. The GDP per capita in Alanya has

dramatically increased and reached to 1773 US\$ in 1985 while the GDP per capita in Turkey has reached 1,346 US\$ in 1995 in Turkey. The gradual increase in the GDP per capita in Alanya has continued until 2009. However, in 2009 the GDP per capita in Alanya has reached to 5,568 €, but it was lower than the GDP per capita in Turkey (Table 52). There could be several reasons behind the relative lowness of the GDP per capita in Alanya in 2009. One of the reasons may be that tourism development has almost reached saturation level. As can be seen from Table 52, the tourism GDP in Alanya has increased at a decreased rate since 1995. In fact, it has actually decreased around 10% in 2009. Of course, there could be other reasons as well such as higher growth rate in Turkish economy in general, etc. However, those reasons are beyond this study.

It would be helpful to consider the indicator of the tourism GDP/ the total GDP in the study area as well. Table 53 suggests that the ratio of the tourism GDP/ the total GDP in the study area has gradually increased. While it was 24.9% in 1975, it raised to 86.2% in 2005. However, it decreased to 67.2% in 2009 due to the saturation of tourism development in Alanya.

## 2.2. Weight of competitive economic branches & tourism

Sustainable development at local and national level depends on various factors including contribution of various sectors to GDP. It is important to know level of competitiveness of economic branches which are defined as the ones which export, as well as, the ones that cover local needs which could be replaced by imports. As known, over dependency on one economic branch may be an indication of the economic “fragility” of the area. This may be exemplified by the popular saying “putting all eggs in one basket”. While specialization in limited number of economic branches may increase productivity, it will also lead to the economic dependency and economic “fragility” of the area. From these perspectives, weight of competitiveness of economic branches in Alanya will be examined, assessed and evaluated quantitatively and/or qualitatively based on the availability of primary and secondary data.

It should be noted it is not easy to examine quantitatively weight of competitiveness of economic branches in Alanya since there are not sufficient available data. However, some associations and institutions such as Alanya Chambers of Commerce and Trade, State Planning Organization have provided some figures about various sectors of the economy at local and national level. Based on these available secondary data and data collected through personal contact, contributions of various sectors to the economy in Alanya will be explained critically. As can be seen from Table 53, although contribution of tourism to the GDP of Alanya has gradually increased since 1975, there were some fluctuations from year to year. While tourism revenue constituted 20.5% of the GDP of Alanya in 1980, it reached to 86.2% in 2005. Interestingly, contribution of agriculture to the local economy has gradually decreased. While agriculture contributed 21.8% to the GDP in Alanya in 1975, its contribution has decreased to 6.9% in 2009 (Table 53). This decrease in the contribution of the tourism sector to the local economy has become more obvious when we compared the local figures of Alanya with the national figures of Turkey. For example, while the GDP in Turkey has increased around 174% in 2009, this increase in the GDP of Alanya was only 15%. In fact, the contribution of the tourism sector to the GDP of Alanya fell down around 10% in 2009. In this regard, it should be noted that the contribution of the tourism sector to the GDP of Turkey increased in 2009 (Table 52, Table 53 and Table 54). Table 39 also indicates that there has been a decrease in the total tourist arrivals in Alanya since 2005. These figures and analysis may suggest that the tourism growth in Alanya has actually reached to the saturation point.

Industrial activities are almost non-existent in Alanya. In particular, heavy industries such as steel, mining, manufacturing, etc. are not developed in Alanya. In this context, it should be said that according to national development policy in Turkey, different regions have been designed for different sectoral development. While the Aegean and Mediterranean regions have been especially reserved for tourism development, the Marmara and some localities in the Central Anatolia have been prioritized for the heavy industry. Of course, such specification and prioritization are not very rigid. For example, some heavy industries such as the steel industry have taken place on the eastern Mediterranean coast of Turkey.

Moreover, while energy sector are not developed either in Alanya, other services such health care services, commerce, banking, transport, administration, education, personal services, etc. are produced to large extent. Health care services are given by public hospitals and private hospitals in Alanya; only very complex health care services such complex operations are not done in Alanya. The sectors of construction are well developed. When we compare the contribution of tourism to the GDP of Alanya and the GDP of Turkey, it is clear that Alanya is a tourism destination which is heavily depended on the tourism sector. For example, while the contribution of tourism to the GDP of Alanya was 86.2% in 2005, its contribution to the national economy was 5.7% in the same year (Table 54).

It is interesting to note that the tourism industry seems to be important for both national economy in Turkey and local economy in Alanya particularly during economic crisis. Turkey experienced a serious economic crisis in 2000. This crisis has reflected its impacts on the overall economy at both national and local level after 2000. Consequently, the GDP of Turkey has decreased gradually. For example, while there were around 10% decrease in the GDP of Turkey in 2003, the tourism GDP of Turkey in 2003 actually increased around 38%. The situation at local level in Alanya appears to have been same. Although there was a more than 10% decrease in the GDP of Alanya in 2003 due the serious economic crisis in 2000, the tourism GDP of Alanya increased around 65%. These figures and analysis may suggest that the tourism sector may actually play a different and important role for both national in Turkey and local economy in Alanya (Table 53 and Table 54).

### 2.3. Economic leakages

The researches on the leakages of the tourism receipts suggest that the leakages are greater in the less developed and developing economies. The Ministry of Tourism (MT) optimistically estimated that 51% of the revenue of the package tours organized by foreign tour operators for Turkey has not been injected into the Turkish economy (MT, 1990). In this context, it is argued that although the MT has aimed at increasing tourism expenditure on a per head basis, it has been quite steady since Turkey could not succeed in altering the tourist profile in favour of high-spenders and the foreign tour operators have increased their bargaining power (EIU 1993; Tosun 2009).

According to the MT, 49 % of the revenue of the package tours organized by foreign tour operators for Turkey was injected into the Turkish economy (MT 1990). This assumption or estimation may be over optimistic. For example, 58 % of the purchase price of package holidays in Spain never reaches Spain when foreign tourists travel in an airline of their country of origin (Sinclair and Gomez 1996 quoting IET 1987). The figure for some African destinations has been estimated at 80 % (Farver 1984; Sinclair 1991). It is further argued that it is difficult to establish general assumptions for calculation of the price breakdown of inclusive tours and per cent which accrue to a destination country, the proportion of package tour prices which have reached Turkey should be less than the corresponding figure for Spain and should be larger than the figure for some African countries as Turkey's level of economic development is smaller than the level of economic development of Spain and larger than African countries. Additionally, the relative disadvantage position of Turkey in terms of distance from main tourist generating countries should have increased the share of charter flights in full-board inclusive tour. This may also suggest that revenue leakage from organized tours to Turkey should be higher than the corresponding figure for Spain.

After giving general discussion on the leakages of the tourism receipts from the national economy in Turkey, it seems to be time for considering the issue at the local level for Alanya. It should be noted that economic leakages particularly at local level is more difficult to calculate. Clearly, calculating economic leakages requires complex data to be collected at local about very branches of the economy. For example, what percentage of demands for agricultural production, services, industrial production, etc. are satisfied by locally made productions are needed to for estimating leakages from the local economy in Alanya. Although there is almost no quantitative data in this regards, some qualitative data are gleaned through personal interviews with the key-informants in Alanya. Based upon this limited qualitative data, economic leakages from the economy of Alanya will be discussed.

There are almost no industrial activities in Alanya. It is reported that around 97% of all industrial consumption are satisfied by importing them. Only 3% related to light industrial product are produced and consumed in Alanya. On average around 90% of agricultural consumption are met by locally made product. However, some agricultural productions are almost totally met by locally. For example, 98% of fruit consumption are met by locally.

Profile of the leakages in the services varies from one sector to another. While the leakage from the tourism industry is up to the 25%, it is around 5% for education, 8% for health, 90% for banking and transportation, 50% for construction, 100% for textile, 5% for water consumption, 100% for electricity consumption, etc.

According to figures given by Alanya Association of Chambers of Commerce and Trade, around 30-35% of total employments are not residence of Alanya. That is to say, around 30-35% of employees working in Alanya do not live permanently in Alanya (see Alanya Association of Chambers of Commerce and Trade 1995-1999; 2005-2008). This may give a raft idea about leakages from the local economy.

It should be noted that, by no means do these figures regarding leakages from the local economy in Alanya reflect realistic figures. They are only personal estimation of some key-informants in Alanya.

### 3. Influence of tourism on employment

As discussed earlier in this study, tourism development does not have only economic impact on tourist destinations; but also societal influences on the societies living in the tourist destinations. Clearly, employments, profile of population and wealth distribution are relevant issues on which tourism development have some influences. These subjects in the context of Alanya will be examined in the following sub-sections quantitatively and/or qualitatively based on the availability of primary and secondary data.

Profile of employment by the economic sector, main economic branches, gender and educational levels are important for evaluating Alanya as a tourist destination.

#### 3.1. Employment by economic sectors

As can be seen from Table 56, the number of people employed in the service sector has gradually increased since 2000. While 47.4% of employment has occurred in the service sector in 2000, this has reached 56.1% in 2009. Based upon data given earlier in this study such as evolution of the GDP in Alanya, tourism revenues, etc, personal knowledge of the authors and the views of the key-informants, it may be said that weight of tourism in the service sector is notable. Thus, the increase in the weight of service sector employment is due to the increase in the employment in the tourism industry. Although the share of service sector in employment has increased, the share of agriculture in employment in Alanya has gradually decreased. Share of agriculture in total employment in Alanya was 48.2% in 2000, but it has decreased to 41% in 2009. It was reported that share of agriculture in employment was around 70% in the 1970s. As Table 52, Table 53 and Table 56 suggest that contribution of the industry to the economy in Alanya is negligible. Share of the industry in employment fluctuates between 2.9% and 4.5%.

Moreover, it is estimated that 60% of employed population in the tourism enterprises are permanently residents in the study area. This means that around 28,361 people employed ( $47,268 \times 0.60 = 28,361$ ) in the tourism industry are permanent resident of Alanya, which constitutes 27% ( $28,361 / 104,071 = 0.27$ ) of total employed population in Alanya.

Antalya as tourist destination and big city has several districts including Alanya, Gazipaşa, Gündoğmuş, Sarıveliler, etc. Among these districts only Alanya is a popular tourist destination, the others (Gazipaşa, Gündoğmuş and Sarıveliler districts) are not popular tourist destinations.



It may be logical to compare employment by the sectors of the economy so as to see weight of service industry including tourism in the economy and employment in Alanya as a popular tourist destination. As can be seen from Table 57, the share of service sector in employment was 47.4% in Alanya; this figure was 19.9% in Gazipaşa, 12.9% in Gündoğmuş and 12.28% in Sarıveliler. Table 57 suggests that the service sector share in the employment in Alanya is very high when compared with non-touristic districts such as Gazipaşa, Gündoğmuş and Sarıveliler. Based upon the overall figures in Table 57, it may be said that due to the weight of tourism in the economy of Alanya, share of the service sector in employment is much higher in Alanya than the share of the service sector in employment in the aftermentioned non-tourist destinations.

### 3.2. Gender profile of employment

As can be seen from Table 58, employment by gender has gradually changed in Alanya. While the share of the women in employment in Alanya was 29.49% in 1985, it increased to 30.41% in 1990. However, the share of women in employment decreased to 28.95% in 1997, 26.89% in 2000 and 25.86% in 2005. It has increased to 26.41% in 2009. The decline in the women employment between 1997 and 2005 is difficult to explain. One of the reasons may be that unregistered women employment has increased between 1997 and 2005. Naturally, while the share of the women employment has decreased between 1997 and 2005, the share of men employment has increased. The men employment has increased from 70% to 73.59%.

### 3.3. Education profile of employment

Education profile of employment is summarized in Table 58. Based upon the figures in Table 58, the following can be said about education profile of the employment in Alanya: The share of illiterate people in employment has decreased from 7.25% to 1.71%. This is a very positive development in the employment profile in Alanya; the share of people with basic education in employment has gradually decreased from 62.38% to 49.43%. This is again a very positive development for the economy of Alanya; The share of people with high school education in the employment has gradually increased from 15% to 26%; The share of people with higher education (University education) in the employment has gradually increased from 9% to 20%; There is no data about the share of people with post graduate education in the employment. However, it is estimated that it is less than 1%.

In conclusion, it may be said that the education profile in the employment in Alanya has been gradually developed. However, the authors believe that this is a reflection of overall development taking place in Turkey.

### 3.4. Profile of unemployment

Rate of Unemployment in Alanya has fluctuated based upon the changes in macro-economic variables in the country. It decreased between 1990 and 2000. While it was 7.5% in 1990, it decreased to 7.3% in 1997 and 6.5% in 2000. However, the rate of unemployment increased to 10.3% in 2005 and declined to 9.2% in 2007. It reached to 15.5% in 2009 (Table 59).

As can be seen from Table 39, both tourism revenue and tourist numbers were declined in 2006 and 2009 in Alanya when compared the tourism revenue and tourist numbers in 2005. It may be said that the fall and rise in the level of unemployment given in Table 59 could be directly related with the fall and rise in the tourism revenue and tourist numbers in the relevant years.

**Unemployment by gender:** Profile of unemployment is given in Table 59. There is almost no difference between unemployment figures of men and women. Although the rate of unemployment of women in 2007 was higher than rate of unemployment of man, these figures regarding unemployment were almost the same in 2008 and 2009. This may suggest that there may be an equal opportunity for being unemployed for both men and women in Alanya. Clearly, total unemployment has tended to increase; it was 9.2% in 2007 but it reached to 15.5% in 2009.

**Long-term unemployment:** There is very limited data about long-term unemployment. Rate of long-term unemployment has decreased. While it was 47.1% in 1990, it declined to 36.6% in 1997 and 21% in 2000. However, it has slightly increased and reached to 21.5% in 2005. There is no data about long-term unemployment after 2005 (Table 59).

**Unemployment of young people:** Rate of unemployment of young people has tended to decrease in Alanya. While it was 55% in 1990, it declined to 53% in 1997 and 47% in 2000 and 39% in 2005. This is a 16% decline in the rate of unemployment of young people in 15 years.

Although there is no reliable data, the key-informants and participant observation of the authors suggest that development of tourism in the 1980s has gradually influenced employment of young people in the tourism industry in a positive manner. Thus, the rate of unemployment of young people has gradually declined since 1990. In this context, the key-informants reported that many unemployment young people have moved from the rural villages to the districts of Alanya for having a job in the tourism sector. They said that “the development tourism in Alanya has a great influence on employment of young people with low skills and qualifications”.

## 4. Wealth creation and distribution

It is argued that although economic growth is important for sustainable development, it is not enough to achieve the desired level of sustainable development. To Milton (1992) and Tosun (2001), the concept of “sustainable development” has two components: the meaning of development and the conditions necessary for sustainability. Bartelmus (1986) suggest that development is about a process that put together all efforts to improve the welfare of people. That is so say, “Development is not just about increased wealth. It means change; changes in behavior, aspirations, and in the way which one understands the world around one” Dudley (1993, p. 165). In this context, Tosun (2001) has proposed several principles for sustainable tourism development (STD). These are (see Tosun 2001, p. 290-291): STD should contribute to the satisfaction of basic and felt needs of those hitherto excluded in local tourist destinations; STD should reduce inequality and absolute poverty in local tourist destinations; STD should contribute to the emergence of necessary conditions in tourist destinations which will lead local people to gain self-esteem and to feel free from the evils of want, ignorance and squalor (see Goulet, 1971; Thirlwall, 1989). That is to say, STD should help host communities be free or emancipated from alienating material conditions of life and from social servitude to nature, ignorance, other people, misery, institution, and dogmatic beliefs (see Todaro, 1994); STD should accelerate not only national economic growth, but also regional and local economic growth. This growth must be shared fairly across the social spectrum; STD should achieve the above objectives and principles in an indefinite period of time without compromising the ability of future generations to meet their own need.

Clearly, tourism growth in Alanya can create wealth. However, for sustainable development its distribution among the social classes is extremely important. From these perspectives, the income per capita, the income distribution, poverty level and other relevant variables such as life expectancy, level of education and early school leavers will be examined in Alanya based upon the availability of qualitative and quantitative data.

### 4.1. The income per capita

The income per capita is one of the basic variables that give opinion about wealth creation in a society. Table 60 suggests that income per capita has gradually increased in Alanya since 1975. It is very obvious that the income per capita in Alanya has rapidly increased after the 1980s. That is to say, with the emergence of tourism growth in Alanya income per capita has increased notably. It is needless to say that the tourism sector has made an important contribution to the increase in per capita income in Alanya.

## 4.2. The income distribution

As discussed above, wealth creation and economic growth are important for increasing life conditions of local people, but they may not be sufficient for accomplishing development and sustainable development. In fact, distribution of the accumulated wealth among the social spectrum is also important. Although there is not sufficient data about the income distribution in Alanya, Table 61 may reflect credible information about the income distribution in Alanya. Theoretically, the population in Alanya has been divided into five equal parts. Based upon the data given in Table 61, the following could be said about the income distribution in Alanya: The first 20% of the population (the poorest social class) obtains between 2.7% and 6.1% of the total GDP in Alanya between the years of 1975-2009; The second 20% of the population gains between 7% and 11.1% of the total GDP in Alanya between the years of 1975-2009; The third 20% of the population gains between 12.5% and 15.8% of the total GDP in Alanya between the years of 1975-2009; The fourth 20% of the population gains between 19.2% and 22.6% of the total GDP in Alanya between the years of 1975-2009; The fifth 20% of the population (the richest) gains between 44.4% and 56.5% of the total GDP in Alanya between the years of 1975-2009.

The available data, participant observation of the authors and the key informants suggest that the income distribution in Alanya is not fair; it cannot lead to achieve a desired level of sustainable tourism development; and thus sustainable development.

## 4.3. The poverty level

The poverty level gives information about the income distribution as well in addition to the data of the income distribution. The poverty level is the percentage of people who live under the poverty limit (less than 60% of the mean income in the local destination). As can be seen from Table 59, poverty level has gradually declined. While 38.15% of population lived under poverty limit in 1997, this figure was 20.58% in 2005, 18.56% in 2007 and 17.11% in 2008. There was an almost 50% decrease in the poverty level. It may not be wrong to say that this was due to the development of tourism in Alanya. As known, the tourism sector has created employment for more and more people. The job generations for unemployment people have decreased the level of poverty.

## 4.4. The life expectancy

The life expectancy is an important variable to measure level of development. It shows the expected age that usually people live in the study area. Table 59 illustrates that the life expectancy has gradually increased since 1975 although there was a decline in 1997. Clearly, there was 10.4 years increase in the life expectancy in 34 years. This is a very positive and important progress in terms of development and sustainable development.

## 4.5. The level of education

The level of education is another important variable that gives opinion about level of development in a country or tourist destination. It is defined as the percentage of population having a four year diploma. There is only limited data available for education level. While 9983 people have four year university diploma in 2008 in Alanya, this figure has increased to 11849 people in 2009.

## 4.6. The early school leavers

The numbers of people leaving school early is an important variable to measure development level of a destination or society. It is defined as the estimate percentage of young people leaving school before they finish the basic education (9 years of school). The limited available data suggest that less and less people leaving school early. While 2416 people left school early in 2005, this figure decreased to 2392 young people in 2007, 2368 young people in 2008 and 1930 young people in 2009 (Table 60).

## 5. Influence of tourism on the production of environmental goods and services

In this section, we will consider influences of tourism on the production of environmental goods and services in Alanya. In particular, biodiversity, landscape, water issues, soil profile, peculiarities of atmosphere and urban environment will be considered in the following sub-sections quantitatively and/or qualitatively based on the availability of primary and secondary data.

### 5.1. Influence of tourism on biodiversity

Biodiversity is one of the most important indicators for sustainable development including sustainable tourism development. It is stated that Turkey is richer than Europe according to flora and fauna varieties. In Turkey, there are around 10,000 plant species. It is argued that in the last 40 years there is a rapid decrease in the biodiversity in Turkey (Özhatay, Byfield and Atay 2003). “It is estimated that the number of animal species living in Türkiye today is between 60,000 and 70,000. As a result of the destructive pressure of our people, many of the bird species living in Türkiye are faced with extinction” (Kiziroğlu.1996, pp.196). While there are 2750 endemic plants in Europe, Turkey has around 3000 endemic plants (Erik and Demirkuş 1986).

However, it is not easy to evaluate or measure biodiversity at the local level. Based upon the secondary data and information obtained through the personal contact, the issue of biodiversity in Alanya will be examined. In term of botanical species, Antalya is the richest city in Turkey. It has 2126 taxa of plant species. 578 plant species out of 2126 plant species are endemic. As noted, Alanya is a town of Antalya. It is estimated that around 8% of 2126 plant species and 578 endemic plants are located in Alanya. That is to say, with around 180 plant species and 49 endemic plants Alanya seems to be the richest town in Turkey in term of biodiversity. It is noted that Alanya has around 49 endemic plants (see <http://www.goturkey.com/content.php?cid=16&typ=f&lng=en>; Antalya Directorate of Environment 2009).

Although there is general information about biodiversity in Alanya, there is almost no data and/or information about of important habitats that are recorded in the EU Directive 92/43. As discussed previously, land use profile appears to be a threat to biodiversity in Alanya since large scale tourism facilities have built on the fertile agricultural lands. In this context, it is reported that there is no domestic animal species which are endangered (Antalya Directorate of Environment 2009, pp.216). It is reported that animals such as striped deer, Anatolian Leopard, caracal and francolin living in the catchment area of Antalya including Alanya are seriously endangered. Thus, these species should be protected by a special program (Antalya Directorate of Environment 2009, pp.235).

Moreover, it is reported that the Mediterranean Monk Seal *Monachus monachus* considered as Critically Endangered and the most threatened pinniped species in the world. It is estimated that only 350-450 animals survive, with the largest remaining population sited in the eastern Mediterranean, in Greece, western Turkey and some islands in the Ionian and Aegean Seas. “The main threats are linked to human activities and include exploitation, by catch and persecution. More recently, tourism has grown to become one of the most significant hazards faced by monk seals, particularly in the eastern Mediterranean: as well as causing significant disturbance to individuals and breeding colonies, tourist activities increase the risk of vessel accidents, spills, transmission of disease, and the discharge of pollutants and waste near the seals” (Cuttelod et al 2008, pp. 10 cited in IUCN 2007).

## 5.2. Influence of tourism on landscape

It is obvious that tourism development have notable influences the landscape of Alanya. Clearly, tourism installations and urbanization due to the tourism development require lands on which various tourism facilities such as tourism infrastructure, tourism superstructure, tourism attractions, and establishments for tourism activities and buildings for households are constructed and built. Such land-use have changed the landscape of Alanya particularly alongside of the coast. There is no quantitative data collected by official bodies about landscape in Alanya, but the key-informants (vice-mayor, director of local tourism office, general secretary of chambers of trade and industry, etc.) have provided some estimation regarding land use profile and landscape in Alanya (see Dikici 2010; Akbaş 2010; Çatal 2010).

Based upon their estimation and suggestion, the amount of land used for different purposes has been determined and Table 26 has been formed. In sum, Alanya covers 1780kilometers square surface area. While around 14.66% of these surface areas are utilized for agricultural purposes, 60.6% of it is covered by forests. It is estimated that 4.5% of 1780kilometers square surface area are used for tourism settlements; corresponding to 30 kilometers squares. Expectedly, there is almost no heavy industrialization in Alanya. There are only light industrial activities such as small scale mining, quarry, packaging business for fruits and vegetables, etc. It is estimated that these light industrial activities utilize only 1.5 kilometer squares area, which consists of 0.08% of total surface area of Alanya. It is reported that approximately 20 kilometers squares of fertile agricultural lands in the last 30 years have been lost due to the rapid and unplanned tourism growth.

Consequently, ribbon buildings for tourism installations and second homes, constructions of infrastructures, etc have altered the landscape in a more or less irreversible way. Most of these buildings have not been integrated into local architecture style, which be degraded the quality of tourism product in Alanya.

## 5.3. Profile of water

Availability of sufficient water seems to be a prerequisite for sustainable development in general and sustainable tourism development in particular. Therefore, quantity and quality of available water should be examined for policy suggestions in the case of possible water bottleneck.

### 5.3.1. Quantity of water

The key informants stated that Alanya does not import water from outside of Alanya. Sources of water are Dim Revivers, Grape Spring, Oba River, Hidrellez Spring, Bektaşî Spring, Çatal Oluk Spring, Alibodalar Well and Zimbitlik Well. That is say, various rivers, springs and wells around Alanya provide sufficient water for overall population and the economy in Alanya. By taking into account the future water consumption, a water dam called “Dim Dam” was built. The water production capacity of this dam is about 47.3million cubic water per year, which will be used for drinking and other purposes. Moreover, the storage capacity of the Dim Dam is 254 996 742 cubic water (Dönmez 2010).

In brief, there no indications such as the desalination plants, import of water from other areas, interruption to water provision etc. that shows lack of water. In fact, it is reported that on average 10 million cubic waters have been consumed in Alanya. After the construction of the Dim Dam, Alanya could be able to export water to the neighbouring districts and cities.

### 5.3.2. Quality of water

Sufficient amount of water may not be sufficient for achieving sustainable development and sustainable tourism development. Quality of the drinking water, bathing water, etc is also very important for achieving a higher level welfare that may lead to accomplishing sustainable development. The key informants claim that the quality of drinking water and bathing water is at the acceptable standards. The Local Water Management Department at the Municipality of Alanya has regularly control the quality of water used in Alanya. If there is a problem regarding the quality of water, necessary measures are taken immediately. The director of Local Water Management Department at the Municipality said that “Bathing water and tap water is suitable for the criteria defined by EU” (see Ateş 2009).

It should be noted that the water is not treated before it enters the network. Moreover, it is reported that the tap water is drinkable and no salinisation is made. These facts regarding the quality of water used in Alanya also suggest that there is no problem regarding the quality of water. However, some people prefer using bottled water. In this regard, it should be noted that the water quality is regularly checked according to the Regulation of Human Water Consumption No 25730 in the Alanya Environmental Laboratory. The amounts of total coliform and e-coli in every 5 000 liters of water have been found at the standards.

As it is argued, the *quality of the sea water* is important for Alanya as a tourism destination since many tourists visit the area for swimming. However, so far there is no serious problem about the quality of the sea water. Municipality of Alanya in cooperation and collaboration with the local NGOs has spent tremendous efforts to increase the numbers of beaches with blue flags. As known, “*The Blue Flag Programme is owned and run by the independent non-profit organization Foundation for Environmental Education (FEE). The Blue Flag works towards sustainable development at beaches/marinas through strict criteria dealing with water quality, environmental education and information, environmental management, and safety and other services*” (<http://www.blueflag.org/>).

As can be seen from Table 62, there were three beaches with blue flags in 1996. The numbers of beaches with blue flags have gradually increased and reached 29 in 2009. This is a more than 9 folds increase in 14 years. When we compared the numbers of blue flags in Alanya with the numbers of blue flags in Antalya, it could be said that 18% of the beaches with blue flags are in Alanya. It may be said that the absolute and relative numbers of beaches with blue flags are notable given the fact that Antalya as popular tourist destination and big city have many districts on the coast of the Mediterranean Sea. Thus, having such numbers of beaches with blue flags is a real success for Alanya. However, it should be noted that in some years (1999/2000-2000/2001-2003/2004) the numbers of beaches with blue flags were declined because the reward of blue flags were re-taken since the preparatory works for the standard of blue flag have not been realized (Table 62).

### 5.4. Profile of soil

Although soil erosion is a very common environmental threat around the Mediterranean, it is not a problem in Alanya. It is also reported that there is no dune movement and soil surface under desertification process. In this sense, it may be said that there seems to be no threat to in terms of the loss of the fertility in Alanya. However, it would be more helpful to indicate soil quality by using some quantitative figures such as the weight factors given in the research guideline for estimation of soil quality.

As can be seen from Table 63, 538.78km<sup>2</sup> surfaces have been reduced in the total surface of Alanya when the weight factors are taken into account.

## 5.5. Peculiarities of atmosphere in Alanya

It is stated that a good air quality value on year bases is determined as 60 for SO<sub>2</sub> (µg/m<sup>3</sup>) and 60 PM (µg/m<sup>3</sup>). These values must not exceed 150 (µg/m<sup>3</sup>). If the SO<sub>2</sub> (µg/m<sup>3</sup>) and 60 PM (µg/m<sup>3</sup>) are less than 61µg/m<sup>3</sup>, the air quality is considered as very good. If these values are between 60µg/m<sup>3</sup> and 150µg/m<sup>3</sup>, the air quality is accepted as satisfactory (see the following link on internet:

[http://www.antalya.rshm.gov.tr/arshm/index.php?option=com\\_content&task=view&id=11&Itemid=16](http://www.antalya.rshm.gov.tr/arshm/index.php?option=com_content&task=view&id=11&Itemid=16)). The relevant figures regarding air quality are given in Table 64. When we examine these figures regarding air quality in Alanya, it can be said that air quality in Alanya in general is very good. This is an expected result. Given the fact that the area on the Mediterranean Sea has been designed as a priority zone for tourism development in the 1980s, heavy industries and any sectoral economic activities that will pollute the air and environment are not allowed. In this context, it may be argued that the initiative of tourism development has contributed to the air quality in Alanya.

## 5.6. Urban environment

The urban environment consists of various factors such as the population density in combination with the town extent, the quality of atmosphere, the existence of green (or natural or semi-natural areas) and other public spaces (as % of the total urban area), the quality of public transport, the extent of walkable areas, the existence of traffic congestion, the level of noise, the quality urban design and planning. It should be noted that it is not easy to collect data about these commonly used parameters of the urban environment. They will be examined based upon the available secondary data, information collected through personal contact and knowledge of the authors as a participant observation.

### 5.6.1. The population density

The population density is one of the most important variables that affect quality of urban environment in a tourist destination. The population structure and evolution of population have been considered in details in the previous section of this (Table 1). The population of Alanya is 264,240 in 2000. While 88,346 of them have been living in the city centre 175,894 of them have been living in the villages. It is reported that Alanya is one of the cities that has accepted a lot of migration. The population has increased 5% every year with the migration. The population of Alanya was 222,028 in 1997. But it has increased to 264,240 according to the census in 2000. According to the results of the last census in 2008, there is a population decrease in the city centre in Alanya. However, there is a dispute about this population decrease, which has been taken into court and a juridical process has been started. It is believed that there is no real decrease in the population. Something should be wrong; the census is unreliable. Thus, the last census is not taken into account. The population density of Alanya was dramatically increased after the 1980s. While the population density was 12.5 people per kilometer square in 1980, it reached to 49.6 people in 1985, 73.9 people in 1990, 126.4 people in 1997 and 151 people in 2000 per kilometer square. But the population density increases to 500 people per kilometer square during tourism season in Alanya. That is to say, during summer season Alanya is more crowded than a lot of big cities in Turkey and in winter, it is a small city. It should be noted that notable numbers of people (around ten thousand people) from Europe have settled in Alanya, especially from Germany, Holland (the Netherlands) and Scandinavia (<http://alanya.gov.tr>).

It is reported that there is a direct correlation among the increase in the population density, the increase in the number of population and the tourism development in Alanya. It may said that the tourism development has attracted many people, investors, retired people, qualified and unskilled employee to settle down in Alanya.

The quality of atmosphere in Alanya has been given in Table 64 and discussed in details. It is argued that the decision for prioritizing the region of Alanya for the tourism development has stopped the industries being in operation that would have polluted the air. Thus, it is believed that the tourism development has contributed to the air quality in positive way.

### **5.6.2. The existence of green**

The green areas and other public spaces are an important indicator for quality of life in given tourist destination and urban area. The green areas and other public spaces have increased gradually since 1985. While it was 2.15 kilometers square in 1985, it reached to 6.60 kilometers square in 2009. This is a more than 3 folds increase in 24 years (Table 65). According to the Strategic Plan prepared by the Alanya Municipality, the following targets in regards to green and other public spaces have been established (Alanya Municipality 2010, pp.32): Green spaces per person will be increased; Functional use of green spaces will be provided; Green spaces will be further developed and protected; 60,000 trees will be planted per year; Around 5000 square meters parks, picnic facilities and recreational areas will be provided per year; Around 140,000 seasonal flowers will be planted per year. It is clear that there is a credible consciousness about green and other public spaces. Such awareness seems have been reflected to the reality. On average the green space per person in Turkey is 10 square meters. While this figure is 7.2 square meters in Alanya, it is 1.9square meters in Istanbul. However, it is difficult to give the green and other public spaces as the percentage of total urban areas since there is no reliable data about land coverage of urban area in Alanya.

### **5.6.3. The quality of public transport**

The public transportation in Alanya is well-organized. There are minibuses and buses for inner city transportation, surrounding villages and sub-districts. These vehicles are cleans and departs and arrives on time. Their operation is controlled by the local municipalities. There are also luxury buses services between cities. Smoking is totally forbidden in all public transpiration. Price of public transportation is cheap in general. While one way inner city travel costs less than one Euro, one way travel from the center of Alanya to sub-districts and surrounding villages cost varies from 3 Euros to 6 Euros. There are air, sea and land transpirations systems in Alanya. There is no railway in Alanya. However, only air and land transpirations have been frequently used. While 88.8% of international tourists visiting Alanya have preferred airways, around 90% of domestic visitors have used motorways. The nearest airport is 130 km to the center of Alanya. There is another airport, 35km to Alanya, has not yet been active. There is a private sea port in Alanya and one marina. Around 100 ships and 80,000 passengers use the marina and port. During summer season, there is frequent ferryboat on daily base from Cyprus and İzmir to Alanya. Some passengers from Istanbul travel by using the sea through İzmir to Alanya. Ships from Israel, Egypt and some European countries also visit Alanya.

### **5.6.4. The extent of walkable areas**

In the first part of this study foot paths and walkable areas are considered as part of tourism attraction. It is argued that, the foot paths and walkable areas are important for both tourists and local residents (Kanlı 2010; [www.hasansipahioglu.com.tr](http://www.hasansipahioglu.com.tr); <http://alanya.gov.tr/index.php?lang=tr>). It is believed that they contribute to the quality of live in Alanya. There are around 10 walkable areas including foot path and cycling paths in Alanya (see Table 16). It is reported that the total land coverage of walkable areas are 348,788 square meters in 2009. Some of these walkable areas are green and their grounds are natural (soil), but the grounds of most them are not designed in a natural manner. In fact most of them have been constructed by using cements. It is reported that although the quality of the walkable areas are low, recently the municipality has commenced up-grading their quality. In particular, walkable paths located near to center of Alanya have been designed by taking into account different age group and disable people. The town traffics have been planned by giving positive priorities to pedestrian; cyclists and disable people (see Kanlı 2010).



### *5.6.5. The existence of traffic congestion*

Inner-city transportation in Alanya is provided by minibus, bus and taxi under the control of the municipality. Every 15 minutes there are minibuses from one point to another. There is also minibus and/or bus from the center Alanya to surrounding sub-districts and villages. There are three bus stations in Alanya one for inner city minibuses and buses, one for minibuses and buses for village and sub-districts, and one for inter-city bus station. These public transportation vehicles operate every day including Sunday. Although there is no traffic congestion and jam problems during winter, the traffic congestion becomes an important problem during tourism seasons. Visitors rent cars, motorbikes, etc; summer home owners drive their luxury jeeps. Population density of Alanya is 151 people per kilometer square in winter, but it increases to 500 people per kilometer square during tourism season, which brings various problems including traffic jams.

### *5.6.6. The level of noise*

The level of noise as an element of urban environment is an important variable for the life quality in Alanya. As noted earlier, there is no reliable data regarding level noise in Alanya. But, interviews with the key-informants and participant observation of the authors suggest that the noise due to the rapid mass tourism development has created discomfort for local people in Alanya. The discomfort of local people due to noise from overcrowding, traffic congestions and tourism facilities becomes unmanageable during peak tourism seasons. As Tosun notes; “in prime local tourist destinations, buses carrying tourists unnecessarily use their horns. In particular both early in the morning & late at night these buses have created an unacceptable disturbance for local residents whilst transporting tourists from hotels to airport or vice versa. Some bars, discos, nightclubs remain open, playing loud music late at night. This disturbs local residents who have to rise early in order to work on the farms, etc. Traffic congestion seems to have become a problem during the peak tourist season” (Tosun 2001, pp.296).

### *5.6.7. The quality urban design and planning*

It is reported that in terms of town planning and/or urban design law and regulation, there is no problem in Alanya. It is claimed that quality of urban design and planning is at the satisfactory level (Aral 2010). However, the rapid and unplanned tourism growth has led to ribbon buildings of tourism facilities alongside the coastal part of Alanya. As discussed earlier, these buildings are mostly not integrated into local architectural style.

## V. Policy measures for achieving Sustainable Tourism Development (STD) in Alanya

Achieving sustainable tourism development is not an easy task. It has many dimensions. As discussed in the tourism literature there various challenges of sustainable tourism development (see Tosun 2001). In this part of the report we will consider these challenges of sustainable tourism development and policy measures for achieving a better sustainable tourism development with special references to Alanya. Before discussing the policy recommendations, we will make strengths, weakness, opportunities and threats analysis of tourism development in Alanya.

### 1. Environmental challenges for STD

It is argued that one of the obvious realities on the coastal zone of the Mediterranean Sea is that mass-tourism development (MTD) has taken place rapidly at large scales without taking into account the principles of sustainable development. Such a rapid and large scale MTD has created various environmental, socio-economic and cultural problems perceived differently by different local communities (see Tosun 2007). From a traditional perspective challenges of sustainable tourism development in Alanya could be examined under three main headings. These are environmental, socio-cultural and economic challenges which must be overcome so as to achieve a health tourism development in Alanya. It should be noted that each of these main headings has its own sub-headings as they are given in the following sections. However, by no means do we claim that these main headings or sub-headings are fixed ones; different experts can classify them differently.

As discussed earlier in this report, Alanya has experienced a rapid tourism growth since the mid 1980s. It has led to various environmental challenges for sustainable tourism development in Alanya. These challenges will be considered briefly in the following sections.

#### 1.1. Over concentration on the coastal strip

Tourism regions, tourism zones and tourism centers were determined according to the criteria established by the Encouragement of Tourism Law No. 2634 in 1982 (Resmi Gazete 1982). The logic behind the criteria for determining tourism regions, zones and centers was the ability of these locations to attract maximum numbers of tourists, who would bring in maximum foreign currency earnings—the most critical need for an economy in crisis after the military coup. The central government gave priority to large-scale tourism investment projects, which targeted mass tourism, in allocating generous monetary and other incentives to meet its short-term policy objectives. Alanya was determined one of the most important tourism centers to where large scale tourism investments could be attracted. Since Alanya was declared as one of the priority regions “to concentrate both public and private investments, then tourism oriented physical planning works were initiated by the Ministry of Tourism, in co-ordination with the Ministry of Reconstruction and Resettlement, to fill the gap between development plans which had no spatial dimension and the implementation projects” (Duzgunoglu and Karabulut, 1999:12).

The relevant figures about Turkish tourism further support the above contention and show that tourism development has concentrated on the coastal strip of Turkey in terms of space and time. It is reported that on average 90% of international tourists in Turkey visited the coastal regions and spent around 94% of the country’s total visitor nights in these regions. The average length of stay was also relatively larger in these coastal regions when compared to the average length of stay in non-coastal regions (i.e. central Anatolia, eastern Anatolia and southeast Anatolia) (Ministry of Culture and Tourism 2009a; 2009b). Moreover, on average around 88% of tourism operations and 87% of investment in providing beds in licensed establishments are in the Marmara, Aegean and Mediterranean regions—the coastal parts of Turkey. Additionally, around 83% of travel agencies and tour operators are located in the same three coastal regions mentioned above (see TURSAB 2008).

The above discussion may suggest that over concentrations of mass tourism development on the coastal regions in Turkey is one of the most challenge problems of sustainable tourism development in Turkey including Alanya. The key-informants have reported that almost 99% of tourism development has taken place on the coastal strip of Alanya. Not only has the tourism development concentrated on the coastal strip, but also the local population as well. This issue will be considered in further details under sub-heading of over urbanization.

## 1.2. Seasonal concentration of tourism activities

Spatial concentration of tourism development has become a more challenging problem when it has cooperated with seasonal concentration of tourism activities. As mentioned earlier, spatial and seasonal concentration of demand and supply components of the tourism industry have created various environmental, economic and social problems. Obviously, tourism period duration largely depends on the profile of tourism demand for a destination. Although the profile of nights spent in each month has changed slightly from year to year, it seems to have remained stable. Foreign tourism demand has concentrated between May and October. 79.41% of average nights spent by foreign tourists occurred between May and October. Only 20.59% of average nights spent by foreign tourists were realized in the other months such as January, February, March, April, November and December. The most popular month in terms of foreign tourism demand for Alanya is August. This was followed by July, September, May, October, April, November, March, December, February and January (see Table 33). The most popular month for domestic tourism demand for Alanya was also August on overall average between 2000 and 2008. In August on overall average between 2000 and 2008 13.27% of nights spent by domestic tourists occurred. This was followed by July with 12.86%, June with 9.43%, September with 9.27%, May with 8.11%, October with 7.37%, April with 7.25%, December with 6.95%, November with 6.83%, March 6.71%, February with 6.04% and January with 5.91%.

As a result, over concentration of tourism development in space and time has created various problems including de-forestation, decreasing in bio-diversity, over-urbanization, exceeding physical and social carrying capacities, etc. Unless policy measures for the problems due to the spatial and seasonal concentration of tourism development are taken, a health tourism development may not be achieved. In the following sections, some of these policy measures will be considered.

## 1.3. Rapid and over urbanization due to the tourism development

Tourism development has been unnecessarily rapid in Alanya due to the generous fiscal and monetary incentives provided to tourism entrepreneurs (in the 1980s) and the vast influx of international tour operators and accommodation providers, combined with the absence of a proper tourism development plan, lack of experience and expertise, and a myopic mission of increasing supply capacity, have together contributed to a considerable number of environmental problems including rapid and over urbanization (see Brotherton et al 1994; Tosun and Jenkins 1996; Tosun 2000; Tosun and Timothy 2001; Tosun 2001; 2008). In this unplanned period, construction regulations have been neglected and ribbon buildings have been established along the coast of Alanya. It should be noted that this problem is valid not only for Alanya, but also for other local tourist destinations on the coast of Mediterranean, Aegean and Marmara seas. It is reported that vast majority of population in Alanya have been settled along the coastal strip. Moreover, around 7000 foreigners have also settled down as permanent residences on the coastal strip in Alanya.

Many of these tourism establishments and urban buildings are out of scale and style with the local surroundings that are in danger of being unsustainable in the longer term. To Tosun (2001; 2008), in the absence of proper urban and land management planning many coastal towns has attracted attentions of tourism investors and second home owners. In particular, ribbon buildings along coastal band and roads built parallel and too close to coastlines have taken place, which may represent bad land management and mal-urbanization. Towns such as Kusadasi, Bodrum and Alanya can be given as examples in this regard. Convery and Flanagan argued that “The failure to incorporate adequately

environmental considerations in the architectural designs of hotels, restaurants, and entertainment facilities can lead to consequences which are both environmentally and economically unprofitable” (1992, pp. 147-48). Naturally, large scale and unplanned rapid tourism growth have brought negative impacts on urban areas with rich cultural and historical heritage. New buildings, roads, pavements and high quality street furniture have already changed the original setting of many small towns designated exclusively for tourism particularly on the coastal parts of Turkey (see Tosun 1998; 2008).

#### 1.4. Over utilization of resources

Over utilization of natural resources such as water, energy and land by tourism related activities seem to be a major problem in many coastal tourism destinations including Alanya. In the following sections these issues will be considered in the context of Alanya.

##### 1.4.1. Over utilization of water resources

As discussed in the previous parts of this study, Alanya as a popular coastal tourist destination has no water bottleneck. There are no indications such as the desalination plants, import of water from other areas, interruption to water provision etc. that shows lack of water. In fact, after the construction of the Dim Dam, Alanya could be able to export water to the neighbouring districts and cities. Moreover, it is reported that while the quality of drinking water and bathing water is at the acceptable standards (see Ateş 2010), there is no serious problem about the quality of the sea water. Municipality of Alanya in cooperation and collaboration with the local NGOs has spent tremendous efforts to increase the numbers of beaches with blue flags (Table 62).

However, it is argued that according the reduction in precipitation regime, rivers and other water reserves will be under risk of drying. It is important not only for agricultural irrigation, but also for drinkable water. However, fresh water one of the natural resources which has been over-utilized by tourism facilities. Mass tourism development has taken place on the coastal parts of Turkey which have relatively dry climates and where fresh-water supplies are scarce (see Tosun 2007). In this context, it is noted that in the Mediterranean Basin, while the hospitality industry can use 400 liters of water per customer per day, the local people may only consume a maximum of 70 liters per person per day (Hamele 1988). Moreover, Tananone (1991) reported that some recreation facilities such as golfing can necessitate a significant amount of fresh-water for maintaining the course at the required standard. For example, in Thailand an estimated 3000 cubic meters of water per day are needed for each golf course. Although there is no problem of water in terms of quality and quantity in Alanya and there is no reliable data about profile of water consumption, the official figures regarding total water consumption in Alanya suggest that around 53% of this total water consumption in 2008 was done by the tourism industry in Alanya (Table 48).

In brief, in general it may be claimed that the over-utilization of water supply by tourists and tourism facilities may suggest that tourism is exerting an unsustainable drain on renewable supplies including losses of greenery. Over-utilization of fresh-water by tourism may not be allowed any more when the drinkable water problem becomes a serious issue. Local people may protest against the tourism industry just because of the scare water resources as it has happened in some Spanish islands (see Tosun 2007).

##### 1.4.2. Over utilization of energy

As discussed earlier, total energy consumption by the tourism industry has increased based upon the number of tourist arrivals, total number of tourist nights spent, total number of tourism installations, etc. Approximately 710 289 633 kwh electricity was imported and 615 408 681 kwh were consumed in 2008 in Alanya. Around 129 515 533 kwh electricity were used by the tourism industry, which constitutes about 21% of total energy consumption in Alanya. These figures may suggest that energy bottleneck seems to be a serious problem in Alanya. Long-term solution for overcoming this bottleneck should be provided. This will be considered later in this part of the study.

### 1.4.3. Overutilization of land

As implied, Alanya has failed to incorporate adequately environmental considerations in the architectural designs of hotels, restaurants, and entertainment facilities. Such a failure has led to visual and architectural pollution alongside coastal strip of Alanya. Sporadic development of ‘summer’ or ‘second homes’ also raise concern in that although often only in use for two to three months each year, the phenomenon of *bungalow blight* has already altered the panorama of some of Alanya’s most scenic areas (see Tosun 1998). Moreover, it is reported that large numbers of hotels and second homes have been built in coastal areas in Alanya by destroying olive and citrus fruit gardens as well as destroyed the livelihoods of many agricultural workers. Vast majority of this coastline (around 50km out of 70km) has been polluted by ribbon buildings of tourism establishments. That is to say, tourism development has taken place on agriculturally valuable lands and reduced financial resources allocated to the agricultural sector. Clearly, such developments in Alanya are in danger of being unsustainable in the longer term.

## 1.5. Challenges of waste management

Waste management could be considered under the two sub-titles such as waste water management and solid waste management.

### 1.5.1. Challenges of waste water management

It is argued that rapid mass tourism development has overloaded local sewage treatment and disposal infrastructure. In coastal Turkey, ‘environmental pollution has become an important problem at these popular local tourist destinations due to the lack of measures to cope with the generation of new or increased waste residues. Sewage disposal systems were installed solely according to local residents’ (see Tosun 2001, p. 95). This may mean that the carrying capacity of sewage disposal systems has been exceeded due to the rapid increase in the number of hotels and construction of second homes across Turkey including Alanya. As noted earlier, waste water production is correlated with water consumption. The local authorities have assumed that around 5% of total water consumption evaporates and the rest of the water consumption is produced as waste water. Although there is no reliable data about water treatment capacity of Alanya District, most of the waste waters are treated before discharging to the sea or the rivers. However, it is reported that the treated water are not re-used.

### 1.5.2. Challenges of solid waste management

As expected, there is no reliable data about solid waste produced by various tourism installations. However, it is estimated that around 43,880,300 kg solid wastes were produced in Alanya in 2009. The amount of solid wastes produced by the tourism industry were 9,148,000kg in Alanya in 2009 according to local authorities official data, which constitutes around 20.8% of total solid waste production (Table 51). However, the authors own calculation based upon the first-hand data shows that the solid wastes were higher than the official data; the solid waste produced by the tourism industry in 2009 is 21,788,896 kg, (20,806,432 kg in 2008, Table 50) which constitutes 49.7% of total solid waste. In order to know the actual pressure to the environment from the solid waste production, it is important to have information about recycling and waste final disposal in Alanya. The official data suggest that recycling of solid waste is almost non-existent in Alanya. Only packaging materials are recycled. It is reported that in 2009 around 2523 tons waste of packaging materials were collected and only 760 tons of these materials were recycled, which constitutes 30% of waste packaging materials. This means that only 1.7% of solid wastes were recycled in 2009 (see Güler 2010a; Güler 2010b). The rest of solid wastes (other than wastes of packaging materials) are stored in the “Solid Waste Store” covering around 27,000square meters, which has 350,000 tons capacity.

The above discussion may suggest that waste management is a great challenge for sustainable development in general and sustainable tourism development in particular.

## 1.6. Challenges of protection of natural areas

It is argued that tourism development inevitably can disrupt and even destroy the ecological balance of an area which may have taken thousands of years to evolve into a mature, self-regulating, stable system. Although there is no detailed analyses, “sewage pollution can alter the ecological balance of an area, often resulting in a marked decline in species diversity, by reducing dissolved oxygen in water and sediments, by increasing water turbidity, by smothering sea, lake or river beds and by promoting the accelerated eutrophication (nutrient enrichment) of water bodies” (Hunter and Green, 1995, p. 19). Based upon the personal observation of the authors, it may be claimed that tourism development on the coastal parts of Alanya threatens biodiversity in two major ways. These are: 1) Loss of flora and fertile agricultural lands due to the construction of tourism facilities, and 2) Loss of some of the species due to the water pollution caused by tourism facilities.

## 2. Socio-cultural challenges for STD

The rapid and unplanned tourism development in Alanya seems to have changed socio-cultural settings to some extent. Large number of people have moved to Alanya for working in the tourism industry, more women have been employed in the tourism related works, people have tended to act more commercial ways, traditional values have been commercialized, etc. Such a change of socio-cultural setting has created a challenge for sustainable tourism development in Alanya. The above socio-cultural facts related to tourism development have been confirmed by the scholars of tourism. To social science scholars, tourism as a factor of change can affect traditional family values (Tosun, 2002; Kousis 1989), cause cultural commercialization (Tosun, 1998; Cohen 1988), increase the crime rate (Nicholls 1976), lead to negative elements such as prostitution (Cohen 1988) and gambling (Pizam and Pokela 1985), may create social conflicts at the destination community due to the socio-cultural differences, economic welfare, and purchasing power gaps between the host community and tourists. Research findings on socio-cultural impacts of tourism suggest that host communities' attitudes and perceptions toward development and tourists fluctuate continuously between the negative and the positive (King, Pizam and Milman 1993; Pizam 1978). To Tosun (2002), economic impacts are perceived as mostly positive while socio-cultural, legal, and environmental impacts, in many cases, are viewed as negative and in some cases neutral. There is no doubt that tourism development and presence of tourists may change the socio-cultural structure and diversified previously homogenous host communities. The consequences of social contact between tourists and hosts largely depend upon their cultural backgrounds, and the conditions under which they interact. Social contact between individuals from different cultural backgrounds might result in negative attitudes, perceptions, and experiences (see Reising 1994; Tosun 2002).

There are also issues of manipulation and exploitation of local people to satisfy the needs of the tourist; more often than not aided by national policies. For example, it is argued that by unifying the Ministry of Tourism with the Ministry of Culture, cultural heritage and traditional values were manipulated and exploited for the sake of short-term economic benefits of tourism (Tosun, 1998; 1996). Local cultural values in prime local tourist destinations have become a component of the tourism product and are used as a marketing instrument to attract more tourists and increase the profit margin of tourism companies (Dogan, 1989; Tosun, 2002). In this regard, it is reported that hoteliers and restaurant operators do not employ specially educated teams to perform folk dance and folk drama; rather they prefer cheaper, unprofessional teams at the cost of exploitation of cultural values. Traditional ceremonies such as circumcision feasts and weddings have also been utilized for purposes of superficial and unauthentic touristic entertainment. It is stated that some folk dramas have been performed in forms that have caused humiliation to local communities from where the dramas and dances originated (Eroglu, 1995).

However, it should be noted that all through its history as the homeland of various religions, Alanya has monuments including ancient churches and mosques worth seeing by people having different belief. These religious heritages are well preserved as a reflection of respect and high esteem to other religions, which now presents a viable potential for development of faith tourism (see Ministry of

Culture and Tourism, 2005). That is to say, although rapid tourism development has some negative socio-cultural impacts at the local level, it appears to have contributed to cultural heritages.

### 3. Economic challenges for STD

The previous analysis of influence of tourism on economic performance of Alanya suggests that the rapid tourism development has notably contributed to the economic performance of Alanya. When we compare the growth in GDP of Alanya with the growth in GDP of Turkey, it can be said that the growth of GDP of Alanya was higher than the growth in GDP of Turkey. This is due to the rapid tourism growth in Alanya to large extent. The ratio of the tourism GDP / the total GDP in the study area has gradually increased. While it was 24.9% in 1975, it raised to 86.2 in 2005. However, it decreased to 67.2% in 2009 due to the saturation of tourism development in Alanya. While the contribution of tourism to the GDP of Alanya was 86.2% in 2005, its contribution to the national economy was 5.7% in the same year (Table 54). Interestingly, contribution of agriculture to the local economy has gradually decreased. While agriculture contributed 21.8% to the GDP in Alanya in 1975, its contribution has decreased to 6.9% in 2009 (Table 53).

As known, over dependency on one economic branch may be an indication of the economic “fragility” of the area. This may be exemplified by the popular saying “putting all eggs in one basket”. While specialization in limited number of economic branches may increase productivity, it will also lead to the economic dependency and economic “fragility” of the area. The relevant figures suggest that Alanya’s economy seems to depend largely upon the tourism sector. Another major economic problem in Alanya is leakages. Although there is no reliable data about economic leakages in Alanya, it is estimated that around 51% to 60% of the revenue of the package tours organized by foreign tour operators for Turkey was not injected into the Turkish economy (MT 1990). Profile of the leakages in the services varies from one sector to another in Alanya. While the leakage from the tourism industry is up to the 25%, it is around 5% for education, 8% for health, 90% for banking and transportation, 50% for construction, 100% for textile, 5% for water consumption, 100% for electricity consumption, etc. When we add the leakage from package tours organized by foreign tour operators, the total leakage may reach around 76% to 85%. Moreover, it is estimated that around 30-35% of total employments are not residence of Alanya. That is to say, around 30-35% of employees working in Alanya do not live permanently in Alanya (see Chambers of Commerce and Trade of Alanya 1995-1999; 2005-2008). This may give a raft idea about leakages from the local economy.

## 4. SWOT analysis of sustainable tourism development

In order to understand the weaknesses and strengths of Alanya as a tourist destination on various components of the tourism industry such as supply, demand, market organization, outcomes and impacts of tourism, as well as opportunities and threats for Alanya as a tourist destination; the SWOT analysis could be a useful instrument to carry out this appraisal. It may be argued that the SWOT analysis is a useful instrument for planners and the other stakeholders of tourism to map out strategies for achieving a better level of sustainable tourism development at local, regional, national and even international level. In brief, SWOT analysis can enable the stakeholders to determine internal (strengths and weaknesses) and external (opportunities and threats) dynamics of the tourism industry, which is very important for arriving at sustainable tourism development.

### 4.1. Strengths of Alanya as a tourist destination

Strengths of destination could be evaluated from various perspectives such as quality of infrastructure, various activities available for tourists, numbers of historical sites, etc. In other words, strengths of Alanya as a destination are related to natural positive factors stepped from the internal dynamics of it. They are assumed as natural advantages of Alanya as a tourist destination. These advantages are given in Figure 5.

**High quality of infrastructure in relative terms:** Taking significant decisions on the subject of infrastructure Municipality of Alanya, Chamber of Commerce and Industry of Alanya, State Hydraulic Works, Environment Association of Alanya and Provincial Directorate of National Education have taken significant steps to solve the problems on infrastructure. The required steps for Alanya's having a healthy environment in terms of tourism are considered and examined by the required institutions and the awareness raising campaigns continue. So far, Alanya does not have any major infrastructure problems.

**Good quality of various components of tourism supply:** Alanya has various components of tourism supply at the acceptable standards. For example, it has 70km coast line with sandy beaches, nearby international airport, many accommodation establishments at different classes, various kinds of food and beverage establishments such as restaurants, bars, cafes, etc. Having 1780km<sup>2</sup> surface area Alanya's gold-like sandy beaches in the length of 70km ranging from east to west, natural wonder bays, small islets, excursions, sea and land caves, highlands in various highs, moreover all of the villages of Alanya can be visited with safari tours daily & nightly and that is because it is a delicate and secure town. It has the capacity for the accommodation centers to hold the congress for domestic and foreign tourism and it has also conference salons.(see Yetkin 2003).

**Rich bio-diversity and high potential for agriculture:** Instead of natural vegetation, plants grown with efforts of people predominate in the town center. Among these plants there are banana, orange, various vegetables and fruits and even coffee, pineapple, avocado, guava, papaya, a different kind of plum, various kinds of dates and mangos which are grown in countries such as South America, India, Yemen, Africa . These tropical plants can be seen frequently in Alanya. When gone upward from sea coast to Taurus Mountains plants such as olive, locust, myrtus, and wild strawberry can be seen frequently (see Yetkin 2003). Alanya has plants which are just can be grown in some specific parts of the world. The natural diversity of the vegetation brings Alanya another attraction besides of sea-sun-sand tourism. The protection of the natural vegetation from past to present and continuations of this protection still today protects its attractivity visually.

**Alanya City Information System:** City Information System (Kent Bilgi Sistemi - KBS), is a system to fulfill the duty of basic services required for municipal activities and analyzing city in a sound, planned and programmed way with business data. Thus, making out the real potential of the city in a sound way in areas such as tourism, agriculture, urbanization, etc. it is a system providing decision making on these subjects. If we evaluate the City Information System in respect to tourism, it provides: 1) The required reconstruction process for tourism to be carried out in a sound way, 2) The amount of the resources required for the protection, present conditions and existence of destinations such as beaches, historical places, natural resources which provides tourism potential, 3) Control and determination of accommodation places such as hotel, inn, motel and having healthy data on such subjects.

**Relatively clean environment:** Many beaches have blue flags in Alanya. It should be noted that Turkey is the third one in the world after Greece and Spain in the program of blue flag which is applied in 58 countries. There is a satisfactory level of environmental awareness in Alanya. Environment Association of Alanya (ALÇED) encourages the primary schools to teach courses and conduct activities to increase environmental awareness. Moreover, there is a plan of training the adults in the environmental matters with the cooperation of ALTSO. ([http://www.alanyakentkonseyi.com/index.php?option=com\\_content&task=view&id=3&Itemid=1](http://www.alanyakentkonseyi.com/index.php?option=com_content&task=view&id=3&Itemid=1))

Blue flag is an international environment reward given to the beaches and marinas carrying the required standards. It is a symbol of a clean, well-cared, equipped, secure and meanwhile civilized and sustainable environment. It represents a prolific environmental management having clean water in its essence and then giving importance to the environmental education and information, having the required equipment. Blue flag has also importance in tourism with its international qualification. That is because, if the beach is has an international guarantee and qualities of it known by the people then the planning is much easier for them instead of going to a new place they don't know. That is the reason of why 'Blue Flag' is a strong mean.



<http://www.antalyakulturturizm.gov.tr/Genel/BelgeGoster.aspx?F6E10F8892433CFFFD11656DE495B312F8B2036201857AA6>.

**Rich cultural and historical heritages:** There are many caravanserais and fortresses to protect them, around the town since Alanya was a city on the route of the historical Silk Road. There are magnificent monuments in the citadel of Alanya, which is the nominee for UNESCO Cultural Heritage of the world. Along with the monuments such as Citadel of Alanya, Red Tower, the Dockyard, Alara Public House and Alara Castle, Atatürk's House Museum, Archeological Museum, Ehmedek, and the Minting House. Most of these heritages have been restored and they are worth visiting.

**Organization of various kinds of sportive events:** Scandinavian countries are really hard and cold especially in winters and for that Alanya being a preferable holiday place make progress in the field of "sports tourism" with her sport centers. Alanya specially having really good and efficient centers in the field of football also hosts the camps and competitions of many kinds of different fields of sports branches. The major sporting events in Alanya are:

- 1) International Triathlon;
- 2) International Swimming Marathon;
- 3) International M.T.B. Mountain Bike Competition;
- 4) National Beach Football;
- 5) International Beach Volleyball;
- 6) International Beach and Open Space Handball;
- 7) International and the National Urban Ball (Sky Ball);
- 8) Presidency International Cycling Tour of Turkey;
- 9) National Sports Federations and Sports Activities of the Local League;
- 10) National Team Preparation Camps of Sport Federations;
- 11) Sports Federations' coach, referee, Observer Training Seminars and Activities;
- 12) School Sports Programme Activities;
- 13) Carried Out Youth Activities by the Youth Services Department and Directorate of Youth Center

As it can be seen Alanya, both hosts international sports competitions and fulfills sports activities in the country and in the city thus she demonstrates how an important center is she in sports tourism. All these tourism activities place Alanya as crucial in terms of tourism. That is because; especially the international sports activities introducing Alanya tourism to the world attract more tourists every year.

We have tried to list and explain the "strengths" of Alanya as a tourist destination. It may be said that Alanya has the potentials to become one of the most important tourism centers of the world by combining the vegetation, sea-sand-sun tourism, wealth of historical sites, infrastructure and superstructure works, high quality personnel dealing with tourism directly and conscious local people about tourism realities. Finally, it should be noted that it is not possible to touch upon all the factors that reflect the strengths of Alanya as a tourist destination due to the space limitation of the report.

#### 4.2. Weaknesses of Alanya as a tourist destination

Weaknesses of a destination can be analyzed from various perspectives that may be related to internal dynamics of the destination such as lack of long term and contemporary planning approach, ignorance and violation of construction rules and Coastal Management Law due to the nepotistic implementation, inadequate infrastructure such water pipe line and electricity, etc. In brief, in contrary to the strengths, the weaknesses are disadvantages that reflect the internal negative factors existence in Alanya. All of the possible negative factors in this sense are given in Figure 5.

**Lack of human resources management:** In Alanya although there are skilled and qualified human resources, a large part of the tourism industry has tended to prefer unskilled people immigrated from different part of the country to Alanya for working in the tourism industry since they accept a very low payment. This has a great implication for the service quality of the tourism industry in Alanya elsewhere in Turkey. Many of these people are not insured and work as unregistered (see Strategic Development Plan of Alanya 2010-2014, 2009).

**Lack of long-term and contemporary planning approach:** Although Alanya has a town plan and strategic development plan, these plans seem to be another kind of rigid master plan that lacks long term perspective. Even there is no clear decision about geographical location of various sectors of the economy. For example, it is reported that the coastal belt of tourism should have been as part of tourism sector but a large coastal construction has been operating out of tourism sector. In addition, investments in tourism have brought pollution of the sea and concrete along with it. Investments set aside tourism revenue for renting land so that the city faces an irreversible destruction in an uncontrolled manner. Need to draw attention to permitted investments will disrupt the region's fauna and flora. For example, giant accommodation facilities are built on the nearby beaches in Alanya where a stopover place is for the Caretta. In addition, land owners are acquiring land by filling the sea with stones without thinking about the damage to the sea. As a result of this process, there is a danger of destruction ecological balance and as well as quality of tourism product.

**Inadequate maps and promotional materials:** There are lack of high quality booklets and maps giving adequate information about tourism attractions, the city, events, etc.

**Noise pollution:** Noise from discos, bars and other entertainment places disturb people who live in the environment.

Many of the factors that are considered as weaknesses of Alanya have been tackled in the previous parts of this part. Thus, it may be a repetition to explain them again here. However, they are given in Figure 5 so as to visualize them.

### 4.3. Opportunities of Alanya as a tourist destination

According to the principles of SWOT analysis, opportunities for a destination are these positive factors that are not related to internal dynamics of the destination. In this sense, it may be said that opportunities for Alanya as a tourist destination are any exogenous factors that have or are inclined to have positive impacts on the tourism development such as the tourist wave, stimulating efforts to enrich the tourist product, contributing to supply and demand competitiveness of Alanya. Although it may not be possible to tackle with all the elements of the opportunities for Alanya as a tourist destination (Figure 5) due the space limitation of the report, some of them will be considered in brief.

**National and international recognition:** Alanya is located in a very closed area to the well known destination called Antalya. Municipality of Alanya by making town twinning agreements with many cities around the world has increased her worldwide recognition and this made Alanya gain an important and significant place in the world in respect to tourism. Town twinning seems to have contributed to the tourism demand for Alanya. Sister Cities of Alanya Municipality are: Gladbeck – GERMANY; Schwechat – AUSTRIA; Fushun – China; Talsi – LATVIA; Trakai – LITHUANIA; Kesthely – HUNGARY; Wodzislaw – POLAND and Nea Ionia – GREECE.

Moreover, many retired citizens from various European countries have settled down in Alanya by buying real estates. For example, the local Municipality has established foreigners' council in Alanya due to the large number of foreign people living permanently in Alanya. On the other hand, Alanya castle and the shipyard are shown as candidates for UNESCO world cultural heritage list. Clearly, these could be seen as a sign for internal reorganizations, which will have positive implications for tourism development in Alanya.

**Benefiting from EU funds:** Municipality of Alanya has prepared projects funded by European Union sources. In the framework of the MED-PACT program, financed by European Union and

carried out with the participation of 18 members consisting of the local administration bodies and non-governmental organizations in Mediterranean countries such as Italy, Turkey, Israel, Jordan, Lebanon and Morocco. The first confinement seminar of the “Yönetim Güçlendirmede Akdeniz Modeli” (Mediterranean Model in Management Enhancement) Project were carried out with the cooperation of BEMED (Association of Culture and Solidarity of the Members of Municipality Council ) under the title of “ Sharing of the Best Applications in Local Administrations” in Istanbul in 27 – 29 May 2009 ([http://www.alanya.bel.tr/gemm\\_2.asp](http://www.alanya.bel.tr/gemm_2.asp)). Availability of EU funds has created opportunities for the local governments and NGOs in Alanya to enrich their projects aimed at improving infrastructure and superstructure of the town.

**Rich water resources:** Dim river is about 15km away from Alanya where become uninhabitable because of humidity and extreme heat especially in the summer and built on a picnic areas has great importance for tourists and local people. Dim was born in the bridge area and dumped into the sea from Alantur. Planned utilization full of capacity of the dam will provide great opportunity for tourism in Alanya (Figure 7).

**Rich potential for alternative tourism:** As it is noted in the Strategic Plan of Alanya 2010-2014 prepared by Alanya Municipality, it has rich potential for various kinds of tourism such hunting, spa, water sports, sports, winter, congress, event, highland tourism, etc. For example, Akdağ has a rich potential for winter tourism.

**Young population:** As noted in Strategic Development Plan (2010 - 2014) of Alanya, especially in the summer the county has an opportunity to satisfy work force demand for tourism. That is to say, the young population profile of Alanya is an advantage for meeting the labour demand for tourism in Alanya.

**Existence of multicultural society:** As noted earlier, thousands of foreign people from various parts of the world have settled down as citizen of Alanya and millions of people visiting Alanya each year have established a multi-cultural living environment in Alanya, spell positive implication for tourism development in Alanya.

#### 4.4. Threats to Alanya as a tourist destination

Within in the logic of SWOT analysis, threats to a local tourist destination could be seen any exogenous factors that have a negative influence on the tourism supply and demand. These factors are usually beyond the control of the tourist destination. From this perspective, threats to Alanya as a tourist destination are considered and given in Figure 5. Some these threats will be considered in details.

**Over-commercialization:** Due to the rapid tourism development some of the traditional values have been lost. Traditional agricultural and fishery town has become more materialized and commercialized. It is said that “Alanya is losing its spirit each passing day; it has been limited with the sea and disco tourism day by day (Ünlü 2010b).

**Increase in the crime rate:** Immigration of unemployment and uneducated people for hoping to find a job seem to have a greater inclination to commit crime (see Strategic Plan of Alanya 2010-2014, 2009), which increase the crime rate of the town.

**Economic crisis:** Economic crisis in both tourist generating countries and in Alanya have various influences on tourism development at the local level. During economic crisis in tourist generating countries tourism demand for Alanya tends to fluctuate.

**Large number of immigration to Alanya:** As noted earlier, large numbers of unskilled and untrained people moved to Alanya from various parts of the country for working in tourism industry. This creates social and sectoral problems.

**Inadequate capacity of public health care services:** Capacities of public health care facilities are designed according to permanent population in Alanya. However, local population increases about 2-3 folds during summer seasons due to the summer settlers (second home owner).

**Low profile of tourism demand:** Vast majority of tourists visiting Alanya arrange their holiday through international tour operators as all-inclusive package. While this increases leakages from economy of Alanya, it also increases dependency upon international tour operators. All-inclusive tourism has very limited contribution to local shop-owners in particular and local economy in general.

**Traffic jams and congestion:** Concentration human movement in space and time in Alanya creates various problems including traffic jams and congestion.

**Lack of land for car parking:** The increase in the traffic and human movement has brought the land needed for car parking.

**Inadequate financial resources:** Central government allocates financial resources based upon the permanent population of the cities. Special cases of popular tourist destination such Alanya is not taken into account. Local governments of Alanya must serve to around 400,000-600,000 people (seasonal population) with money given for only 240000 people (permanent population).

**Relative farness to main tourist generating countries:** Obviously, Turkey is located much further away from main tourist generation countries such as Germany, France, England, etc. when compared to her main competitors such Spain, Greece, etc. This increase travel cost of potential visitors of Alanya.

**Maturity of Alanya in terms of destination life cycle:** Alanya seems to be a mature tourist destination. Its carrying capacity appears to be overloaded from various perspectives and many natural resources are over-utilized.

**Lack of crisis management eadiness:** It is observed that Alanya does not have risk and crises management system in case of any emergency such as natural disasters, terror attack, etc. It is suggested that readiness to crises contributes to positive revival of tourist destinations.

The SWOT analysis of Alanya as a tourist destination may suggest that there are certain strengths and weaknesses of, opportunities for and threats to Alanya as mature tourist destination. In the light of the findings of the SWOT analysis necessary policy measures should be taken to increase competitiveness of Alanya as a tourist destination. Such policy measures will be considered in the following section of this report.

**SWOT Analysis of Alanya as a Tourist Destination**

Strengths	Weakness	Opportunities	Threats
High quality of infrastructure in relative terms.	Lack of long-term and contemporary planning approach.	Availability of EU Funds	Centralization of public administration of tourism
High quality of tourism super-structure	Over dependency of the economy on single industry, such as tourism.	Construction of Dim Dam	Economic crisis
Availability of various kinds of tourism facilities	Large number of summer homes used only a few months.	National and international recognition	Large number of immigration to Alanya.
Friendly and hospital local community	Inadequate infrastructure such water pipe line, electricity, etc.	Closeness to well -known tourist destinations.	Inadequate capacity of public health care services.
High level of accessibility by air, road and sea	Fluctuation of population between seasons.	Existence of multicultural society	Low profile of tourism demand.
Good quality of security with low level of crime rate	Seasonality problems in the tourism industry.	Political stability.	Traffic jams and congestion.
Relatively clean environment	Loss of energy around % 4 due to the poor infrastructure.	Young population.	Currency fluctuation continues to be a risk.
70km coast line with sandy beaches	Various kinds of pollution	Suitability of Alanya harbor for cruise hotels.	Lock of land for car parking, etc.
Rich bio-diversity and high potential for agriculture	Land and real estate speculation due to the high foreign demand.	High potential for alternative tourism such as congress, spa, golf, sport tourism, etc.	Global warming & decreasing bio-diversity
Good quality of city information system	Isolation of local community	Sound foreign policy and liberalization: Ease of visa requirements among neighboring countries..	Relative farness to main tourist generating countries.
Rich cultural and historical heritages	Lack of human resources management.	Candidacy of Alanya Tower & Alanya Shipyard for UNESCO cultural heritage list.	Maturity of Alanya in terms of destination life cycle.
Good quality of yacht harbor	Inadequate use of sea transportation.	Construction of Gazi Paşa Airport located 35 kilometers to Alanya.	Divident behavior of foreign people permanently settled down in Alanya
Qualified and skilled human resources	Inadequate green areas.		Crises, e.g. terrorism, avian flu and natural disasters, discourage tourism.
Nice-climate and geographical location.	Absence of destination management system.		Ministry of Culture and Tourism lack the resources to manage tourism development in sustainable manner.
Organization of various kinds of socio-cultural and sportive events.	National priorities in marketing often override regional objectives.		All inclusive tourism decrease spill over effect of the tourism on the local economy.

Strengths	Weakness	Opportunities	Threats
Facilities for alternative tourism such as congress, spa, golf, sport tourism, etc.	Evidence of poverty in some part of population.		Lack of coordination and cooperation among tourism stakeholders.
Political awareness: The importance of tourism is well recognized by the stakeholders.	Inadequate national marketing policy still focusing on visitor arrival numbers, with less attention to tourism yields and dispersion.		Proliferation of high-level political objectives without frontline implementation indicates a lack of stakeholder-driven strategies.
	Over commercialization due to rapid tourism dev. & urbanization.		Lack of crisis management readiness: Risk management contributes to a positive revival of tourist destinations in many cases.
	Rapid urbanization & tourism dev. in the absence of sound planning		Inadequate financial resources allocated by central government (Central government allocates financial resources based on the permanent population).
	Ignorance & violation of construction rules, Coastal Management Law,		
	Over dependency of tourism on the international tour operators and a few tourist generating countries		
	Each local destination conveys a similar image as a tourist destination such as beaches, cultural assets, etc.		
	Employment of unskilled-untrained people instead of skilled ones		

## 5. Policy measures for achieving a sustainable tourism development

By now we discuss various issues related with sustainable development in general and sustainable tourism development in particular in the context of Alanya. Especially the following issues have been considered: tourism as a driving force in Alanya; tourism impact on sustainability state of the destination, and tourism socio-economic and environmental results and performance. It is argued that concepts are terms which people create for the purpose of communication and efficiency. It is up to us first define what we mean by the concept and then develop indicators for the concept as it has been defined. By their very nature definitions are neither true nor false: they are only more useful or less useful. The view that concepts do not have real or set meanings can lead to conceptual anarchy, a problem with no entirely satisfactory solution. The most practical action is to make it very clear how we have defined a concept and to keep this definition clearly in mind when drawing conclusions and comparing the findings with those of other researchers (de Vaus 1996, p.48).

Within the guidance of the above quotation, the authors thought that it would be logical to explain in brief the meaning of “*sustainable tourism*” and “*sustainable tourism development*” before touching upon proposal for strategies to achieve a better level of sustainable tourism development in particular and sustainable development in general. Sustainable tourism development can be defined as “all kinds of tourism developments that make a notable contribution to or, at least, do not contradict the maintenance of the principles of development in an indefinite time without compromising the ability of future generations to satisfy their own needs and desires” (Tosun, 1998, p. 596). Although this definition explains the scope sustainable tourism development to certain extent the concepts of “*sustainable tourism*” and “*sustainable tourism development*” are not distinguished from each other.

To Butler (1993), there is a distinction between these two similar concepts. However, it should be noted that this distinction have not been widely recognized. Butler stated that: sustainable development in the context of tourism could be taken as: tourism which is developed and maintained in an area (community, environment) in such a manner and at such a scale that it remains viable over an indefinite period and does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and well-being of other activities and processes. That is not the same as sustainable tourism, which may be thought of as tourism which is in a form which can maintain its viability in an area for an indefinite period of time (1993, p.29).

Based upon the overall quantitative and qualitative data and analysis made in this study by keeping the theoretical distinction made between “sustainable tourism” and “sustainable tourism development” and taking into account the target audience of the study results: public authorities and operators, several strategies could be recommended for achieving a better level and more desirable sustainable tourism development and sustainable development. These strategies could be put under 6 categories. These are: re-locating tourism development through product and market diversification strategies; developing a more contemporary planning approach; decentralizing public administration of tourism development; adopting societal – oriented destination marketing philosophy; promoting environmental awareness and protection and promoting strategies for decreasing economic leakages.

### 5.1. Re-locating tourism development through product and market diversification strategies

The qualitative and quantitative data and participant observations of the researcher given in the previous chapters of this study suggest that the spatial and seasonal concentration of tourism development on the coastal part of Alanya has created various environmental, economic and socio-cultural problems. Spreading tourism demand to time and space is necessary so as to cope with these negative impacts of tourism. The key-informants have reported that almost 99% of tourism development has taken place on the coastal strip of Alanya. Not only has the tourism development concentrated on the coastal strip, but also the local population as well.

Market dependency is one of the most important threats to sustainable tourism development in Alanya. Around 73.94% of total tourist arrivals in Alanya belong to foreigners in 2008. Only 26.06% of tourist arrivals are domestic tourists. More interestingly, 96.06% of total nights spent at various accommodation establishments by tourists in Alanya in 2008 were realized by foreign tourists. This figure for domestic tourists was 3.94%. These figures may suggest that the tourism industry in Alanya depends heavily on foreign tourism demand. Furthermore, only six foreign countries generate 47.21% of total tourists' arrivals in Alanya. Total nights spent by nationalities may give a better picture for market dependency of Alanya. Tourists from only 8 countries spent 89.33% of total nights spent in Alanya in 2008. These countries are UIS countries with 36.71%, Germany with 27%, Benelux Countries with 7.78%, Scandinavian Countries with 7.38%, Great Britain with 3.08%, Austrian with 2.72%, France with 2.52% and Poland 2.14%. Although domestic tourist arrivals constitute 26.06% of total tourist arrivals in Alanya in 2008, total night spent by domestic tourists represent 3.94% of total nights spent by all tourists in 2008 (Table 36 and Table 37).

The overall analysis suggest that as a tourist destination Alanya has followed market penetration strategy by offering its current tourism products (sun-sea-sand) to her current tourist markets (mass tourism market / all inclusive tourism demand). Lowering the price level and increasing advertising have been used widely as market penetration tactics. This has brought the problem of concentration of tourism demand in time and space, which seems to be the root of many setbacks in front of sustainable tourism development in Alanya. Diversification strategies for both product and market should be implemented as a destination growth strategy for achieving a better sustainable tourism development (STD) in Alanya. In brief, tourism stakeholders in Alanya should identify new tourism products and promote and sell them in new market segments. The previous experience of various tourist destinations and tourism literature show that the development of tourism can be biased towards the uneven distribution of natural and cultural resources/attractions. By taking into account this fact, the development and promotion of alternative forms of tourism such as eco-tourism, special interest tourism and farm tourism are necessary to cope with the spatial and seasonal concentration of tourism development. The possible product and market diversifications may be categorized as given in Table 67.

It may be argued that the proposed market and product diversification strategies could increase competitiveness of Alanya as a tourism destination on both international and domestic tourism market. Moreover, this strategy may also empower local tourism stakeholders against the international tour operators that have promoted Alanya as another 3s local tourist destinations amongst hundreds 3s destinations in the Mediterranean Basin for maximizing their profit margin without considering achieving a better level of sustainable tourism development at local level in Alanya. As discussed earlier, while 88,3% of tourists arrived Alanya in 2007 organized their holiday via tour operators, only 11,7% organized their holiday independently (Aktaş et al 2007; Table 35). On average between 2008 and 2000 around 63% of tourists visiting Alanya in 2008 used charter flights (Table 38). This may suggest that tourism development is at the mercy of international tour operators in Alanya to large extent.

While these alternatives forms of tourism such as cultural and heritage tourism, ecotourism, faith tourism, event tourism, rural tourism, spa and health tourism, sport tourism and winter tourism will decrease dependency on the international tour operators, they may be utilized as resources to attract tourism development from the relatively developed costal parts to the relatively less developed inland areas, which could contribute to a more balanced local development (see Tosun, Fletcher and Fyall 2006).

## 5.2. Developing a more contemporary planning approach

Historically, Turkey has implemented the Five Year Development Plans, which have been prepared by the State Planning Organization located in Ankara, for guiding her economic growth and social development. This centralized and rigid planning approach has been seen a panacea to solve developmental problems of the country including tourism.



However, the long experiences in the country have shown that this old style of planning approach has failed to direct sector of the economy in right direction for achieving a better level of sustainable development. As Njoh states; “master or comprehensive planning makes a number of assumptions of which the following are note worthy. The first is that there is a ‘one best way’ for addressing any given planning problem and that trained planners -the experts- are capable of finding this ‘best way.’ The second is that the planning context can be controlled with modern scientific knowledge and technology. The third is that there is a common identifiable public interest. Finally, there is the belief that planning of the top-down variety -that is, centralized planning- is capable of effectuating socio-economic change (2008: 20)”.

That is to say, this once-over, rigid, non-participatory and centralized planning approach have not help Alanya as a tourism destination to develop itself in sustainable development manner. It is sincerely believed that the old approach to planning should be replaced with a contemporary approach to planning, which should involve flexible, continuous, comprehensive, integrative, participatory and system planning models. In other words, the planning approach must be reinvented, “which sees planning as promoting integrated, inclusive and participatory development, in contrast to past technocratic and narrowly physical planning approaches” (Todes et al 2010: 414). Thus, it is recommended that Alanya as a local tourist destination in the Mediterranean Basin should develop an appropriate method of planning by using the right mix and proportion of components of the contemporary approaches, taking into consideration its own social, cultural, political, economic and environmental conditions.

### ***5.2.1. Moving towards pro-active planning approach***

Proactive planning involves designing a desired future and then inventing ways to create that future state. Not only is the future a preferred state, but the organisation can actively control the outcome. Planners actively shape the future, rather than just trying to get ahead of events outside of their control. The predicted changes of the proactive planners are seen not as absolute constraints, but as obstacles that can be addressed and overcome (see Tosun and Fyall 2005; Knemeyer et al 2009).

In the context of pro-active planning approach, the relevant stakeholders of the tourism industry in Alanya should focus on the changing economic, social and environmental climates which hold unpredicted challenges globally affecting the destination and the international tourism market. Moreover, the proactive approach needs to interact with the land use, developmental activities, local people and disaster management. These, for sure, should be in line with the sustainable developmental policies and practices in a continuous manner at local level. By following principles of pro-active planning approach, the land management of the destination, Alanya should be catered. The land management in Alanya must include a large variety of areas such as high density areas, business districts, activity areas and work places, low income communities, public property and infrastructure, buildings development on vulnerable areas such as heritage structures and environmental resources. It is a long term financial investment on a large scale that requires human resources in numerous fields such as tourism planning, urban planning, economic planning, architecture, construction engineering, agricultural / rural engineering, environmental engineering and forestry. Funding and management have to be in a proactive manner which is an ongoing process. There is a challenge for the public sector in organising and funding such a planning mechanism based on sustainable green environmental principles. Additionally, a proactive sustainable tourism development planning should consider the disaster management as well. Of course, this should be done in accordance with the past record of disasters occurred in that particular destination (see Leah and Ewen 2007).

### ***5.2.2. Adopting participatory planning approach***

The STD requires egalitarian, participatory and holistic approach to the planning and development process. Bottom-up development (grassroots development) is a concept that determines the prerequisites of community development, public administration and policy-making, the desired level of community and government participation in the planning process. It is advocated in opposition to

the top-down planning approaches which have a narrow focus on rapid economic growth through industrialisation. Many researchers in the tourism literature argue that local participation in the tourism development process is prerequisite to sustainable tourism development (see Tosun and Timothy 2003; Tosun 2000; 2001; 2006; Woodley 1993). Development in this approach must aim to improve the standards and quality of life, especially for the poorest people in local tourist destination such in Alanya. In brief, participatory tourism development approach bring about the following positive outcomes: Benefits and cost of tourism development will be better distributed among the stakeholder of the tourist industry in Alanya; Participatory development approach will stimulate the local people to benefit more from tourism, to protect the area's natural and cultural heritage on volunteer basis and support tourism activities (Inskeep 1994; Timothy, 1999); A better level of consensus among the stakeholders of tourism in Alanya might be reached, which is one of the most important elements for sustainable tourism development; Participatory tourism development approach may increase socio-cultural carrying capacity of local people in Alanya since "Tourism relies on the goodwill and cooperation of local people because they are part of its product. Where development and planning do not fit in with local aspirations and capacity, resistance and hostility can destroy the industry's potential altogether" (Murphy 1985, p. 153).

There is no doubt that community-based or participatory tourism development approach is an indispensable part of sustainable tourism development at local level in Alanya due to its potential function of protecting and preserving socio-cultural, historical and natural resources essential for tourist experiences, achieving a more equitable distribution of tourism costs and benefits among stakeholders, and increasing the mutual benefits among tourists and destination residents by establishing a better understanding between them (see Tosun 2000; 2001; 2006).

### 5.3. Decentralizing public administration of tourism development

As discussed earlier in this study, historical centralized approach to national and local development including tourism development in Turkey appears to have seen an important obstacle to achieving sustainable tourism development. In the context of Alanya as a local tourist destination, centralized administrative practice of the central government has stopped emergence of responsive, effective and autonomous institutions at the local level. This may suggest that local governments of Alanya do not have enough power and financial resources to respond to public and tourists needs effectively (Tosun and Jenkins 1996; Tosun, 1998; 2001; Tosun, Aslan 2006; Fletcher and Fyall 2006; Çetinel and Yolal 2009). Sustainable tourism development in Alanya requires participation of the local people in the tourism development process, for which decentralization of public administration of tourism management and development are sine qua non. That is to say, the central government in Ankara must devolve both 'planning and decision-making functions' and 'power' to its subordinate units (sideways & downwards) to local governments, the NGOs and civil community organisations. This serves to bring all stakeholders together for a democratic planning. Accordingly, planning must move from a 'technocratic' and 'paternalistic' approach to a 'democratic' one. This suggests that the centralist/top-down planning must become decentralized (bottom-up). Centralist planning should only determine national goals, guidelines and general planning principles. This is an important precondition to establish achieve a better level of sustainable development.

As noted, the historical top-down centralist approach to public administration, planning and development has already proved its drawbacks reflected in the local tourism destination management in Alanya such as uncontrolled and rapid urbanization, the destruction of the natural resources, over commercialization of traditional values, the deterioration in income distribution, ignorance of grassroots's needs, etc. While moving from centralized approach to decentralized and participatory approach, the role of government must changes from an active planning and controlling role to a managing, steering and facilitating role. It should be noted that significant degree of authority from the state has already devolved to local authorities in the process of Europeanization. However, there are still serious problems in the implementation of the laws and regulations in regards to decentralized public administration and participatory development approach.

On the other hand, while centralized public administration creates dependency on central governmental bodies, decentralised public administration approach can lead to a financial and technical dependency on supporting organizations (i.e. NGOs). This challenge should be kept in mind while moving towards more participatory and bottom-up public administration model in Alanya.

#### **5.4. Adopting societal - oriented destination marketing philosophy**

Evidently many sun-sea-sand destinations at national and local level including Turkey and Alanya have adopted non-societal-oriented destination marketing philosophy. The participant observation of the authors and the views of the key informants in Alanya suggest that chronologically production, product, selling and marketing oriented destination marketing management approach have been implemented without taking into account the delicate balance among environment, society and destination profitability. The scholars of tourism studies argue that achieving and promoting a better sustainable tourism development is largely based upon adaptation of societal oriented destination marketing management philosophy that requires establishing a delicate balance among environmental conservation-protection, societal well-fare, long-term customer satisfaction, stakeholders' interests and destination profitability (see Tosun, Okumus and Fyall 2008; Tosun, Fletcher and Fyall 2006; Fyall, Garrod and Tosun 2006).

#### **5.5. Promoting environmental awareness and protection**

The negative effects of development in any destination can include: a decline in the scenic and amenity value of landscapes and seascapes (due to poor planning and lack of coastal zone management); a decline in water quality (due to eutrophication and increased pressure on sewage waste facilities); and a loss of historic character in cities, towns and villages (due to insensitive development) (see Aslan 2006; Tosun 2008). The environmental challenges which need to be addressed to ensure continued benefits to tourism include: water quality; managing the implications of climate change; ensuring sustainable, co-ordinated management and development of the coastal resource; managing threats to biodiversity and natural resources; managing the increased generation of waste; dealing with growing energy consumption and rising greenhouse gas emissions; and controlling litter in urban, rural and coastal areas. The cost of maintaining the supply of scarce resources in a sustainable manner is a matter of opportunity cost and a matter of trade off between equal use for the long term versus efficiency for the short terms - for the public and private sectors in Alanya, Turkey.

Almost all of the stakeholders of the tourism industry have recognized that natural and cultural resources are the main attractions for tourism investments and tourist demand. Although the importance of natural and cultural resources for sustainable tourism development is known, tourism development in many local tourist destinations including Alanya appears to continue destroying its own resources due to the unplanned tourism growth and lack of awareness about environmental matters. In this context, it may claim that "Tourism is like fire. It can cook your meals or burn your house down" (Beeton 2006). It is up-to the stakeholders of the tourism industry in Alanya to use tourism as fire for cooking her meals or to burn social, economic and environmental resources. In brief, it may be said that a greater environmental awareness and protection is sine-qua non for cooking the meals for local community in Alanya. Some strategies in this regard are considered in the following sections.

##### **5.5.1. Widening environmental awareness**

Education and training have been proven to be important elements for creating consciousness about environmental matters. Thus, the design and implementation of training and education programs for environmental awareness is vital for giving priority to environmental concerns in tourism development in Alanya.

The target population for these training and education programs should be carefully chosen. Some of these target groups could be local authority employees, private sector representatives and members of NGOs, local people and tourists. In this context, a carefully designed booklet including appropriate information and interpretation could be published and provided for tourists to inform them about the fragile nature of the town's historic and natural assets (see Tosun, Fletcher and Fyall 2006; UN 2010).

### **5.5.2. Developing and empowering environmental laws**

Although there are laws and regulation to protect and conserve the natural resources and environmental values in Alanya, it is observed that these regulation and laws have been ignored and/or violated time to time. In this regard, it may be suggested that stricter environmental rule and laws should be developed and enforced to protect unique and fragile natural resources, and cultural heritage in Alanya. These rules and laws must be clearly stated to avoid any misinterpretation and misuse. Given the fact that local human resources are not appropriate for developing and empowering new rules and laws for protecting and conserving the environment in Alanya, national and international institutions and agencies should be approached to collaborate to protect these non-renewable resources.

### **5.5.3. Using alternative energy sources**

The research conducted through participant observation, key-informant interviews and content analysis of official documents suggest that alternative energy sources have not been utilized at all in Alanya. For example, solar and wind are not considered as sources of energy, although, Alanya is very rich in terms of solar energy. It is strongly recommended that local projects must be launched for solar and wind-powered electricity in Alanya. Otherwise, the cost of using energy will be high and there will be energy shortages in the future (see Erdogan and Tosun 2009).

### **5.5.4. Saving energy and water**

The results of the aforementioned research conducted by the authors show that improving energy and water usage efficiency is an urgent need in Alanya. It is reported that a considerable portion of the water and electricity has been wasted due the poor infrastructure in Alanya. It is argued that there are leakages from the water pipes and electricity lines. It is clear that the infrastructure of water pipes and electricity lines must be improved urgently. Moreover, both local people and tourists should be trained by various means about saving energy and water. Saving energy and water must be a part of creating environmental awareness programs.

## **5.6. Promoting strategies for decreasing economic leakages**

As argued previously in this study, leakages from the local economy appear to be very high. There are various reasons for the high leakages including employment of immigrant people, transfer of profit of the tourism industry to other cities or regions, imports of products, etc. (see Tosun 1999; Tosun et al 2004). Some strategies will be considered in the following sections for decreasing leakages from the local economy.

### **5.6.1. Promoting consumption of locally made product**

One of the strategies for decreasing leakages from the local economy is to promote locally produced product. Thus, increasing the amount of locally produced goods is critical to local sustainable development because of the multiplier effect (Belisle 1983; Telfer and Wall 1996; Torres 2003). However, local agricultural companies and firms in the other sectors of the economy in Alanya are small and medium size. But, by utilizing economies of scale, large corporations are usually able to deliver products at a lower price than local suppliers, despite the fact that local suppliers may

seemingly have advantages in terms of proximity and low labour costs (Belisle 1983; Holder 1989; Brohman 1996; Torres 2003). These local suppliers may even suffer from tourism development as the two industries must compete for land, labour and natural resources (Telfer and Wall 1996). This may result in a decrease in local production as inputs become more expensive (Torres 2003) although tourism can also invigorate the agricultural sector by increasing sales and developing new markets (Cox et al. 1995). In brief, production and consumption of local product could be increased by three main strategies.

**Supply related strategies:** Local firms should be supported to produce the types of goods and services demanded by tourists, to change traditional production techniques, establish quality standard for their local products and to make joint-venture for overcoming problems due to the poor economies of scale.

**Demand related strategies:** Tourists' preferences should be influenced towards local products by various marketing strategies; tourists' fear of illness from local food should be minimized through booklet, newsletters, etc, and tourism employees and firms should be acknowledged about quality and sanitary standards of local products in Alanya.

**Market related strategies:** Local companies should be guided to establish a competitive price for their product; they should be encouraged to collaborate for purchasing jointly from large wholesalers; they should be educated and trained in marketing technique and they should be supported to create strategic alliances with the tourism industry. It should be noted that implementing some of these strategies may generate resistance from stakeholders who will not profit from the strategy. Policy makers must establish a delicate balance among the interests of various stakeholders in this regard.

### *5.6.2. Training local people for employing in the tourism sector*

It is reported that around 30-35% of employed people are from outside of Alanya; 30-35% of employed persons are not residents of Alanya. Obviously, this is an important source of leakages. Therefore, local people should be equipped with necessary skills and qualifications via various vocational training programs so as to increase their employability in the local economy. Companies may be encouraged to employ local people by fiscal and monetary incentives.

### *5.6.3. Encouraging local people to be entrepreneurs*

Although there is no reliable data about profile of entrepreneurs in Alanya, it is estimated that a considerable portion of them are from local people. This may lead to transfer of company profits to outside of Alanya. Therefore, through fiscal and monetary incentives local people should be encouraged to be entrepreneurs in the various sectors of the economy. While micro-credits and grants can be given to the local for establishing and operating businesses, consultancy for how to open and operate new businesses should also be provided to the local people as free of charge. As known, new entrepreneurs may not have all of the necessary skills when entering the marketplace. This is not only a challenge that local entrepreneurs face, but one which all entrepreneurs can face. Moreover, promoting entrepreneurship and business development can be utilized as an employment strategy that can lead to economic self-sufficiency within the local community in Alanya.

It should be kept in mind that youth and the disadvantaged groups (the poor) are very rarely exposed to entrepreneurship as an employment option in Alanya. By organizing an entrepreneurship and business development workshop these have-not groups can be given the opportunity to learn various aspects of entrepreneurship. These include, but are not limited to, organizational skills, including time management, financing, financial management, leadership development and interpersonal skills. Moreover, training on how to develop business programs such as how to gain new clients and to know how to bid on opportunities and to follow through once opportunities have been won could be provided to the local people. These training programs will equip current and budding entrepreneurs with the necessary skills and knowledge to allow the businesses to become more competitive with others in the same industry.

## VI. Systemic analysis of tourism destinations

Evidently, tourism development at international, national, regional and local level has been influenced by various external and internal actors (Figure 9). That is to say, various stakeholders of tourism have different power, and thus they have different influence on and role for its development. In the case of Alanya as a local mass tourism destination there are many external and internal stakeholders or actors who have various degree of power to direct and influence its development process. It should be noted that Alanya is a mature tourist destination that has experienced the all periods of destination life-cycle. Thus, it is a good example to examine influence of various actors on its tourism development process. It should be noted that each actor of the tourism industry in Alanya should be clearly defined so as to fully understand the tourism system. In this chapter, we will examine these possible internal and external actors and their varying influence on, different roles for and interaction with it from the perspective of a better level of sustainable tourism development.

### 1. Roles, influences and interaction of external actors in STD

External actors, who influence, have roles for and interact with the tourism industry, can be examined under several sub-headings.

#### 1.1. Influences and interaction of international tour operators

The international tour operators seem to be one of the most powerful external actors. As noted argued repeatedly in this study, the international tour operators that have promoted Alanya as another 3s local tourist destinations amongst hundreds 3s destinations in the Mediterranean Basin for maximizing their own profit margin without considering achieving a better level of sustainable tourism development at local level in Alanya. Consequently, vast majority of tourists visiting Alanya arrange their holiday through international tour operators as all-inclusive package. It is reported that 88,3% of tourists visiting Alanya in 2007 organized their holiday via the international tour operators while only 11,7% organized their holiday independently (Aktaş et al 2007). Moreover, on average between 2008 and 2000 around 63% of tourists visiting Alanya in 2008 used charter flights. This may suggest that tourism development is at the mercy of international tour operators in Alanya to large extent.

The implications of over-dependency on the international tour operators may be a higher level of leakages from the economy of Alanya, a higher level of market dependency, a lower level of profit for domestic and local tourism companies, a greater risk for instability and a lower level of sustainable development.

#### 1.2. Roles, influences and interaction of investors

There is no need to question the influence of the investors on sustainable tourism development in Alanya. Although there is no reliable data about the percentage of non-local investors in the tourism industry in Alanya, it is estimated that over 50% of tourism establishments are operated by non-local people. Usually, these non-local operators have great influence on the local governments due to their patron-client relationships with the decision-makers. Evidently, some of these investors have violated coastal management regulations at the cost of local community (see Zaman Gazetesi –daily news paper- 2011; January 3<sup>rd</sup> issue).

The implication of non-local investors for the tourism development in Alanya may be a greater socio-economic inequity, unfair power exercise on the local authorities at the cost of local community, a greater level of leakages from the local economy, less opportunities for local people to be entrepreneurs in the tourism industry, etc. However, these non-local investors have also brought about several positive outputs as well. For example, they have financed the tourism growth in absence and/or scarcity of capital and their investment in the tourism industry at the early stage of tourism development have motivated local people as well to invest in the local tourism sector.

### 1.3. Roles, influences and interaction of external NGOs

There is no doubt that external NGOs have various influences on the local development. For example, Turkey Foundation for Combating Soil Erosion (TEMA) has organized several activities for increasing consciousness about environmental awareness including organizing workshop for training young people in environmental matters and campaign for planting trees (see [http://www.yenialanya.com/haber\\_detay.asp?haberID=4433](http://www.yenialanya.com/haber_detay.asp?haberID=4433)). The Alanya Castle has been nominated for World Heritage List by the municipality of Alanya, which increases recognition of Alanya.

### 1.4. Roles, influences and interaction of central government

The central government in Turkey is still very powerful from various perspectives. It announced Alanya as a prioritized area for mass tourism development. Due to this decision Alanya has received various financial and monetary incentives for its tourism development. Moreover, central bodies give certain amount of money to local governments based upon the permanent population living in a locality. However, population of some popular tourist destinations such as Alanya may increase about three folds during summer months. In brief, it may be said that under the current fiscal and monetary regulations of local governments it may be difficult for Alanya to finance its development in a sustainable manner. Moreover, large scale development projects are authorized by the central government without taking into account local governments' concerns. This usually creates environmental, economic and social problems. For example, it was claimed that there were cases where incentives were on the basis of inner party courtesy or intimacy of friendship and relationship rather than entrepreneurial capability (see Kusluvan, 1994; Tosun 2001). This may be an output of the haphazard system in Turkey for resource allocation by the central state authorities and the preferential access to state decision-making bodies that is extremely important for success in business (Ayata, 1994). Thus, it may be argued that patron-client relationships have become a tool to achieve national objectives at the expense of local communities in those local tourist destinations. In brief, the pattern of tourism development was shaped by the generous tourism incentives that reflect concerns of central government at the expense of local communities, environment, social-equity, etc.

### 1.5. Roles, influences and interaction of tourists

Economic, social and cultural profiles of tourists visiting Alanya are important for achieving a better level of sustainable development. It is reported that vast majority of tourists visit Alanya through all-inclusive package tours. This seems to be a great threat to sustainable tourism development from economic perspective. It is stated that although numbers of foreign visitors have increased around 18% between 2007 and 2010, tourism income has decreased 1.6%. One of the reasons for this decrease in the tourism income is due to the change in the tourist profile. It is reported that while 5.2% of tourist visiting Alanya is unemployed and 23.4% is students and housewife, numbers of tourists with high income level is decreasing. Evidently, average expenditure per international tourist has decreased from 609 US dollars in 2009 to 550 US dollars in 2010. Based upon the above data, it may be argued that unless Alanya do something to increase tourism income per tourists, sustainable tourism development from economic perspective may be in danger (see <http://www.haberturizm.com/News/DerneKler/04112010/Turizm-gelirleri-neden-azaliyor--.php>).

On the other hand, socio-cultural background of tourists visiting Alanya is also important for sustainable tourism development from socio-cultural perspectives. It is argued that when tourist and host have similar socio-cultural background, socio-cultural carrying capacity will be higher due to the less possibility of socio-cultural clashes or conflicts. In the case of Alanya, socio-cultural background of tourist and host is very different given the fact that vast majority of tourists visiting Alanya is from western countries. It should be noted that there is no evidence of conflicts or clashes between tourist and host in Alanya. This may be due to the profile of local culture in Alanya and awareness of people in Alanya about economic benefits of tourism.

## 1.6. Roles, influences and interaction of low cost airlines

Low cost airlines have played an important role in promotion of mass tourism destinations including Alanya. Charter flight is one of the most popular types of low cost airlines. It is reported that on average between 2008 and 2000 around 63% of tourists visiting Alanya in 2008 used charter flights (Table 38). This may mean that around 1,721,790 tourists have visited Alanya by using the charter flights. In the absence of charter flight, as one type of low cost airlines, tourism demand for Alanya may decrease around 50%. Unless Alanya diversifies its tourism product beyond the 3s ones, the charter flights will continue playing an important role for the tourism industry in Alanya.

## 1.7. Roles, influences and interaction of tourist generating countries

Economic, social and political conditions in the tourist generating countries are extremely important for sustainable tourism development in Alanya. Any changes in the economies and political conditions of the tourist generating countries will have a great influence on the tourism demand for Alanya. For example, it is argued that because of the economic crisis in the tourist generating countries per tourist expenditure in Alanya has decreased from 609 US dollars in 2009 to 550 US dollars in 2010 (see <http://www.haberturizm.com/News/Dernekler/04112010/Turizm-gelirleri-neden-azaliyor--.php>). Moreover, around 50,000 Israeli tourists have postponed their reservations due to the recent political dispute between Turkey and Israel (see <http://www.hurriyet.com.tr/ekonomi/14896295.asp>). The role and influence of the tourist generating countries will be higher when there is a market dependency in terms of host destination as it is the case for Alanya. As noted earlier, around 73.94% of total tourist arrivals and 96.06% of total nights spent at various accommodation establishments in Alanya belong to foreigners in 2008. Furthermore, only six foreign countries generate 47.21% of total tourists' arrivals and tourists from only 8 countries spent 89.33% of total nights spent in Alanya in 2008 (Table 36 and Table 37).

## 1.8. Roles, influences and interaction of foreign real-estate owners

Around 23045 real estates have been bought by foreign people from 44 different countries by 31.12.2009, which covers 1.929.450square meters area. It is reported that the share of foreign real estate owners in Alanya is around 23% in the overall total of foreign real estate owners in Turkey and 67% in total of foreign real estate owners in Antalya. That is to say, Alanya as popular tourist destination has become an attractive permanent settlement place for international communities including people from Germany (4655 real estate owners), Denmark (4,226 real estate owners), Northern Ireland (3,181 real estate owners), etc. (Alanya Economic Report, 2009).

The high demand for land needed for different purposes has increased the land prices. Sometimes large amount of lands have been bought for speculative purposes. The new or young generation in Alanya has difficulty in finding land at acceptable or affordable prices for housing purposes, which disperses them toward other towns where there is no tourism. Consequently, Alanya is becoming a home for non-local upper and middle classes. This may mean that the needs of users are prioritized over those of local citizens.

## 2. Roles, influences and interaction of internal actors in STD

Internal actors may have different influence on, role in and interaction with the tourism development in Alanya from the aforementioned external actors. Theoretically, we will examine the internal actors under four different groups.



## 2.1. Roles, influences and interaction of local community

It should be accepted that local community is perhaps the most important stakeholder of the tourism industry in Alanya and else where in the other tourist destinations. In fact, the local community is not only one of the stakeholders, but also a basic element of the core tourism product in Alanya. Since the destination community is accepted and promoted as an important component of the tourism product, there should be no doubt that tourist's satisfaction will be affected by the quality of the host community's hospitality that depends upon the willingness of the community to support tourism. (see Tosun 1998a). A 'friendly community' is desirable for all kinds of inward investment but for the tourist destination it is the stuff of advertising' (Taylor 1995: 488). The warm and sincere traditional hospitality of the local community in Alanya appears to be an invaluable input for the sustainable tourism development at local level. However, unless the local people are given more benefits from and power in the tourism development process, the willingness of the local people to support the tourism development may diminish. Therefore, the local people in Alanya must be better equipped by training program, financial and monetary incentives, and legal power for having more shares from the positive outcome of the tourism industry.

It is observed that the local people have been socially, culturally, politically and economically isolated to some extent due the influx of around 10,000 international (foreign) settlers, hundreds of second home owners, large numbers of non-local investors, etc. The relatively politically, socially and economically well equipped these non-local stakeholders appear to have more power in every element of the life in Alanya. In brief, it may be said that the host community in Alanya seems to have very limited influence on the direction, types and distribution of the cost-benefits of the tourism development. To large extent, their natural, economic, social and cultural resources have been utilized for the mass tourism development without asking them. Unless certain measures are taken, such changes in power distribution in Alanya may create unpredictable socio-cultural and economic problems.

## 2.2. Roles, influences and interaction of local governments

It is observed that while the rapid mass tourism development has diversified the traditional homogenous local community since the early 1980s (see Dogan, 1989), it has also changed the power structure in Alanya at the expense of local people who have been excluded from the tourism development process to large extent. That is to say, although the political dimension of the rapid mass tourism development has been neglected, it has re-structured the power in an uneven way. Thus, the political dimension of the tourism development and its influence on power allocation in Alanya should caution the relevant stakeholders about the representativeness of outcomes of tourism planning exercises and the tourism development process (see Hall and Jenkins 1995). In this new power structure, while the elected local government has been shaped and directed by the local business elites for maximizing their own business interest, the appointed local governmental bodies have been governed and influenced by the central government in Ankara to implement political priorities of central bodies.

In brief, although influence and capacity of local governmental bodies are limited, their limited power and capacity is also managed and controlled by the external actors. The level of external influences on the local bodies becomes more severe when the local governments are not from the political party in power in Ankara.

### 2.3. Roles, influences and interaction of local NGOs

NGOs rapidly gained in importance and numbers in the last two decades and are becoming respectable partners in the eyes of governments, international organization and development assistance agencies in Alanya (Stiefel and Wolfe 1994; Tosun 1998a). There are around active 300 local NGOs in Alanya, which seem to play a catalyst role between official bodies and local people. To large extent, local NGOs in Alanya are connecting governments to local communities in Alanya (see <http://alanya.gov.tr/2009calismaraporu.pdf>; <http://www.alanya.tv/tr/,arama?cate=44>).

In particular, (Alanya Chambers of Commerce and Industry of Alanya (ALTSO), Association of Touristic Establishment Managers (ALTID) Alanya Industrialists and Businessmen Association (ALSIAD) play an important role in the local matters including the tourism development process in Alanya. It is argued that NGOs have generally performed better than government agencies since they are usually less encumbered by bureaucratic rules and are thus more flexible, have a low-cost management style, their staff work often on a voluntary basis and is more motivated than lower level government staff, and they are more open to participatory development approaches. In this regard, many development theorists seem to agree on the ineffectiveness of the state and the need for institutional alternatives. For sustainable tourism development NGOs may be ideal vehicles, agents and key actors in strategies to empower the poor and excluded in Alanya.

### 2.4. Roles, influences and interaction of local entrepreneurs

Although there is not reliable data about origin of business firms in Alanya, it is reported that there are 919 international firms registered as members of Chambers of Commerce and Industry of Alanya (ALTSO) on the date of 31.12.2009. This constitutes around 10% of total business establishments. It is noted that 85% of these firms established in the last five years. It is believed that the foreign direct investment law enacted in 2003 has induced foreign capital to invest in Turkey (Chambers of Commerce and Industry of Alanya, 2009). In this context, it seems that Alanya has been found an attractive site by the non-local capital.

In brief, it may be argued that vast majority of firms in Alanya are owned and operated by the non-local people, which may also reflect socio-economic and political power structure in Alanya. These business interests appear to have shape the local agenda not necessarily taking into account the local priorities.

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## APPENDIX - I: LIST OF TABLES

**Table 1 - Evolution of Population in Alanya (1980-2008)\***

Years	Town Central		Perip. & villages		Total		Turkey	
	Number	%	Number	%	Number	%	Number	%
1980	*	*	*	*	74.148		44,737,321	
1985	28,733	*	58,347	*	87,080	295	50,664,654	13
1990	52,460	83	76,936	37	129,936	49	56,473,653	11
1997	110,181	110	111,927	45	222,028	70	62,865,574	11
2000	88,346	19.8	175,894	57	264,240	19	67,804,543	7.8
2008	92,223	0.55	141,696	5.3	233,919	3.3	73,517,100	4
Average		35.5		24.1		70.3		8.5

Source: Derived from [www.tuik.gov.tr](http://www.tuik.gov.tr) and <http://tr.wikipedia.org>; Chambers of Commerce and Industry of Alanya 2007; 2008; 1999.

\*This Table is derived from relevant data of TUIK and Wikipedia. However, this Table does not reflect the view of these bodies.

**Table 2 - Gender Profile in Alanya (2008)**

Central			Districts and villages			Total		
Male	Female	Total	Male	Female	Total	Male	Female	Total
46.688	45,535	92,223	73,085	68,611	141,696	119,773	114,146	233,919
50%	50%	100%	51.6%	48.4%	100%	51%	49%	100%

Source: Derived from [www.tuik.gov.tr](http://www.tuik.gov.tr).

**Table 3 - Migration Figures (2008)\***

	Turkey	Mediterranean Region	Antalya	Alanya
	2008	2008	2008	2008
Population in 2008	7,1517,100	9,171,682	1,859,275	233,919
Receiving migration	2,273,492	290,034	92,031	11,704
Giving migration	2,273,492	270,198	55,806	7,021
Net migration	0	19,836	36,225	4,683
Speed of Net Migration	0	2.15	19.68	2.34

Source: Derived from [www.tuik.gov.tr](http://www.tuik.gov.tr)

\* This Table is derived from relevant data of TUIK. However, this Table does not reflect the view of this body

**Table 4 - Profile of Migration to Alanya (2007-2008)\***

Age Group	Gender	Turkey	Mediterr.Region	Antalya	Alanya
Total	Total	2,273,492	290,034	92,031	11,704
	Man	1,153,069	146,681	48,374	6,152
	Women	1,120,423	143,353	43,657	5,552
0-4	Total	151,271	20,787	5,476	696
05-9	Total	189,436	26,406	7,761	987
	Man	97,922	13,607	3,989	507
	Women	91,514	12,799	3,772	480
10-14	Total	156,814	21,375	6,723	855
	Man	81,296	11,109	3,532	449
	Women	75,518	10,266	3,191	406
15-19	Total	203,583	23,685	7,510	955
	Man	99,530	11,451	3,963	504
	Women	104,053	12,234	3,547	451
20-24	Total	388,970	47,272	14,691	1,868
	Man	171,231	19,703	6,514	828
	Women	217,739	27,569	8,177	1,040
25-29	Total	356,705	44,116	14,562	1,852
	Man	181,918	22,058	8,061	1,025
	Women	174,787	22,058	6,501	827
30-34	Total	234,004	31,918	10,145	1,290
	Man	128,504	17,375	5,782	735
	Women	105,500	14,543	4,363	555
35-39	Total	159,815	22,193	7,156	910
	Man	89,280	12,470	3,969	505
	Women	70,535	9,723	3,187	405
40-44	Total	110,211	15,060	5,340	679
	Man	60,164	8,434	2,962	377
	Women	50,047	6,626	2,378	302
45-49	Total	91,224	11,835	4,306	548
	Man	48,306	6,473	2,360	300
	Women	42,918	5,362	1,946	248
50-54	Total	74,864	8,974	3,145	400
	Man	39,637	4,913	1,718	219
	Women	35,227	4,061	1,427	181
55-59	Total	55,289	6,358	2,089	266
	Man	29,229	3,421	1,145	146
	Women	26,060	2,937	944	120
60-64	Total	37,112	3,975	1,233	157
	Man	18,860	2,151	670	85
	Women	18,252	1,824	563	72
65+	Total	64,194	6,080	1,894	241
	Man	29,166	2,803	869	111
	Women	35,028	3,277	1,025	130

Source: Derived from TUIK (Statistics Institution of Turkey), 2008 \* This Table is derived from relevant data of TUIK. However, this Table does not reflect the view of this body.

**Table 5 - Profile of Migration from Alanya (2007-2008)\***

Age Group	Gender	Turkey	Medi Region.	Antalya	Alanya
Total	Total	2,273,492	270,198	55,806	7,021
	Man	1,153,069	137,757	30,057	3,781
	Women	1,120,423	132,441	25,749	3,240
0-4	Total	151,271	16,805	3,600	458
05-9	Total	189,436	21,795	4,603	585
	Man	97,922	11,331	2,391	304
	Women	91,514	10,464	2,212	281
10-14	Total	156,814	18,492	3,734	475
	Man	81,296	9,581	1,973	251
	Women	75,518	8,911	1,761	224
15-19	Total	203,583	25,122	4,652	592
	Man	99,530	12,132	2,328	296
	Women	104,053	12,990	2,324	296
20-24	Total	388,970	49,309	7,384	939
	Man	171,231	22,238	3,544	451
	Women	217,739	27,071	3,840	488
25-29	Total	356,705	43,382	8,742	1,112
	Man	181,918	22,403	4,969	632
	Women	174,787	20,979	3,773	480
30-34	Total	234,004	27,425	6,277	798
	Man	128,504	14,944	3,587	456
	Women	105,500	12,481	2,690	342
35-39	Total	159,815	19,254	4,596	584
	Man	89,280	10,578	2,746	349
	Women	70,535	8,676	1,850	235
40-44	Total	110,211	13,670	3,246	413
	Man	60,164	7,468	1,893	241
	Women	50,047	6,202	1,353	172
45-49	Total	91,224	10,921	2,632	335
	Man	48,306	5,867	1,466	187
	Women	42,918	5,054	1,166	148
50-54	Total	74,864	8,411	2,138	272
	Man	39,637	4,465	1,150	146
	Women	35,227	3,946	988	126
55-59	Total	55,289	5,933	1,545	196
	Man	29,229	3,218	838	106
	Women	26,060	2,715	707	90
60-64	Total	37,112	3,734	1,013	129
	Man	18,860	1,974	510	65
	Women	18,252	1,760	503	64
65+	Total	64,194	5,945	1,644	209
	Man	29,166	2,801	807	103
	Women	35,028	3,144	837	106

Source: Derived from TUIK (Statistics Institution of Turkey), 2008\* This Table is derived from relevant data of TUIK. However, this Table does not reflect the view of this body.

**Table 6 - Numbers of Tourism Establishments by Type in Alanya\***

Types		2008	2007	2006	2005	2004	2003	2002	2001	2000
Hotels	5 stars	42	40	27	23	14	10	7	8	7
	4 stars	79	80	65	64	45	45	44	33	31
	3 stars	87	86	68	69	72	71	96	93	93
	2 stars	41	48	37	41	44	40	45	49	48
	1 star	7	8	6	6	10	9	11	13	13
Holiday Village	1st Class	6	6	3	3	8	7	6	6	6
	2nd class	1	1	1	1	-	-	-	-	-
Pensions		-	-	-	1	-	-	-	-	-
Apart Hotels		48	46	40	41	27	24	17	18	21
Municipality Licensed		312	372	421	541	-	537	-	538	-
Golf Facilities										
Total		623	687	668	790	?	743	?	758	?

Source : Derived from: Ministry of Culture and Tourism 1990-2003; 1997-2002; 2000a; 2000b; 2000c; 2001a; 2001b; 2001c; 2002a; 2002b; 2002c; 2003a; 2003b; 2003c; 2004a; 2004b; 2004c; 2005a; 2005b; 2005c; 2006a; 2006b; 2006c; 2007a; 2007b; 2007c; 2008a; 2008b; 2008c; <http://www.altso.org.117>\* This Table is derived from relevant data of Ministry of Culture and Tourism. However, this Table does not reflect the view of this body.

**Table 7 - Number of Beds by Type and Class of Accommodation Establishments in Alanya (2009-1980)\***

Types		2008	2006	2004	2002	2000	1995	1990	1985	1980
		%	%	%	%	%	%	%	%	%
Hotels	5 stars	30,027	24,135	17,480	15,183	14,010	9,705	6,758	1,658	1,232
		20.35%	14.97%	13.53%	13.32%	13.43%	14.67%	19.19%	18.34%	18.98%
	4 stars	37,381	37,141	24,597	21,364	19,714	13,657	9,510	2,332	1,733
		25.33%	23.03%	19.04%	18.74%	18.90%	20.64%	27.01%	25.80%	26.71%
	3 stars	22,660	18,648	13,596	11,809	10,897	7,549	5,257	1,289	958
		15.36%	11.56%	10.53%	10.36%	10.45%	11.41%	14.93%	14.26%	14.76%
2 stars	4,328	4,204	3,139	2,726	2,516	1,743	1,214	298	221	
	2.93%	2.61%	2.43%	2.39%	2.41%	2.63%	3.45%	3.29%	3.41%	
1 star	588	474	372	323	298	207	144	35	26	
	0.40%	0.29%	0.29%	0.28%	0.29%	0.31%	0.41%	0.39%	0.40%	
Holiday Village	1st Class	4,008	1,518	1,833	1,592	1,469	1,018	709	174	129
		2.72%	0.94%	1.42%	1.40%	1.41%	1.54%	2.01%	1.92%	1.99%
	2nd class	470	540	348	302	279	193	134	33	24
		0.32%	0.33%	0.27%	0.26%	0.27%	0.29%	0.38%	0.36%	0.38%
Pensions*		1,054	1,380	1,458	1,421	1,289	740	242	70	46
		2.56%	2.06%	2.51%	2.51%	2.51%	2.51%	2.51%	2.51%	2.51%
Apart Hotels		6,900	7,451	4,781	4,152	3,832	2,654	1,848	453	337
		4.68%	4.62%	3.70%	3.64%	3.67%	4.01%	5.25%	5.02%	5.19%
Municipality Licenced		41,209	67,136	63,028	56,531	51,292	29,451	9,636	2,767	1,828
		27.92%	41.64%	48.79%	49.60%	49.17%	44.50%	27.37%	30.61%	28.17%
Grand Total		147,571	161,247	129,174	113,982	104,306	66,176	35,210	9,039	6,489

Source: Derived from Ministry of Culture and Tourism 1990-2003; 1997-2002; 2000a; 2000b; 2000c; 2001a; 2001b; 2001c; 2002a; 2002b; 2002c; 2003a; 2003b; 2003c; 2004a; 2004b; 2004c; 2005a; 2005b; 2005c; 2006a; 2006b; 2006c; 2007a; 2007b; 2007c; 2008a; 2008b; 2008c; Chambers of Commerce and Industry of Alanya 2008.\*This Table is derived from relevant data of Ministry of Culture and Tourism and Chambers of Commerce and Industry of Alanya (ALTSO). However, this Table does not reflect the view of these bodies.

**Table 8 - Marinas as a Tourism Infrastructure**

	Location	Description	O.P	Cap	Facilities	Quality Scheme
Alanya Marina	Located in Akhan Discript, Alanya. It is 12km to city center, 15km to Antalya airport.	Visited for various including travel and entertainment; mostly demanded by German, England; Covers 85.000m <sup>2</sup> area.	12		Spa center, Sport saloon, Travel hoist, Yacht shopping, Market; Swimming pool, Tennis cort, Yacht club build, education saloon, over the chain link vault system 287, 100 ton capacity overhead crane	Blue Flag

Source: Derived from [http://www.celebi.com.tr/gs\\_marina.html](http://www.celebi.com.tr/gs_marina.html); <http://www.celebimarina.com.tr/en/iletisim.php>; <http://www.alanyamarina.com.tr/trindex.html> ; <http://www.adnaninvest.com/default.asp?pageCID=1&lang=tr&infoID=9&sb=news>; Keys: O.P=operation period; Cap.= capacity as yacht ( S.=in sea; L.=in land)

**Table 9 - Congress Hotels as a Tourism Infrastructure**

Name of Est	Location	Description	O.P	Cap.	Facilities	Q. S.	No. Emp
Pegasos Royal R. H.	Located in İncekum which is a part of Türkler District, Alanya. It is 3km to City center, 28km to Alanya and 96km to Antalya airport	326 family rooms,30 standard rooms,1 king suit rooms,1 grand suit rooms,20 junior suit rooms,18 connected rooms, 6 rooms for handicapped persons & 1 Meeting room with 650 person cap.	7	364 r 910 b	Lobby Bar, TV Room, Tennis Court, Jakuzzi, Mini Club, Laundry, Basketbol, Flipchart, Play Roll House Bar, Meeting Room	5 Stars	
Serapsu Hotel	Located in the center of Konaklı Disrict, Alanya	199 standart rooms,15 suit rooms&2 rooms for handicapped persons;		216 r 447 b	Jakuzzi, Sauna, Fitness Center, Lacop Restaurant, Internet, TV Room, Jet Ski, Basketbol, Laundry, Snack Bar.; 2 Meeting rooms; cap.:300-250.; cap.108-80; Low browed, Flipchart, Microphone, Slide, Projector.	5 Stars	
Sunset Beach Hotel	It is 5km to Alanya, 125km to Antalya airport and 5km to bus terminal;	193 standart rooms, 16 suit rooms, & 20 connected rooms; 1 meeting room 400 pax; trade conferences is made; Covers 17.000 m <sup>2</sup> area	7	229 r 550b	Lobby Bar, Market, Sauna, Fitness Center, Volbanana, Open Swimming Pool, Health Center, Turrkish Bath, TV Room, Disco Club, Jet Ski , Soft Animasyon	5 Stars	40f 100m
Kemal bay Hotel	It is 5km to Alanya,105km to Antalya airport, 0km to beach	262 standart rooms,20 family rooms & 8 suit rooms; football club, covers 40.000 m <sup>2</sup> area	12	290 r 800 b	Laundry, Reading Room, Indoor Poor, Patisserie, Child Club, Restaurant, Turkish Bath, Market, Fitness Center	5 Stars	60f 120m
Ananas Hotel	Located in Cumhuriyet which is a part of 1410 street 07400 Alanya:0.1km to Alanya, 130km to Antalya airport and 50 m to beach	180 standart rooms,5 suit rooms&2 rooms for handicapped persons; 2 meeting room 1100 pax; Russian businessmen conference is made	8	187 r 400 b	Laundry, Market, Child Club, Restaurant, Doctor, Open Swimming Pool, TV Room	4 Stars	
Aska Club N Resort Hotel	Okurcular Town Alanya	303 standart rooms,10 family rooms,2 king suit rooms,4 junior suit rooms,1 president rooms & 3 rooms for handicapped persons; 2 Meeting rooms		323 r 680 b	2 Restaurants, Disco Bar, TV Room, Low-Browed, Internet, Sauna, Indoor Swimming Pool, Laundry, Health Room, Bowling, Jet Ski; Capacity 200-120 & 100-60; Microphone, DVD, VCD, Flipchart, black broad, Projector, Slide.	5 Stars	
Grand Kaptan Hotel	Located in Oba Göl, 07400 Alanya ; It is 4km to Alanya, 135km to Antalya airport and 50 m to beach	Congre hotel; 272 standart rooms	8	272 r 544 b	Child Club, Restaurant, Reading Room, Patisserie, Laundry, Conference Saloon, Open Swimming Pool, TV Room, Sauna,Turkish Bath	5 Star	80 f 170m

Source: Derived from [http://www.icemtour.com/trk/pegasos\\_royal\\_resort\\_otel\\_alanya.html](http://www.icemtour.com/trk/pegasos_royal_resort_otel_alanya.html) ; <http://www.pegasoshotels.com.tr/pegasostropical/index.html>; <http://www.alanya.tv/tr/PegasosRoyalResortOtel/>; <http://www.tatilofisi.com/oteller-bilgi/serapsu-otel-alanya.html> ; <http://www.serapsu.com/>; <http://www.tatilofisi.com/oteller-bilgi/serapsu-otel-alanya.html> ; [http://www.tatilsepeti.com/Otel\\_Sunset\\_Beach\\_Hotel.aspx](http://www.tatilsepeti.com/Otel_Sunset_Beach_Hotel.aspx); [http://www.icemtour.com/trk/sunset\\_beach\\_otel\\_alanya.html](http://www.icemtour.com/trk/sunset_beach_otel_alanya.html); <http://www.alanya.tv/tr/KemalBayOtel/> ; <http://www.alanya.com.tr/tr/Oteller/h,295-Kemalbay-Otel.html>; <http://www.alanyaotellerirehberi.com/alanya-konakli-kemalbay-kemal-bay-otel.htm>; [http://www.tatil.com/otel/ananas\\_otel\\_alanya](http://www.tatil.com/otel/ananas_otel_alanya) ; <http://www.alanya.tv/tr/AnanasOtel/>; <http://ananasotel.com/rooms.html>; <http://www.ananasotel.com/>; [http://www.tatilyolu.net/c/ho\\_detay.asp?h=1703](http://www.tatilyolu.net/c/ho_detay.asp?h=1703) ; <http://www.otelrezervasyon.com/Oteller/Antalya-Alanya/Aska-Club-N-Resort---SPA/1054/tr/>; <http://www.otelrehberi.com/Grand-Kaptan-Otel.html>; <http://www.alanya.tv/tr/GrandKaptanOtel/>; <http://www.alanya.com.tr/tr/Oteller/h,54-Grand-Kaptan-Otel.html>

Keys: O.P=operation period; Cap= capacity as room and bed; Emp= employee; F.=female; M.=male

**Table 10 - Spa Hotels as a Tourism Infrastructure**

Name of Est	Location	Description	O.P	Cap.	Facilities	Quality S.	Emp.
Alaiye Resort& Spa Hotel	Located in İncekum Avenue which is a part of Türkler District, Alanya. It is 0.5km to city center, 105km to Antalya airport and 50m to beach.	Spa hotel; 201 standard rooms, 34 connected rooms, 197 family rooms, 4 suit rooms, 1 boutique suit rooms & 6 rooms for handicapped persons; Visited for various reasons including health treatment and beauty reasons; Mostly preferred by German, Russian and Turkish tourists; Covers 48.000m <sup>2</sup> area.	12	443 r 911 b	Restaurant, Reading room, Laundry, Market, Lobby bar, Child club, Internet cafe, Turkish bath, Indoor pool, Garden, Tv room, 3 A la carte restaurants, Fitness center, Massage, Sauna, etc.	5 Stars	
Aska Club N Resort&Spa Hotel	Located in Okurcalar District, Alanya. It is 30km city center and 105km to Antalya airport.	Spa hotel; Covers 13.000 m <sup>2</sup> area	7	323r 680 b	Restaurant, Turkish bad, Jakuzi, Sauna, Fitness center, Tennis, Bowling, Dart, Disco, Tv room, Game center, Shopping center, Amphi theater, Parachute	5 Stars	
Hedef Resort Hotel&Spa	Located in Seraphan Avenue which is a part of Konaklı District, Alanya. It is 100km to Antalya airport, 12km to bus terminal, 10m to the sea	Spa hotel; 516 standard rooms, 4 suit rooms, 4 king suit rooms and 4 rooms for handicapped persons.	8	528r 1080b	Restaurant, Laundry, Safe box, Wireless, Sauna, Turkish bath, Café & bar, Banana, Jet ski, Disco, Aqua park, Fitness center, Tennis, Bowling, Parachute, Beach volleyball, Dart, Health club	5 Stars	
Saphir Resort&Spa Hotel	Located in Alara Tourism Center which is a part of Okurcalar District. It is 35km to Alanya & 85km to Antalya airport.	Spa hotel , 320 standard rooms, 6 suit rooms & 17 family rooms; Visited for various including health treatment, relaxation and beauty reasons; Most of its customers are from Russia, Germany and Turkey; Covers 18.000 m <sup>2</sup> area.	7	333 r 750 b	Restaurant, Amphitheater, Disco, Banana, Jet ski, Fitness center, Laundry, Turkish bath, Animation, Internet cafe	5 Stars	140m 40 f
Hotel Long Beach Resort&Spa Hotel	Located in Kargı Avenue which is a part of Türkler District. It is 20km to Alanya & 90km to Antalya airport.	Spa hotel; Visited for various reasons including health treatment, relaxation, entertainment and beauty reasons; Covers 70.000m <sup>2</sup> area.	8	578r 1260b	Restaurant, Fitness center, Sauna, Turkish bath, Amphitheatre, Game center, Disco, Cinema, Tennis, Internet café, Shopping center	5 Stars	550
Mukarnas Spa Hotel	Located in Alara Tourism Center which is a part of Okurcalar District. It is 30km to Alanya, 1km to Okurcalar District & 90km to Antalya airport.	Spa hotel; 294 standard rooms (each 24-30m <sup>2</sup> ), 4 rooms for handicapped persons, 25 connected rooms, 54 Junior suit rooms (35 m <sup>2</sup> ), 7 family suits (each 75 m <sup>2</sup> ), 10 executive suits (each 80 m <sup>2</sup> ) & 1 king suit (120 m <sup>2</sup> )	8	395r 800b	Restaurant, Internet café, Fitness center, Mini club, Cinema, Amphitheater, Dart, Aerobic, Tennis, Water ball, Squash, Bowling, Game room	5 Stars	

Sources: Derived from Gül 2010; Taş 2010

[http://www.tatil.com/otel/hotel\\_long\\_beach\\_resort\\_spa\\_alanya](http://www.tatil.com/otel/hotel_long_beach_resort_spa_alanya); <http://www.mukarnas.com.tr/default.asp?islem=sayfa&cid=249>; <http://www.antalyaotelleri.net/mukarnas-spa-resort-otel-antalya.html>;

<http://www.alanya.tv/tr/MukarnasSpaOtel/>; <http://www.tatilofisi.com/oteller-bilgi/mukarnas-otel-alanya.html>; [http://www.askahotels.com/aska/club\\_n/lang/tr/index.html](http://www.askahotels.com/aska/club_n/lang/tr/index.html) ;

[http://www.bamtur.com/Otel/HEDEF\\_RESORT\\_HOTEL\\_SPA/](http://www.bamtur.com/Otel/HEDEF_RESORT_HOTEL_SPA/); <http://www.mukarnas.com.tr/default.asp?lang=TR>;

Keys: r= room; b. =bed; O.P. =operation period; Cap. =capacity as room and bed; Emp. =employee; F. =female; M. =male



**Table 11 - Sport Centers as Tourism Infrastructures**

Name of Estab.	Localisation	Description	O.P	Cap.	Facilities	Quality Scheme	Emp
Tom's GYM Fitness Center	Located in the center of Alanya; Kasapođlu Street No:4 Saray Avenue.	Mostly preferred by Scandinavian, German, Holland and Turkish tourists; Covers 500 m <sup>2</sup> area	12	500	Ski, Plunge, Off road, Surfing, Karting, Water ball, Solarium, Sauna, Massage, Fight club, Fitness, Cardio.		3m
Alanya Tennis & Recreation Club	Located in the center of Alanya; Damlatas Tennis Kortları Saray Avenue.	Provides services both local people and tourists.	12				
SMS Sport Center	Located in the center of Alanya; Filiz Apartmanı 71/C Şekerhane Avenue.	Mostly d preferred by Russian, German and Turkish tourists; Covers 400 m <sup>2</sup> area.	12	50	Fitness, Aikido, Cardio, Carete, Yoga, Plates, Sauna.		2f 1m
Alanya Ali's GYM Fitness & Health Club and Sport Center	Located in the center of Alanya; Bulut Street, Huzur Apartment 9/A, Güllerpınar Avenue.	Mostly preferred by Finland, German, Russian and Turkish tourists; Covers 200 m <sup>2</sup> areas.	12		Fitness, Cardio		
Genç Mertler Taekwondo Sport School	Located in the center of Alanya; Şekerhane Avenue, Fatih Street, Kaptan Apt. 3/F.	Mostly preferred young local people and young people spending their summer in their second home.	12		Taekwondo, step, fitness, body building		
Park Alanya Sport Center	Located in the center of Alanya; Milli Egemenlik Stadium Avenue.	Provides various fitness and sport facilities.	12		Olympic swimming pool, restaurant, café, bar.		
HMZ Sport and Health Center	Located in the center of Alanya.	Provides various fitness and sport facilities.	12				
Athletic 2000 Body Building	Located in the center of Alanya; Damlatas Avenue, Number:64/1.	Provides various fitness and sport facilities.	12				
Voit Fitness	Located in the center of Alanya; Hacet Street.	Provides various fitness and sport facilities.	12				

Sources: Derived from Kara 2010; Yüksekaya 2010; Sim 2010: <http://www.alanya.tv/tr/arama?cate=143> ; <http://www.tomsgym.com/>; [http://www.alanyatenis.com/default.asp?sayfa=icerik&sayfa\\_id=306](http://www.alanyatenis.com/default.asp?sayfa=icerik&sayfa_id=306); <http://www.alanyarehber.com/SmsSporMerkezi-Alanya/-rd-2481.html>; Keys: O.P.=operation period; Cap.=capacity as person; Emp.=employee

**Table 12 - Beaches as Tourism**

Name of Beaches	Brief Description	Blue Flag	Importance 1-4	Visit (yes/no)	Entrance Fees (yes/no)	Organized visits(yes/no)
Beach of Damlataş District (Damlataş Plajı)	Located in the community of Damlataş & near to the Cleopatra Beach. Beach equipments are provided on the site. There is a fee for these equipments. Fast food buffets are available on the beach. It is 3km to the center of Alanya, 135km to Antalya. There is a regular mini-bus services for every 15 minutes. The price for this transportation is about less than one Euro. The water and sand qualities are at the high standard. Operated by the municipality of Alanya. Its capacity is 6666 people. It covers 20000 meters squares areas.	Yes	4	Yes	No	No
Cleopatra Beach(Klopatra Plajı)	Located in the center of Alanya. Beach equipments are provided on the site. There is a fee for these equipments. Fast food buffets are available on the beach. It is 3km west to the center of Alanya, 135km to Antalya. There is a regular mini-bus services for every 10 minutes. The price for this transportation is about less than one Euro. The water and sand qualities are at the high standard. Operated by the municipality of Alanya.	Yes	4	Yes	No	No
Beach of İncekum District (İncekum Plajı)	Located in the İncekum District, Avsallar Avenue in Alanya. Beach equipments are provided on the site. There is a fee for these equipments. Fast food buffets are available on the beach. It is 25km west to the center of Alanya, 113km to Antalya. There is a regular mini-bus services for every 15 minutes. The price for this transportation is about less than one Euro. The water and sand qualities are at the high standard. Operated by the municipality of Avsallar in Alanya..	Yes	4	Yes	No	No
Beach Of Keykubat District (Keykubat plajı)	Located in the center of Alanya. Beach equipments are provided on the site. There is a fee for these equipments. Fast food buffets are available on the beach. It is 3km east to the center of Alanya, 141km to Antalya. There is a regular mini-bus service for every 10 minutes. The price for this transportation is about less one than Euro. The water and sand qualities are at the high standard. Operated by the municipality of Alanya.	Yes	4	Yes	No	No
Orange (Oba) Beach(Portakal plajı)	Located in the center of Alanya. Beach equipments are provided on the site. There is a fee for these equipments. Fast food buffets are available on the beach. It is 4km east to the center of Alanya, 142km to Antalya. There is a regular mini-bus service for every 15 minutes. The price for this transportaion is about less one than Euro. The water and sand qualities are at the high standard. Operated by the municipality of Oba District	Yes	4	Yes	No	No
Beach of Konaklı District (Konaklı Plajı)	Located in the community of Konaklı. Beach equipments are provided on the site. There is a fee for these equipments. Fast food buffets are available on the beach. It is 14km to the center of Alanya, 124km to Antalya & 11km to the nearest settlement. There is a regular mini-bus services for every 15 minutes. The price for this transportation is about 2 Euros. The water and sand qualities are at the high standard. Operated by the municipality of Konaklı District.	Yes	4	Yes	No	No
Ulaş Motorway Beach(Ulaş Karayolları Plajı)	Located in the community of Ulaş. Beach equipments are provided on the site. There is a fee for these equipments. Fast-food buffets are available on the beach. It is 5km west to the center of Alanya, 134km to Antalya & 9km to the nearest settlement. There is a regular mini-bus services for every 15 minutes. The price for this transportation is about less one than Euro. The water and sand qualities are at the high standard. Operated by the municipality of Alanya.	No	4	Yes	No	No
Beach of Mahmutlar District(Mahmutlar Plajı)	Located in the community of Mahmutlar District. Beach equipments are provided on the site. There is a fee for these equipments. Fast-food buffets are available on the beach. It is 12km east to the center of Alanya, 150km to Antalya & 10km to the nearest settlement. There is a regular mini-bus service for every 15 minutes. The price for this transportation is about 2 Euros. The water and sand qualities are at the high standard. Its capacity is about ... persons. Operated by the municipality of Mahmutlar District.	Yes	4	Yes	no	No

Sources: derived from <http://www.biggllook.com/BiggTravel/sehirler/Alanya/plajlar.asp>; <http://www.geziantalya.com,www.alanyabel.tr>; <http://www.flickr.com/photos/mulazimoglu/4206054973/>; <http://www.alanya.tv/tr/AlanyaBeldeleri/>; [http://www.antalya.bel.tr/tr/kent\\_gezisi/turizm\\_firsatlari/plajlar.cfm?tanitimId=1130](http://www.antalya.bel.tr/tr/kent_gezisi/turizm_firsatlari/plajlar.cfm?tanitimId=1130)

Some data are also obtained through personal contact.

\*Scale: 1: unimportant, 2: important, 3: very important, 4: crucial

**Table 13 - Historical Places and Protected Areas**

Protected Areas	Brief Description	Imp. 1-4*	Visit (y/ n)	Ent.Fees (y/ n)	Info Office (y/ n)	Org. visits (y/ n)
Alanya Castle (Alanya Kalesi)	It has a castle wall of 6.5km length, 140 towers, about 400 cisterns, doors with inscriptions and as an open air museum reflects Seljuk art at its best, showing the fascination of Seljuk art. The castle was built by A. Keykubat, the Sultan of Seljuk. The ramparts start from Kizkule, extend down from Ehmedek, İçkale, Adam Atacağı, Cilvarda Burnu, Arap Evliyası Rampart and Esat Rampart and pass through Tophane and Tersane and end at Kizilkule at the starting point.	4	Yes	Yes	Yes	Yes (Trough Travel Agency)
The Red Tower (Kızıl Kule)	Located on the seaport. It was used in 1226 for military and dockyard control purposes, and is one of unique monuments of the Seljuks, and is the symbol of Alanya with its octagonal figure. In 1226, the Sultan of the Seljuk's, Alaaddin Keykubat, ordered the builder of the Sinop Castle craftsman Ebu Ali Reha el Kettani from Halep to build the tower. The tower has octagonal planned towers of each 12.5 mt wide 33 mt height and a diameter of 29. It has 5 floors including the ground floor. The top can be reached by big stone stairs.	4	Yes	Yes	Yes	Yes
The Dockyard (Tersane)	It began to be built in 1227 and finished in one year, near Kizilkule (red tower). Six years later after the Seljuk's Sultan A.Keykubad controlled the city. The sea side of the dockyard with five arch parts has a length of 56.5 mt and 44 mt deep. The dockyard is located on the sunniest place to take advantage of sunlight.	4	Yes	Yes	Yes	Yes
The Gun House (Tophane)	There's a gun house next to the dockyard. It was built with the aim of defense on a rock ten meters above the sea level. It's also known that cannons for battleships were made in the three-storey and rectangular building made of stone blocks and constructed in 1277. There have been some efforts made by the Ministry of culture and the Municipality of Alanya to make the Dockyard and the Gun House naval museums.	3	Yes	Yes	Yes	Yes
Ehmedek	It was rebuilt and known as the "middle castle" during the Selcuks' Era, replacing the little one on the northern Side of the citadel left by the Byzantine Empire. It's clear from the inscription on its front door that it was built in 1227. It took the named of the master builder "Ehmedek" of the Selcuks' era. The middle castle consisting of two parts with three towers is located on a strategically important place and at the same time it can protect the inner one where the Sultan's palace is.	4	Yes	Yes	Yes	Yes
The Süleymaniye Mosque	It was built just outside İçkale on the top of the castle in 1231 when the city was being reconstructed by Alaaddin Keykubat, the Sultan of Selcuks. However the mosque was not in good condition in the following years and it was rebuilt by Kanuni Sultan Süleyman in the 16th century during the Ottoman era. The mosque with a single minaret is known as Alaaddin, Kale or Sülaymaniye. The building is made of rubble stones and it is square in shape.	3	Yes	No	No	Yes
Bedesten	It's in the citadel, near The Süleymaniye Mosque. It was built in the 14th or the 15th century during the Karamanoğulları period as a bazaar or an inn. It's a rectangular building made of stone blocks. It has 26 rooms and a courtyard that is 35 metres long and 13 meters wide. Today this historical building is used as a hotel, a restaurant and a cafe. The shops of the medieval times, overlooking the courtyard are now redesigned as hotel rooms.	4	Yes	Yes	Yes	Yes
The Minting House (Darphane)	It has bluffs, nearly 400 meters long and they are at the end of the peninsula. Although known as "the Minting House" in public, those buildings made of stone blocks have never been used for issuing money. One of the stone buildings of the 11th century is a little church and the others were possibly used as monasteries. The dome of the little church has remained standing. There's a cistern on the rocks. There's a passage of steps carved in the rocks from İçkale to Cilvarda Bay.	2	Yes	Yes	Yes	Yes
The Small Mosque of Akbeshe Sultan(Akbeşe Sultan Mescidi)	It's in the citadel northwards of Bedesten and nearly 100 metres past Süleymaniye Mosque. It was built in 1230 by Akbeşe Sultan, the first commander of Alaaddin Keykubat in the citadel of Alanya. Its outer part is of stones blocks and the inner side, also the dome is of bricks. It has a square shape and two rooms. One of the rooms is a small mosque and in the other one there is the tomb of Akbeşe Sultan. There are three other tombs in the room.	3	Yes	No	No	Yes

Protected Areas	Brief Description	Imp. 1-4*	Visit (y/ n)	Ent.Fees (y/ n)	Info Office (y/ n)	Org. visits (y/ n)
The Andızlı Mosque (Andızlı Cami)	It's in Tophane avenue. It was built in 1277 by Emir Bedrüddin. It has some characteristics peculiar to the architecture of the Seljuk's period. It's made of stone blocks and has a minaret which is not high. Its pulpit is one of the finest examples of Seljuk art of carving wood.	3	Yes	No	No	Yes
The Tomb of Sittı Zeynep	It's on a rock on the way to the citadel. It may belong to the Seljuk or Ottoman period. It is square in shape and consists of two rooms. There is a long sarcophagus and the other room is empty. Evliya Çelebi wrote that the building was a lodge of Bektaşî Dervishes. There is no certain information about Sittı Zeynep. The name of the pious foundation of the tomb was Sittı Zeynep Gin't Zeynül Abidin" in that foundation's records of the Ottoman Empire during Kanuni Sultan Süleyman period.	2	Yes	No	No	No
Hidirellez Church (Hidirellez Kilisesi)	It is within the boundaries of Hacı Mehmetli and Hidir İlyas Villages, 10km far from the center of Alanya. It was founded on a slope overlooking the Mediterranean at the beginning of the 19th century used for worshipping by Christian and Muslim visitors today. It is rectangular in shape, its roof is built of brick, its walls are made of stone and it has a little apse. There's a mezzanine floor wooden decorated in the church. It was repaired in 1873.	4	Yes	No	Yes	Yes
Sharapsa Inn (Şarapsa Han)	It's a building from the 13th Century, 13km to the west of Alanya on the highway. The caravanserai was built by Gıyaseddin Keyhusrev the Sultan of Seljuk between the years 1236-1246 on the historical Silk Way. The building which was built on a piece of land about 1000 square metres has walls built of bulky cut stones. The caravanserai which was one of the most important accommodation point of the the middle ages is to be used as amusement centre today.	3	Yes	Yes	Yes	Yes
The Citadel of Alara (Alara Kalesi)	The Citadel of Alara was built in 1232 and is located 37km westward from Alanya. Built by the order of Alaaddin Keykubat, the Sultan of Seljuk. It is 9km far from the sea. The aim of the citadel that was on the Silk Road was to protect the crowds stopped at the inn near the Alara creek. It's built on a steep hill of 200 meters up to 500. It looks magnificent & consists of an inner and outer part. A dark entrance-hall of 120 steps enters the citadel. There are tunnels made by carving rock in the citadel.	3	Yes	Yes	Yes	Yes
Alara Inn (Alarahan)	It's located on a tableland 800 meters away from the Citadel of Alara on the Alara Stream. Whole caravanserai was been built of cut bulky stones on a land of piece of 2 thousand square meters. The inn, built in 1231, was restored a few years ago and is to be used as restaurant and shopping centre. The warders' hut keeps its specialties today. The second door of the caravanserai opens out to the guest rooms. There are small rooms next to the two sides of the long hall. There is a fountain, a small mosque and a bathhouse in the caravanserai.	2	Yes	Yes	Yes	
Kargı Inn (Kargıhan)	It is in the western part of Alanya, the north of the Kargı creek. There is no information about when it was built since it has no inscription. It is a stone building 46 meters wide and fifty meters long. It has been used as a caravanserai in Kesikbel, on the road that played a role of a bridge between the Mediterranean and central Anatolia in Roman times, Seljuk and Ottoman Era. There are air shafts on the ceiling of each room and the rooms are found around the courtyard in the middle. There are mangers for animals carved on the rock opposite the door. The building is in ruins.	2	Yes	Yes	Yes	
Atatürk's House Museum (Atatürk Müze Evi)	This museum, a house where Atatürk stayed in February 1935, was opened up to the public in 1986, commemorating Atatürk's visit to Alanya. The first floor of the museum is an exhibit of Kemal Atatürk's personal belongings, photos, historical documents and a telegram he sent to the people of Alanya. The rooms on the second floor, on the other hand, serve as a showcase for an old Alanya-style home where examples of local ethnographic items are on display.	4	Yes	No	Yes	Yes
Dim Cave (Dim Mağarası)	The Dim Cave is 360 meters long and approximately has 10-15 meters width and height. The interior of the cave is covered by many kinds of dripstone (stalagmites and stalagmites) formations and at present the dripstone formation is still continued from place to place. At the end of the Cave there is a small lake which is 17 meters deep then the entrance level and approximately 200 m <sup>2</sup> at surface.	4	Yes	Yes	Yes	Yes

Protected Areas	Brief Description	Imp. 1-4*	Visit (y/ n)	Ent.Fees (y/ n)	Info Office (y/ n)	Org. visits (y/ n)
Syedra Antique City (Syedra Antik Kenti)	The antique city is within the boundaries of İshaklı Village on the way to Mersin, 18km away from Alanya. The existence of Syedra in the history lasted between 7th century B.C. and 13th century A.D. A bath, an arcaded road, tombs bearing the traces of fresco and the ruins of a palace are among the ruins belonging to the Hellenistic Era. The antique city was first visited by Heberdey and Wilhelm in 1891. Syedra took part in the anti-pirate struggles as well.	4	Yes	Yes	Yes	Yes
Learates Antique City (Learates Antik Kenti)	Another important antique city of Mountainous Cilicia is Learates which is located on 850th meter of Cebel-i Reis Mountain rising on the mouth of Dim Valley on the Taurus Mountains. The city is 25km north of Alanya. Although Learates is an inland city, it has a harbor. The inscription found in Learates dates back to 7th century B.C. Three sides of the inscription are written in Phoenician language and it is exhibited in Alanya Museum.	4	Yes	Yes	Yes	Yes
Colybrassus (Hagia Sophia)	This antique city dating from the Roman Era is located on the Taurus Mountains, 30km northwest of Alanya. Several inscriptions that are dispersed around include significant information about the history of the city. Yet, details have not been brought into light. The antique city is also called "Hagia Sophia".	3	Yes	Yes	Yes	Yes
Hamaksia Antique City (Hamaksia Antik Kenti)	The city is located within the boundaries of Elikesik Village, 12km away from Alanya. In the texts of Strabon, one of the geographers of the period, the city which was within the territories of Pamphylia in the Antique Era is mentioned as a place abundant in cedar trees used for building ships. The city was opened to settlement before the Roman Era.. During 2nd and 3rd century A.D., the city was a small settlement area subordinated to Alanya. However, well-preserved ramparts, the ruins of various houses, a big structure which is supposed to have been turned into a church in the late period and the tower carry the traces 1st century A.D. Furthermore, the characteristics of the Roman and Byzantine Eras are encountered in the ruins.	3	Yes	Yes	Yes	Yes
İotape	İotape is located 33km east of Alanya and at the coast of the Mediterranean. The city was named after İotape (38 A.D. - 72 A.D), wife of Antiochus IV, King of Commanege. The city printed her own coins in the Antique Age from the reign of Trojan till Valerian, two Roman Emperors.	3	Yes	Yes	Yes	Yes
Pisarissos Antique City (Pisarissos Antik Kenti)	The city is located within the boundaries of Karaboynuzlar Village of Alanya and in the area called "Hisar Tepe". Due to an inscription in the city, this antique city is called "Pisarissos". This small antique city is surrounded by city walls. The functions of the structures have not been determined yet. However, the ruins of a structure looking like a monument and olive processing place attract attention.	4	Yes	Yes	Yes	Yes
Ptolemaios Antique City Harbor (Ptolemaios Antik Kent Limanı)	The city is located on a peninsula that is currently called "Fiğla". The city, which is one of the antique cities belonging to the Roman Era, is situated on a plain without much unevenness. Since the city has been considerably ruined, there is not much artifacts on the surface. The most significant historical artifact of the city is the antique harbor that is also known as "Aynalı Göl".	4	Yes	Yes	Yes	Yes
Augea Ruins (Auega Öreni)	Augea is located on the left-hand of Antalya-Alanya State Route and between the road and the sea. The city was settled in the Late Roman Period. The structures are considerably ruined. Some eastward parts of the acropolis were destroyed. It is assumed that Augae, which is connected to Luwi and Hellenistic languages, means "Temple of Mother Goddess".	2	Yes	Yes	Yes	No
Marassos Antique City (Marassos Antik Kenti)	The city is located in Asar Tepe close by Büyükpınar Village of Demirtaş Township in Alanya. The antique city which is 26km away from the north-east of Alanya is located on the slopes of two heights on a hill that is 670 meters from the sea level. The ruins reveal that the city carries traces from the Hellenistic Era. The antique city was visited by Bean and Mittfort between 1964 and 1968. Because of the word "Marasseon" stated in two inscriptions found by them, they called the city as "Marassos".	4	Yes	Yes	Yes	Yes

Source: Derived from Chambers of Commerce and Industry of Alanya (Alanya Ticaret ve Sanayi Odası) 2007 and 2008

\*Scale of classification: 1: unimportant, 2: important, 3: very important, 4: crucial

**Table 14 - Festivals as Tourism Attraction in Alanya**

Festivals	Brief Description	Imp. 1-4*	Visit (y/ n)	Ent Fees (y/ n)	Org. visits (y/ n)
Alanya International Choir Festival (Alanya uluslararası Koro Festivali)	It is held in Alanya on November 3-7 2010. It is held only for this year. Several countries will join in this festival. Some of these countries are Germany, Russia, France, Norway etc. Choirs from all over the world are invited to participate in this festival. In particular young talents will demonstrate their songs and performances. Around 10.000 people are expected to attend to this festival.	3	Yes	No	Yes
Alanya International Culture & Arts Festivals (Alanya Uluslararası Sanat Ve Kültür Festivali)	It is regularly held on the 29-30 May of every year since 2000. Several countries take part in this festival. Some of these countries are Germany, Greek, Russia, France, etc. On average 5000 people attend to this festival. It should be noted that international culture and art festivals are also held in some major cities such as İstanbul, Ankara, İzmir and Antalya.	4	Yes	No	Yes
Tourism and Art Festival (Turizm Ve Sanat Şenliği)	It is organized every year between May 31st & June 3rd It is organized under the auspices of the Ministry of Culture and Tourism for creating awareness about tourism development and art.	4	yes	No	Yes
Cabotage and Maritime Festival (Kabotaj ve Denizcilik Bayramı)	It is held on July 1st every year. The main purpose of this festival is to celebrate trade and all other activities related to sea and marine. It is opened to every one. There are a lot of country which join to this festival. These are in generally Germany, Russia, France, Norway etc.	3	Yes	No	Yes
Mahmutlar tourism festival(Mahmutlar turizm festival)	It is organized by the municipality of Mahmutlar district. It is held on July 26-27 every year. The main purpose of this festival is to create positive publicity and recognition about the district for developing tourism further. There are a lot of country which join to this festival. These are in generally Germany, russian etc.	3	Yes	No	Yes
Tourism Culture –Art & Orange Festival by Oba Community (Oba Belediyesi Turizm-Kültür Sanat Ve Portakal Festivali)	It is organized by the municipality of the district of Oba in the second week of July every year. Developing consciousness about tourism, tourist and environment and attracting more tourists by creating positive publicity and recognition about the district are the major purpose of this event. There are a lot of country which join to this festival. These are in generally Germany, russian etc.	3	Yes	No	Yes
Konaklı Tourism Festival (Konaklı Turizm Festivali)	It is organized by the municipality of the district of Konaklı in the second week of July every year. Developing consciousness about tourism, tourist and environment and attracting more tourists by creating positive publicity and recognition about the district are the major purpose of this event. There are a lot of country which join to this festival. These are in generally Germany, russian etc.	3	Yes	No	Yes

Source: Derived from [www.alanya.bel.tr](http://www.alanya.bel.tr), [ALTSO](http://ALTSO), [www.antalya.org](http://www.antalya.org) and some information are obtained through personal contact.

\*Scale of classification: 1: unimportant, 2: important, 3: very important, 4: crucial

Table 15 - Museums as Tourism Attraction

Museum	Brief Description	Imp. 1-4*	Visit (y/ n)	Ent Fees (y/ n)	Org. visits (y/ n)
Alanya Museum (Alanya Müzesi)	It is located in the center of Alanya. The historical museum of Alanya was opened its doors to visitors in 1967. It has two main divisions; ethnographical section and archeological section. 11772 people visited it in 2005 and spent 6708 Euros. The Alanya Museum was visited by 11767 visitors in 2007.	4	Yes	Yes	Yes
The Museum of Atatürk House (Atatürk Evi Müzesi)	The Alanya Atatürk House and Museum is located in Sekerhane Street on Azakoglu Avenue. It is opened to the visitors. It reflects a traditional Alanya's house that is made of wood and stonemasonry and has a symmetrical plan. All the rooms open onto a central sitting area. Around 3000 people visited it in 2000. This house became into museum in 18 december 1935. The Alanya Museum was visited by 7923 visitors in 2007.	4	Yes	Yes	Yes
Red Tower Ethnography Museum (Kızıl Kule Etnografya Müzesi)	The tower was opened as museum to visitors in 1979. This museum is <i>located</i> on the seaport of Alanya. It is still opened to the visitors The tower was built in 1226. The Seljuk Sultan, Aladdin Keykubad commissioned it from the architect Abu Ali of Aleppo. The architect's name is recorded in the inscription on the north facade of the tower. Around 42000 people visited it in 2005 and paid 32650 euros in total. It was visited by 30300 visitors in 2007.	4	Yes	Yes	Yes
Museum of İçkale (İçkale müzesi)	It is located in the castle of Alanya. It still accepts the visitors. This museum is in the historical citadel, at the peak of the peninsula lying towards the Mediterranean. The palace of Aladdin Keykubat, the Sultan of Selcuks was found as the result of the excavations carried out for years. It was built in 1227. The Alanya Museum was visited by 14254 visitors in 2007. It is organised as a museum When I. Alaaddin keykubat death.	4	yes	yes	yes

Scale of classification: 1: unimportant, 2: important, 3: very important, 4: crucial

Sources: Derived from: [www.altso.org.tr](http://www.altso.org.tr); [www.alanya.bel.tr](http://www.alanya.bel.tr); <http://tr.wikipedia.org/wiki/Alanya> ; [http://alanya.gov.tr/index.php?Itemid=9&cid=43&option=com\\_content&task=view](http://alanya.gov.tr/index.php?Itemid=9&cid=43&option=com_content&task=view);

<http://www.antalyakulturturizm.gov.tr/BelgeGoster.aspx>;

<http://www.msxllabs.org/forum/turkiye-turizmi/277933-turkiyedeki-muzeler-alanya-ickale-muzesi.html>; <http://anadoluselcuklumimarisi.com/alanya.asp>; [http://www.genclik-forum.com/alanya\\_ickale\\_muzesi-t49775.0.html](http://www.genclik-forum.com/alanya_ickale_muzesi-t49775.0.html);

<http://www.antalyakulturturizm.gov.tr/BelgeGoster.aspx> and some information are obtained through personal contact.

**Table 16 - Foot Paths as Tourism Attraction**

Foot Paths	Description	Imp 1-4*	Visit y/n **	Ent Fees y/n**	Inf Office y/n**	Org visits y/ n**
Ahmet Tokuş Bulvarı	It is a well-designed walking path. Cycling path and foot path are separate from each other. It is located along the east coast. It is 3km to the center of Alanya. It covers 46500 meters squares.	2	Yes	No	No	No
Atatürk Street	It has both cycling and walking path. It is located along the west coast of Alanya. It is nice place for walking, taking pictures and relaxation. It is designed in 2007 and 19km to the center of Alanya.	3	Yes	No	No	No
Sak Irmağı	It is located alongside of the Saka River. It is a resting and relaxation area. There are walking and cycling paths in addition to relaxation facilities, parks and sports facilities. It is 0.7km to the center of Alanya.	2	Yes	No	No	No
Emirgan (Ulaş)	It is located between Alanya and Emirgan avenue; western part of Alanya. It is a well designed out door recreation area that has picnic areas, terraces and walking paths. It is 6.7km to the center of Alanya. Its length is 6km and covers 1200 meter squares area.	3	Yes	No	No	No
Haşim Hoca Life-Long Foot Path	It is located within in the border of Küçük Hasbahçe Neighborhood & Büyük Hasbahçe Neighborhood; western part of Alanya. It is a well established walking path along the 612 Street and Road of Tavşandamı. It is constructed in 2008 and covers 1200 square meters area.	2	Yes	No	No	No
Child traffic training Pisti	It is designed for giving practical training to children about traffic rules. It is located in Hacet Neighborhood and 11km to the center of Alanya. It was constructed in 2007. Target audience is children between the ages of 4-15. It has also walking and cycling paths.	1	No	No	No	No

Source: Derived from <http://alanya.gov.tr/index.php?lang=tr>

Scale: 1=unimportant, 2= important, 3=very important, 4= crucial \*\* (y/n): Yes or No.



Table 17 - Sport Events as Tourism Attractions

Sport Events	Brief Description	Imp. 1-4*	Visit (y/ n)	E.Fees (y/ n)	Inf.Off (y/n)	Org. visit (y/n)
International Fencing Children Cup (Uluslararası Eskrim Çocuk Kupası)	It has been held since 2005. It is regularly organized on April 18 <sup>th</sup> every year in the Alanya Atatürk Sports Hall. On average 550 athletes participate in this event from 8 different countries. It is organized by Turkey Fencing Federation. Its organization is also supported by Alanya Municipality. Main purpose of the organization is to increase the recognition of Alanya. The event takes place in the Alanya Atatürk Spor Hall whose capacity is 1.500 persons.	4	Yes	Yes	No	No
Presidential Bicycle Tour	It has been held since the last 44 years. It is held on behalf of the President of Turkish Republic. The President usually attends this event. It is held between April 13 <sup>th</sup> and 20 <sup>th</sup> every year. It is a well established event. Its main aim is to honor the President, create consciousness about sportive activities and contribute to positive image of Alanya through publicity in the regional and national media. The Course(Track) is started from Istanbul and finished in Alanya. The first lap is made up of Istanbul-Istanbul 142km; the second lap is made up of İzmir-Kuşadası 132.5km; the third lap is made up of Kuşadası-Bodrum; the fourth lap is made up Bodrum-Marmaris 166.1km; the fifth lap is made up Marmaris-Fethiye 130km; the sixth lap is made up Fethiye-Finike 194km; the seventh lap Finike-Antalya 114.5km and the eighth lap is made up Antalya-Alanya 166km The total length of the course is 1.212km. On average 160 sportsmen participate in this event from 23 different countries. It is organized by Turkey Bicycle Federation in collaboration with Alanya Municipality.	4	Yes	No	Yes	No
Beach Volleyball Turkey Championship	It is held between July 25 <sup>th</sup> and 27 <sup>th</sup> every year. Firstly, it is organized in 1994. Around 32 volleyball teams participated in this event. The final match of the tournament is broadcasted by TRT (Turkish Radio & Television). Its main aim is to create consciousness about sportive activities among young people, contribute to positive image of Alanya through publicity in the media and increase economic transaction in the locality. On average 198 sportsmen participate in this organization. It is organized by Alanya Municipality, Turkey Football Federation and Garanti Bank. The matches of this organization are played at Keykubat Beach.	4	Yes	No	Yes	No
Street Basketball Competition	It takes place between 11 <sup>th</sup> and 15 <sup>th</sup> August every year in Alanya. The first competition was organized 8 years ago. It has been held since 2000. Around 10 teams had participated in 2000. In 2005, 55 teams had participated. As of 2009 70 teams had participated. It is organized by Alanya Municipality. The matches of this competition take place in Harbour Waterfall Organization Area.	2	Yes	No	Yes	No
Mayor Tennis Tournament	It has been organized since the last 7 years and is held between September 1 <sup>st</sup> 8 <sup>th</sup> every year. It has been held since 2003. Tourists from different countries also participate in this event for competing. On Average 85 sportsmen participate in this tournament from 2 different countries. It is organized by the municipality of Alanya. The matches of this tournament take place in Mata Tennis Courts. The main objective is to create consciousness about sportive activities among young people, contribute to positive image of Alanya through publicity in the media and establish better relationship between hosts and guests in the locality.	3	Yes	Yes	Yes	No
International Triathlon (Itu Triathlon)	Alanya is the first place for the International Triathlon held in Turkey in 1991. Around 120 sportsmen from 13 countries participated in this event in 1991 when it first organized in Alanya. It is organized by Triathlon and Tennis Club of Alanya. In 2005, around 300 sportsmen participated from 27 countries. As of 2009, 400 sportsmen from 35 countries participated. It consists of 1.5km swimming, 40km bicycle, and 10km marathon race. In 1993, this triathlon started in front of Ayur Otel. In 2001, it started on Alanya Yacht Harbor. In 2010, it will start on İskele Meydanı. On average 20.000 people watch the Triathlon.	4	Yes	No	Yes	No
Alanya International Swimming Marathon (Yüzme Maratonu)	International Alanya Swimming Marathon is organized since 1992. Since then it is organized on yearly basis. It takes place a few days before or after the International Alanya Triathlon. The swimming marathon is organized in the different categories such as young men, women; men and women over 40 years of age, and men over 50 years old. It starts from the Cleopatra Beach and ends at the wharf after turning Dilvarda point. Actually, it takes place at the end of the peninsula on the open sea The length of the racetrack is 5 kilometers. Around 100 licensed swimmers from about 15 countries	4	Yes	No	Yes	No

Sport Events	Brief Description	Imp. 1-4*	Visit (y/ n)	E.Fees (y/ n)	Inf.Off (y/n)	Org. visit (y/n)
	participate in this swimming competition. The first winner's award is 'One Week Holiday in Alanya'. It is organized by Alanya Triathlon and Tennis Club.					
Alanya International M.T.B Mountain Bike Competition (Uci Dağ Bisikleti Yarışı)	The first Alanya International M.T.B Mountain Bike Competition was organized in 1997. Since then it is organized on yearly basis. The competition' start point is in front of Alanya Castle, which adds an extra value to the event. Approximately 200 sportsmen from 15 different countries take part in the race. This event is recognized in the category of International Union of Cyclist E 1. It is organized under the supervision of Turkey Bicycle Federation in the coordination with Alanya Nature Sports Club and with the support of Alanya Municipality. The racetrack is 7 kilometers.	4	Yes	No	Yes	No
National Beach Football Competition (Plaj Futbolu Turnuvası)	It started in 2000. Since then it is organized on yearly basis. In 2000 national teams of 4 different countries participated in the event. It is held between July 12 <sup>th</sup> and 16 <sup>th</sup> .These countries were Turkey, Germany, Brazil and Spain. The team of Brazil won the competition in 2000. It is organized by Turkey Football Federation and Alanya Municipality.	3	Yes	No	Yes	No
International Beach Volleyball (Plaj Voleybolu)	In 1998, the World Beach Volley Championship was organized in Alanya. One hundred sportsmen from about 16 countries participated in this event. In the following years, Turkey Beach Volley Championships were organized in Alanya. It has several categories such as young men, young women and adult women.	4	Yes	No	Yes	No
International Beach And Outdoor Handball Championship (Türkiye Salon Hentbol Şampiyonası)	It has been organized since 1995. Initially it was organized in the two different categories such as 'Street Handball' and 'Beach Handball'. Later the categories were increased. It is organized in the memory of Turkish National Handball Team player, Mr. Ramazan DEMİRÇİ. Street Handball and Beach Handball championships last for five days under the supervision of Turkish Handball Federation. It takes place in the sport complex of Damlataş District. The categories of the championship are young men, star men, young women, star women and masters. Various teams from Bulgaria, Sweden, Denmark, Turkmenistan, Hungary, Romania, Azerbaijan, and Turkish Republic of Northern Cyprus, Holland, Germany, Belgium, Greece and Austria have participated in this championship. It is organized between at the end of June and at the beginning of July. It is organized on yearly basis since 1995. It is organized by Turkey Handball Federation, Turkey Handball Coach Association and Alanya Municipality.	4	Yes	No	Yes	No
International and National Urban Ball (SKY BALL) (Urbanball Organizasyonu)	Sky Ball or "Flying Ball" was created in 1999 by French footballer Dean G.lidefonse by improving football, basketball, handball and gym sports with the dance figures. After France, this new sport branch was adopted by various countries like USA, Germany, Austria and Haiti. It was organized in Alanya for the first time in 23 April 2002 in Turkey. . Since then it is organized on yearly basis.	4	Yes	No	Yes	No

Source: Derived from Chambers of Commerce and Industry of Alanya 2007; 2008; [http://www.ajansbir.com/haber-29675---Uluslararası\\_eskrim\\_cocuk\\_kupasi.html](http://www.ajansbir.com/haber-29675---Uluslararası_eskrim_cocuk_kupasi.html); <http://yenisafak.com.tr/Spor/?i=180057>; <http://www.zaman.com.tr/haber.do?haberno=840227>; <http://spor.haberler.com/garanti-plaj-futbol-türkiye-sampiyonası-alanya-da-haber/>; <http://www.alanya.com.tr/tr/Haberler/w,601-Plaj-Voleybolu-Gencler-DunyaSampiyonası-Alanyada-.html>; [http://www.alanyacup.com/admin/templateModul/alanyacup/index.asp?lang=2&qeryParentID=248&menuID=248&ContentID=285&MenuType=100](http://www.alanyacup.com/admin/templateModul/alanyacup/index.asp?lang=2&qeryParentID=248&menuID=248&ContentID=285&MenuType=100;); <http://www.alanya.bel.tr/bbultenDTL.asp?bID=756>; <http://spor.haberler.com/19-uluslararası-alanya-triatlonu-25-ekim-de-alanya-haber/>; [http://www.tuncm.com/view\\_post.php?id=95](http://www.tuncm.com/view_post.php?id=95); <http://www.alanya.bel.tr/alanya/etkinlikler.asp>; <http://www.dunya.com/haberArsiv.asp?id=54515>; [http://docs.google.com/viewer?a=v&q=cache:nUxKfPjyHII:www.alanya.bel.tr/documents/starejik%2520plan/spor%2520m%25C3%25BCd%25C3%25BCd%25C3%25BC%25C4%259F%25C3%25BC.pdf+alanya+y%3%BCzme+maratonu+alanya+belediyesi&hl=tr&pid=bl&srcid=ADGEEsIFmgGqDMfTuKWNöVRHOGTPBoVtN2d\\_glmYARws11rjUWKBwmR2DPXwYVbwR2Bqdnv3znoesrbtPsmPn2VndzE5KEjEJVMX14Dfy nYQ7aoN\\_Yzbq7Ui2Bie9c4RuWYpKM718g&sig=AHIEtbQ0mU5XEyKx-hVAUg8skcLtzfBrtw](http://docs.google.com/viewer?a=v&q=cache:nUxKfPjyHII:www.alanya.bel.tr/documents/starejik%2520plan/spor%2520m%25C3%25BCd%25C3%25BCd%25C3%25BC%25C4%259F%25C3%25BC.pdf+alanya+y%3%BCzme+maratonu+alanya+belediyesi&hl=tr&pid=bl&srcid=ADGEEsIFmgGqDMfTuKWNöVRHOGTPBoVtN2d_glmYARws11rjUWKBwmR2DPXwYVbwR2Bqdnv3znoesrbtPsmPn2VndzE5KEjEJVMX14Dfy nYQ7aoN_Yzbq7Ui2Bie9c4RuWYpKM718g&sig=AHIEtbQ0mU5XEyKx-hVAUg8skcLtzfBrtw); <http://www.alanyacup.com/admin/templateModul/alanyacup/index.asp?lang=2&qeryParentID=250&menuID=250&ContentID=197&MenuType=100>; <http://www.alanyacup.com/admin/templateModul/alanyacup/index.asp?lang=2&qeryParentID=249&menuID=249&ContentID=277&MenuType=100>; [http://alanya.gov.tr/index.php?Itemid=3&id=391&option=com\\_content&task=view](http://alanya.gov.tr/index.php?Itemid=3&id=391&option=com_content&task=view); <http://www.alanyacup.com/admin/templateModul/alanyacup/index.asp?home=ok&QeryParentID=245&menuID=245&ContentID=219&MenuType=106&lang=2>

\*Scale: 1: unimportant, 2: important, 3: very important, 4: crucial

**Table 18 - Main Sport Facilities as Part of Tourism Attractions**

Sport Facilities	Location	Description	O.P.	Q. S.
Alanya National Independence Stadium	Alanya Centrum	Its capacity is 5000 audiences. This stadium has a covered grandstand and regular turf surface. It is operated by Alanya Youth and Sport General Directorate. Besides the football matches, 19 May Youth and Sport Festival and 23 April Child Festivals are held in this stadium. It was built in 1990.	12	Excellent
Alanya Atatürk Sports Salon	Alanya Centrum	Its capacity is 1500 audiences. It has an excellent wooden floor for basketball, volleyball and handball competitions. It has training salons, 4 dressing rooms, 2 referee rooms, 2 coach rooms, 1 health room for medical doctor, 1 resting room, 1 sauna with massage room, 1 condition salon, 1 workout salon, administrative section and depots. On 30.09.2009 the management and operation of this sport facility was transferred to Alanya Municipality for 10 years.	12	Excellent
Alanya Municipality (75th YEAR) Sports Salon	Alanya Centrum	It is owned and operated by Alanya Municipality. Its capacity is 500 audiences. Its floor is regular parquet type. It is used for many purposes and by many different groups. In particular it is regularly utilized by Alanya Municipality Sports Club and local leagues. It was built in 1999 and has an excellent wooden floor for basketball, volleyball and other saloon sports.	12	Excellent
ÖHEP Sports Salon	Alanya Centrum	It belongs to a private high school called Hamdullah Emin Pahsa High-School. It has an exercise salon for 150 participants. School championships usually take place in this facility. It was built in 1983. Its capacity is 500 audiences. Basketball, volleyball and other saloon sports matches are organized in this saloon.	12	Good
Konaklı Stadium	Konaklı District	It is owned and operated by Konaklı Municipality. It was built by the Municipality of Konaklı and opened for utilization in 2002. This stadium has the audience capacity of 3000 persons. It has turf surface and has the dimension of 64 x 100 meters. Besides, it has 2 more turf surfaced training fields and tennis courts in its surrounding.	12	Good
Avsallar Football Field	Avsallar District	General Directorate Youth and Sport constructed this football field. Its operation is under management of Local Directorate of Youth and Sport. It has soil surface with the dimension of 64x100 meters. Avsallar Football Field also has dressing rooms, referee rooms, showers and bathrooms as well. Local school football championships take place in this football field.	12	Good
İncekum Football Field	İncekum District	Provincial Directorate of Special Administration of Antalya financed the construction of this field. It has a high standard with its turf surface whose the dimension is 64 x 100 meters. It provides services to local leagues and to the national football teams. Its capacity is 500 audiences.	12	Good
Türkler Football Field	Türkler District	It is owned and operated by Türkler Municipality. Its surface is turf with the dimension of 64 x 100 meters. It has dressing rooms, referee rooms, showers and bathrooms. It provides services to local leagues and to national football teams. It was built in 1998 and in 2005 a portable grandstand was built and put in service. Its capacity is 500 audiences.	12	Good
Zimbitlik Football Field	Zimbitlik District	It is owned and operated by Alanya Municipality and has a turf surface with the dimension of 64 x 100 meters. It provides services to amateur football teams and Alanya Sports Club. In addition to serving to local leagues and national football teams. It was built in 2000.	12	Good
Alanya Municipality Sport Facilities	Damlataş District	It is owned and operated by Alanya Municipality. It has an open tennis court, and basketball and volleyball fields. It was built in 2008. Its capacity is 300 audiences.	12	Good
Oba Football Field	Oba District	It is owned & operated by Oba Municipality; provides services to amateur football teams with its 60 x 90 size turf surface.	12	Good
Mahmutlar Football Field	Mahmutla District	It is owned and operated by Mahmutlar Municipality. It provides services to amateur football teams with its 70 x 105 size soil surface. Its capacity is 5625 audiences.	12	Good
Alanya Indoor Sport Complex	Alanya Centrum	It is owned and operated by Town Directorate of Youth and Sport. It is located on Saray Avenue, 43 Street. Its construction is still in process. Its audience capacity will be 1500 persons. It will have many facilities such as swimming pool, fitness center, condition center, sauna, guesthouse and terrace. Around 70% of its construction is completed.	12	Good
Alanya City Stadium	Alanya Centrum	It was built in 2010. Its capacity is 15000 audiences		

Source: Data collected through personal contact.

**Table 19 - Public Market Places as Main Tourism Attractions**

Market Place	Location	Brief Description	Imp** 1-4*	Visit (y/ n)	Ent. Fees (y/ n)	Inf.Off. (y/ n)	Org. visit (y/ n)
Oba District	Located in Oba District.	Organized on Monday.	3	Yes	No	No	No
Ucuz Halk Pazarı Ala	Located in Alanya Centrum.	Organized on Tuesday.	4	Yes	No	No	No
Konaklı District	Located in Konaklı District.	Organized on Wednesday.	3	Yes	No	No	No
Tozkur District	Located in Tozkur District.	Organized on Thursday.	2	Yes	No	No	No
Alanya Center	Located in Alanya Centrum	Organized on Friday.	4	Yes	No	No	No
Cikcilli District	Located in Cikcilli District	Organized on Saturday.	3	Yes	No	No	No
Hacet	Located in Alanya Center	Organized on Sunday.	2	Yes	No	No	No

Source: Obtained through personal contact from Alanya Municipal Police Force, February 09, 2010.

\*Scale of classification: 1: unimportant, 2: important, 3: very important, 4: crucial

\*\*Importance: It is defined based the population and their attractivity for tourists.

**Table 20 - Shopping Centers as Main Tourism Attractions**

Brand Name	Brief Description	Imp. 1-4*	Visit*** (y/ n)	Ent Fees (y/ n)	Org. visits (y/ n)
MİGROS	It is established in 1997 and located in center of Alanya.2 more branches were opened. Total covered area is 2650m <sup>2</sup> .	4	Yes	No	No
MİGROS ŞOK	It is established in 1997 and located in center of Alanya. 2 more branches were open. Total covered area is 837m <sup>2</sup> .	2	Yes	No	No
TANSAŞ	It is established in 2005 and located in center of Alanya.1 more branches were open. Total covered area is 1250m <sup>2</sup> .	2	Yes	No	No
BİM	It is established in 2003 and located in center of Alanya.13 more branches were open. Total covered area is 3426m <sup>2</sup> .	3	Yes	No	No
AFRA	It is established in 1999 and located in center of Alanya.2 more branches were open. Total covered area is 3430m <sup>2</sup> .	4	Yes	No	No
GEN-PA	It is established in 2004 and located in center of Alanya.4 more branches were open. Total covered area is 1740m <sup>2</sup> .	2	Yes	No	No
CARREFOUR EXPRES	It is established in 2006 and located in center of Alanya.They have not opened another branch.Total covered area is 1700m <sup>2</sup> .	3	Yes	No	No
TESCO-KİPA	It is established in 2007 and located in center of Alanya.They have not opened another branch.Total covered area is 3000m <sup>2</sup>	4	Yes	No	No
MAKRO	It is established in 2006 and located in center of Alanya.They have not opened another branch.Total covered area is 2750m <sup>2</sup> .	3	Yes	No	No
TESPO TOPTAN	It is established in 2002 and located in center of Alanya.They have not opened another branch.Total covered area is 1300m <sup>2</sup> .	2	Yes	No	No
METRO CASH&CARRY	It is established in 2002 and located in center of Alanya.They have not opened another branch.Total covered area is 6941m <sup>2</sup> .	4	Yes	No	No
TEKZEN YAPI MARKET	It is established in 2006 and located in center of Alanya.They have not opened another branch.Total covered area is 1800m <sup>2</sup> .	2	Yes	No	No
KOÇTAŞ YAPI MARKET	It is established in 2007 and located in center of Alanya.They have not opened another branch.Total covered area is 3000m <sup>2</sup> .	3	Yes	No	No

Source: Obtained through personal contact from Alanya Municipal Police Force, February 09, 2010.

\*Scale of classification: 1: unimportant, 2: important, 3: very important, 4: crucial

\*\*Importance: It is defined based the population and their attractivity for tourists.

Table 21 - Locally Labeled Food/ Products as Main Tourism Attractions

Local Food/Labelled Products	Brief Description	Imp 1-4*	Years In Production Quantities											
			2008		2007		2005		2000		1995		1991	
			Ton	Rate (%)	Ton	Rate (%)	Ton	Rate (%)	Ton	Rate (%)	Ton	Rate (%)	Ton	Rate (%)
Banana	It has been grown and traded widely in Alanya since 1920. Alanya supplies a considerable part of banana production in Turkey. To large extend, it is grown in organic manner. Banana is almost a trade-mark for Alanya.In 2005, banana production in Alanya was 15% of the Turkey.In 2008 this number is reduced to 8%.	4	16,440	-12	18,600	-19	22,740	+45	15,600	0	15,600	-5	16,288	-
Kiwi	Studies show that, first as a Kiwi pomiculture has begun in 1988. Yalova Atatürk Horticultural Research Institute has started to cultivation and as a result of adoption study; the Black Sea, Marmara and Aegean coastal regions were localized to be suitable for growing kiwi. Kiwi production has been recently become popular in Alanya. To large extend, it is grown in organic manner. In 2007, kiwi production in Alanya was 1% of the Turkey.In 2008 this number was 8%.	3	20	+5	19	-	-	-	-	-	-	-	-	-
Avocado	Avocado cultivation has proceeded between1969-1983. And after adaptation results; it has been started to grow in the Mediterranean coast. Avocado production has been getting popular in Alanya. To large extend, it is grown in organic manner.In 2005, avocado production in Alanya was 18% of the Turkey.In 2008 this number increased 50%.	3	482	-1	484	+450	88	-8	95	+5	90	-	-	-
Sour Orange	Citrus production is based on ancient period in Turkey. 95% of the sour orange production is realized in the Aegean and the Mediterranean regions.To large extend, it is grown in organic manner. Sour oragne one of the few products that has almost become a trade-mark for Alanya. In 2005, Sour Orange production in Alanya was 1% of the Turkey.In 2008 this number still was 1%.	4	32,076	-2	32,678	-5	34,108	-3	34,940	-7	37,530	+11	33,729	-

Source: Derived fromTuik; <http://www.tuik.gov.tr/bitkiselapp/bitkisel.zul>

\*Scale of classification: 1: unimportant, 2: important, 3: very important, 4: crucial

**Table 22 - Districts Settlements as Main Tourism Attractions**

Districts	Brief Description	Imp. 1-4*	Visit (y/n)	Ent. Fees (y/n)	Inf. Office (y/n)	Org.visits (y/n)	Population	
							2007	2008
Alanya Centrum	Alanya is located on the coast of Mediterranean Sea as a peninsula which is bordered by the Taurus Mountains. This ancient city was named either Pamphylia or Cilicia. There is no definite information about the early history of Alanya. Oldest Name of the region is Korakesium. It is 138km to Antalya.	4	Yes	No	Yes	Yes	91,713	92,223
Avsallar District	Avsallar is a district located in the east of Antalya Gulf. The town takes part in the west of Alanya to where it is 24km. It is 111km to Antalya. Tourism is a main income sector of Avsallar. Capacity of tourism accommodation is 20000 beds (capacity of 4 and 5 stars hotels is 5000 beds).	4	Yes	No	Yes	Yes	7,849	The total population of all towns is <b>101,844</b>
Cikcilli District	Cikcilli was a village before and became district in 1999. It is 5km to Alanya and 135km to Antalya. Cikcilli has the highest rate of receiving migration.	2	Yes	No	Yes	Yes	7,701	
Çıplaklı District	Çıplaklı was a village before 1999 and became a district in 1999. It is 7km to Alanya and 140km to Antalya.	2	Yes	No	Yes	Yes	4,795	
Demirtaş District	Demirtaş was a village before 1999 and became district in 1999. Ancient name of region is Sedre that comes to mean of Sydre Ruins. It is 159km to Antalya and 24km to Alanya.	1	Yes	No	Yes	Yes	2,929	
Emişbeleni District	Emişbeleni was a village before 1999 and became district in 1999. Golf establishment that planned by the Dutch investors is still in construction. It is 125km to Antalya and 19km to Alanya	3	Yes	No	Yes	Yes	1,425	
Kargıcak District	Kargıcak is a coastal district situated in the east of Alanya. It is 16km to Alanya and 150km to Antalya.	2	Yes	No	Yes	Yes	2,797	
Kestel District	Kestel was a village before 1990 and became district in 1990. There are four 5 stars, one 4 stars and two 3 stars Hotels in the Kestel District. It has 60 restaurants. It is 143km to Antalya and 9km to Alanya	3	Yes	No	Yes	Yes	6,886	
Konaklı District	It was a village before 1992 and became district after this date. Beaches of Konaklı District are located in large area from Çakal Island in the east to Kozancık Koyağı in the west. In addition, there are significant historical places in this district such as Şarapsa Han, Augae and Kışlabeledeni the ancient city. It is 124km to Antalya and 14km to Alanya.	4	Yes	No	Yes	Yes	12,027	
Mahmutlar District	There are eight 4 stars, thirteen 3 stars hotels in Mahmutlar District. Total bed capacity is 7961. Mahmutlar Tourism Festival is celebrated every year. In addition, there are 4444 foreign settlers living as residence in Mahmutlar. It is 146km to Antalya and 12km to Alanya	4	Yes	No	Yes	Yes	18,365	
Oba District	Oba It was a village before 1999 and became Municipality in 1999. Kaygusuz ABDAL who is known as important folk poet was born in this district. It is 141km to Antalya and 8km to Alanya.	3	Yes	No	Yes	Yes	13,912	
Okurcalar District	Situated in west of Alanya. It was a village before 1995 and became a district in 1995. Tourism and agriculture are main sectors of Okurcalar. It is 103km to Antalya and 32km to Alanya.	2	Yes	No	Yes	Yes	4,012	
Payallar District	It is located on west of Alanya. Agriculture and tourism are main economic sectors. There are 2 primary schools, 12 mosques and 6 hotels in this district. It is 123km to Antalya and 17km to Alanya.	3	Yes	No	Yes	Yes	5,425	
Tosmur District	Tosmur was a village before 1999 and became a district in 1999. It is a coastal district and 4km away from Alanya. There are 20 hotels (3 stars, 4 stars and 5 stars). It is 140km to Antalya and 7km to Alanya.	3	Yes	No	Yes	Yes	4,109	
Türkler District	Oba was a village before 1992 and became a district in 1992. There are various kinds of hotels in this district. Türkler is 15km to Alanya and 115km to Antalya.	3	Yes	No	Yes	Yes	3,553	
Yeşilköy District (İncekum)	It is 28km to Alanya and 110km to Antalya. There are five 5 stars hotels, three 4 stars hotels in the region. Total bed capacity in this locality is 7500.	4	Yes	No	Yes	Yes	1,518	
Güzelbağ District	It was a village before 1972 and became municipality in 1972. Local community is engaged in agriculture and animal husbandry. It is 40km to Alanya and 140km to Antalya.	1	Yes	No	Yes	Yes	1,117	

\*Scale of classification: 1: unimportant, 2: important, 3: very important, 4: crucial

Source: Derived from <http://www.alanya.bel.tr/>; <http://alanya.gov.tr/index.php?lang=tr>; [http://alanya.gov.tr/index.php?option=com\\_weblinks&catid=3&Itemid=6](http://alanya.gov.tr/index.php?option=com_weblinks&catid=3&Itemid=6);

<http://www.alanya.tv/tr/AlanyaBeldeleri/CikcilliBelediyesi/>; <http://www.alanya.tv/tr/AlanyaBeldeleri/KestelBeldesi/>;

<http://alanyakestel.bel.tr/admin/templateModul/kestel/index.asp?menuID=145&ContentID=101&MenuType=106&lang=2>

**Table 23 - Villages as Main Tourism Attractions**

VILLAGES NAME	Brief Description	Imp1-4*	Visit (y/n)	Ent. Fees (y/ n)	Inf. Offi (y/ n)	Org.Visits (y/ n)	Nbr.of Households	Population	
								2007	2008
	There are 69 villages in the surrounding of Alanya. These villages have various characteristic. Some of them are described here.								
Hacımehmetli	It is 5km away from Alanya and has 9 neighborhoods where are 373 households, one primary school and two mosques. It is 40km to Alanya and 140km to Antalya.	3	Yes	No	No	No	373	The total population of all villages is 37,621	The total population of all villages is 39,852
Akçatı	There are 130 households living in Akçatı Village which has 7 neighborhoods, one primary school and two mosques. It is 17km to Alanya.	2	Yes	No	No	No	130		
Alara	It is 35km to Alanya. It has 130 households. Its population is 592. There is one mosque and one primary school in the village.	2	Yes	No	No	No	130		
Ali Efendi	It is 29km to Alanya. There are 216 households, 9 neighborhoods, one primary school and 4 mosques.	3	Yes	No	No	No	216		
Elikesik	It is 11km to Alanya. There are 460 households in the village. Its population is 1635 and it has seven mosques and one primary school.	4	Yes	No	No	No	460		
Deretürbelinas	It is 20km to Alanya. It has 5 mosques, one primary school and 10 neighborhoods where 1115 households are settled.	4	Yes	No	No	No	1115		
Mahmutseyidi	There are neighborhoods where 464 households are settled. It is 19km to Alanya.	4	Yes	No	No	No	464		
Sapadere	The village is 41km to Alanya and seven neighborhoods where 365 households are settled. It has one primary school and 6 mosques.	3	Yes	No	No	No	365		
Gözübüyük	There are 4 neighborhoods where 120 households are settled and one primary school, 3 mosques in the village. It is 30km to Alanya.	2	Yes	No	No	No	120		
Çamlıca	It is 38km to Alanya. There are 21 neighborhoods where 551 households are settled. It has one primary school and 5 mosques.	4	Yes	No	No	No	551		
Karakocalı	There are 3 neighborhoods where 440 households are settled. It has one primary school and 1 mosque. It is 8km to Alanya.	4	Yes	No	No	No	440		
Akdam	It is 25km to Alanya and has three mosques and one primary school. There are 4 neighborhoods where 225 households are settled.	3	Yes	No	No	No	225		
Çakallar	There are three mosques and 3 neighborhoods where 330 households are settled. It is 37km to Alanya and has one primary school.	3	Yes	No	No	No	330		
Karamanlar	The village is 8km to Alanya. There is one neighborhood where 160 households are settled and is one primary school and one mosque.	2	Yes	No	No	No	160		
Kayabaşı	It is 26km to Alanya. There are four mosques, one primary school and 5 neighborhoods where 190 households are settled.	2	Yes	No	No	No	190		
Keşefli	There are 5 neighborhoods where 200 households are settled. It has one primary school and two mosques. It is 28km to Alanya.	3	Yes	No	No	No	200		

Source: Derived from [http://alanya.gov.tr/index.php?option=com\\_content&task=category&sectionid=19&id=32&Itemid=65](http://alanya.gov.tr/index.php?option=com_content&task=category&sectionid=19&id=32&Itemid=65); [http://alanya.gov.tr/index.php?option=com\\_weblinks&catid=3&Itemid=6](http://alanya.gov.tr/index.php?option=com_weblinks&catid=3&Itemid=6); <http://www.alanya.bel.tr/>; <http://alanya.gov.tr/index.php?lang=tr>

\*Scale of classification: 1: unimportant, 2: important, 3: very important, 4: crucial

Table 24 - Other Tourism Activities

Location	TA	SD	CR	Res	C	F&F	B	Others	Courses	Total
Alanya(Center)	151	7	98	386	68	10	51	9	14	794
Avsallar	15	-	5	45	15	-	11	1		92
Cikcilli	-	-	-	-	-	-	-	-		-
Çıplaklı	-	-	-	-	-	-	-	-		-
Demirtaş	-	-	-	-	-	-	-	-		-
Emişbeleni	-	-	-	-	-	-	-	-		-
Güzelbağ	-	-	-	1	-	-	-	-		1
İncekum	1	2	-	3	2	-	-	-		8
Kargıcak	-	-	2	1	1	-	2	-		6
Kestel	-	-	2	60	4	-	1	3		70
Konaklı	14	1	8	32	9	2	5	-		71
Mahmutlar	20	-	11	58	14	5	12	-		120
Oba	11	-	11	45	5	3	2	-		77
Okurcalar	5	2	3	9	1	-	3	-		23
Payallar	1	-	-	-	-	-	-	-		1
Tosmur	1	-	4	6	5	-	6	-		22
Türkler	6	-	4	9	1	-	4	1		25
Total	225	12	148	655	125	20	97	14	14	1310

Sources: <http://www.alanya.tv/tr/,arama?cate=21>

Keys: TA: Travel Agency, SD: Scuba Diving, CR: Car Rental, Res: Restaurant, C: Cafe, F&F: Fast-Food, B: Bar, Other



**Table 25 - Brief Information about Other Tourism Activities**

Type of Activities	Number	Employee	Capacity	Localisation	Description
Bar	97	1,584	13,580	Most of them (51bars out of 97; 53%) are located in the center of Alanya. Around 47% (46 bars) of them are operated in the various districts of Alanya. Around 11% (11bars) are run in Avsallar District, 12% (12bars) are situated in Mahmutlar District and rest of them are situated in Tosmur (6 bar), Konaklı (5bars),Türkler (4 bars),Okurcalar (3 bars),Oba(2 bars),Kargıcak (2 bars) Kestel (1 bar) districts.	A bar (also called a pub, tavern, saloon, beer garden or taproom) is an establishment that serves drinks, especially alcoholic beverages such as beer, liquor, and cocktails, for consumption on the premises. There are 97 bars in the center of Alanya and in the surrounding districts. Almost 1584employees work in these establishments. They have about 13.580uests capacity. They serve both tourists and local people, and are opened between 22:00-03:00.
Cafe	125	423	7,302	68 out of 125 cafe (54%) are located in the center of Alanya. Around 46% of them (57 cafes) are situated in the various districts of Alanya. While 12% of them (15 cafes) are in Avsallar District, 14 cafes in Mahmutlar 9 cafes in Konaklı,5 cafes in Oba,5 cafes in Tosmur,4 cafes in Kestel, 2 cafes in İncekum, 1 cafe in Kagicak, 1 cafe in Okurcalar, 1 cafe in Türkler districts.	Cafes usually serve coffee and snacks (include leftovers, sandwiches made from cold cuts, nuts, fruit etc.). There are 125cafes in the center of Alanya and in the surrounding districts. It is estimated that almost 423employees work in these establishments which have about 7302 guests capacity. They serve both tourists and local people, and are opened between 09:00 to 24:00.
Restaurant	665	6,550	776,198	Most of them are located in the center of Alanya (386 restaurants; 59percent). Around 41% (269 restaurants) are situated in the various districts of Alanya such as 9% (60 restaurants) in Kestel District,9%(58 restaurants) in MahmutlarDistrict,7% (45 restaurants) in Oba District, 7% (45 restaurants) in Avsallar District, 32 restaurants in Konaklı District, 9 restaurants in Okurcalar District, 9 restaurants in Türkler District, 6 restaurants in Tosmur District, 3 restaurants in İncekum District,1 restaurant in Güzelbağ District, 1 restaurant in Kargıcak District.	Meals are generally served and eaten on premises, but many restaurants also offer take-out and food delivery services. It is estimated that 6550 employees work in 655 restaurants located in the center of Alanya and in the surrounding districts. They serve both tourists and local people, and are opened between 09:00 to 24:00
Fast-food	20	168	1,160	10 out of 20 fast-foods (50%) are located in the center of Alanya. Around 25% (5 fast-foods ) are in Mahmutlar District, 3 fast-foods in Oba, 2 fast-foods in Konaklı Districts	Fast food (also known as Quick Service Restaurant or QSR within the industry itself) is the term given to food that can be prepared and served very quickly. There are 20 fast-foods in the center of Alanya and in the surrounding districts. It is estimated that almost 168 employees work in these establishments which have about 1160 guests capacity. They serve both tourists and local people, and are opened between 09:00 to 24:00

Type of Activities	Number	Employee	Capacity	Localisation	Description
Others (for picnic)	14			While 9 picnic sites are located in th center of Alanya. 3 of them are suiated in Kestel District, 1 of them in Türkler District and 1 of them in Avsallar District.	
Travel Agency	225	2,362 persons employed by 225 Travel Agencies		While 151 travel agencies are located in the center of Alanya, 78 travel agencies are situated in the various districts of Alanya such 14 travel agencies in Konaklı District, 15 travel agencies in Avsallar District, 20 travel agencies in Mahmutlar District, 6 travel agencies in Türkler, 5 travel agencies in Okurcalar, 11 travel agencies in Oba District, 1 travel agencies in İncekum District, 1 travel agencies inTosmur District and 1 travel agencies in Payallar District.	96% of them are in the A group category, 2% are in C group and 2% in B Group category. Most of them organize various kinds of quided tours such as scuba diving, trekking, horse riding, etc. Vast majority of them are established after the mid 1990s due to the popularation of the tourism industry in the region. There are 225 travel agencies in the center of Alanya and in the surrounding districts. It is estimated that around 2362 employees work in these establishments. Tourists usually prefer travel agencies for hotel rezevations , cultural tours , transportation ,daily tours, religion tours(hajj and umrah), purchase tickets of domestic-abroad,etc.
Car Rental	148	444	3,059	While 98 rent-a-car companies are located in the center of Alanya, around 5 of them in Avsallar District, 8 of them in Konaklı Districts, 11of them in Oba District and 11of them in Mahmutlar District, 4 of them in Tosmut District, 4 of them in Türkler District, 3 of them in Okurcalar District, 2 of them in Kestel District, and 2 of them are operated Kargıcak District.	There are 148car rental companies in the center of Alanya and in the surrounding districts. It is estimated that around 444 employees work in these establishments. They have about 3059 guests' capacity. They are opened between 09:00 to 21:00.
Course	14	126	210	All of them are located in the center of Alanya.	There are various kinds of courses through which people are trained for civil servant exams, for foregin language, university entrance exams, etc. One of them teaches various kinds of dances such as hip-hop, latin, local etc. It is estimated that around 126 employees work in these 14 training establishments which have about 210 students' capacity. They are opened between 08:00 & 17:00
Scuba Diving	12	60	30Boats 900guests	While 7 Scuba Diving Centers are located in the center of Alanya, 2 of them in Incekum Districts, 1 in Konaklı District and 2 of them are operated in Okurcular District.	12 scuba diving center provides various services for underwater diving in which a diver uses a scuba set to breathe underwater for recreation, commercial or industrial reasons. It is estimated that around 60 employees work in these establishments which have about 30 boats and 900 guests' capacity.

Sources: Derived from; <http://www.alanya.tv/tr/,arama?cate=21>, <http://www.alanya.tv/tr/,arama?cate=136>, <http://www.alanya.tv/tr/,arama?kelime=rent+a+car&bolge=&mahal=&cate=>  
<http://www.alanya.tv/tr/,arama?kelime=car+rental&bolge=&mahal=&cate>,<http://www.alanya.tv/tr/,arama?kelime=ara%C3%A7+kiralama&bolge=&mahal=&cate>;  
<http://www.tursab.org.tr/content/turkish/sorgu/acenta.asp>; [http://www.altso.org.tr/\\*No:](http://www.altso.org.tr/*No:) Number; \*\* Emp.: Employees; \*\*\*CC: Customer CapacityTotal employees: 11.717 employees

**Table 26 - Land Use Profile in Alanya/km<sup>2</sup>/%**

	2009		2000		1990		1980	
	Number	%	Number	%	Number	%	Number	%
a. Land used by agriculture	261	14.66	266	14.94	271	15.2	281	15.78
b. Land used by industry	1.5	0.08	1.2	0.06	1	0.05	0.5	0.02
c. Land used by tourism	30.6	1.7	26	1.46	23	1.29	10	0.56
d. Forest land	1080	60.6	1080	60.6	1080	60.6	1080	60.6
e. Settlements	75	4.2	75	4.2	35	1.96	15	0.84
f. Other	331.9	18.6	331.8	18.54	370	20.9	393.5	22.2
Total surface area of Alanya	1780	100	1780	100	1780	100	1780	100

Source: Derived from Dikici (2010); Akbaş (2010); Çatal (2010)

Table 27 - Land Coverage of Various Tourism Installations in Alanya\*

No:	Types of Establishment	Quality Schemes	2008/km <sup>2</sup>		2006/km <sup>2</sup>		2004/km <sup>2</sup>		2002/km <sup>2</sup>		2000/km <sup>2</sup>	
1	Hotels	5 stars	5.04	%16.4	3.24	%9.9	1.68	%28.2	0.84	%16.4	0.84	%18.02
2		4 stars	2.844	%9.27	2.34	%7.1	1.62	%27.2	1.584	%26.6	1.116	%23.94
3		3 stars	1.218	%3.97	0.952	%2.9	1.08	%18.1	1.344	%26.3	1.302	%27.93
4		2 stars	0.166	%0.54	0.151	%0.46	0.180	%3.02	0.184	%3.6	0.196	%4.2
5		1 star	0.21	%0.68	0.18	%0.55	0.3	%5.04	0.33	%6.45	0.39	%8.36
6	Motels		-				-		-		-	
7	Holiday Village	1st Class	0.636	%2.07	0.318	%0.97	0.848	%14.2	0.636	%12.4	0.636	%13.64
8		2nd class	0.1	%0.326	0.1	%0.30	-		-		-	
10	Pensions		0.206	%0.67	0.067	%0.20	-		-		-	
11	Camping		4	%13.04	4	%12.2	-		-		-	
12	Apart Hotels		0.072	%0.23	0.06	%0.18	0.0405	%0.68	0.0255	%0.49	0.0315	%0.67
13	Municipality Licensed****		15.6	%50.88	21.05	%64.3	-		-		-	
Total number of accomm. establishments			30.02		32.45		5.74		4.93		4.51	
14	Restaurants	Note*	0.22	%0.71	0.17	%0.51	0.12	%2.01	0.09	%1.76	0.07	%1.5
15	Discos / Bars	Note*										
16	Travel Agencies	A Class	0.011	%0.03	0.020	%0.06	0.016	%0.26	0.013	%0.25	0.0123	%0.26
17		B Class	0.0003	%0.001	0.00012	%0.146	0.00012	%0.054	0.00012	%0.002	0.00012	%0.0025
18		C Class	0.00036	%0.001								
19	Souvenirs Shops		0.34	%1.1								
20	Rent a Cars		0.00333	%0.001								
21	Museums		0.0016	%0.005	0.0016	%0.004	0.0016	%0.026	0.0016	%0.031	0.0016	%0.034
22	Protected Areas**		0.072	%0.23	0.072	%0.22	0.072	%1.21	0.072	%1.4	0.072	%1.54
23	(Casinos)***		-		-		-		-		-	
24	Entertainment Venue		0.017	%0.05								
+	Grand Total*****		30.66	%100	32.72	%100	5.95	%100	5.11	%95	4.66	%100

Source: Drived from: kultur.gov.tr; Secretaryship of Alanya Chamber of Commerce and Industry; Culture inventory 2003; Alanya chamber of artisan for hoteliers, boarding house keepers, owners of souvenir shop, restaurant, cafeteria); <http://www.altso.org.117>

\* This Table is derived from relevant data of Ministry of Culture and Tourism, Chambers of Commerce and Industry of Alanya (ALTSO), Alanya chamber of artisan for hoteliers, boarding house keepers, owners of souvenir shop, restaurant, cafeteria). However, this Table does not reflect the view of these bodies

**Table 28 - Distance of Some Tourism Installations to Certain Places in Alanya\***

Quality Schemes	Distance to Airport (km)	Distance to Alanya Center(km)	Distance to Sea (m)	Distance to Settlement Area(km)	The Fareast to Settlement (km)	The nearest to Settlement (km)
1 star	129	0	100	0	0	0
1 star	125		150	0	0	0
2 star	124	0	0	0	0	0
2 star	124	0	50	0	0	0
2 star	124	0	25	1,5	2	-
2 star	120	1	30	1,5	1	-
3 star	99	27	100	0	-	0
3 star	125	2	20	0	-	0
3 star	96	-	0	10,5	15	-
3 star	25	6	100	10,5	6	-
4 star	130	2	100	0	-	0
4 star	126	2	20	0	-	0
4 star	90	33	0	20	25	-
4 star	150	15	50	20	15	-
5 Star	90	35	0	0,05	-	0,1
5 Star	110	12	0	0,05	-	0
5 Star	120	13	0	9,5	11	-
5 Star	110	-	50	9,5	8	-
Apart	126	2	0	0	-	0
Apart	130	0	800	0	-	0
Apart	110	16	600	2,1	3	-
Apart	125	0	400	2,1	1,2	-
Camping	70	22	0	2,25	5	-
Camping	40	20	0	2,25	-	0,5
Disco-Bar	130	0	0	0,55	-	0,6
Disco-Bar	130	0	0	0,55	-	0,5
Disco-Bar	110	25	350	2,25	3,5	
Disco-Bar	133	10	700	2,25	1	-
Restaurant	129	0	500	0	-	0
Restaurant	100	10	0	2	4	-
Travel Agencies	130	0	100	0	-	0
Travel Agencies	100	2	5000	3	5	-
Travel Agencies	100	1	1000	3	1	-
Souvenir Shop	130	0	200	0	-	0
Souvenir Shop	130	0	700	400	750	-
Rent A Car	127	0	500	0	-	0
Rent A Car	100	2	2000	3,5	7	
Museum	130	0	0	0	-	0
Museum	125	0	250	0	-	0
Museum	124	1	1500	0,125	0,25	-
Entertainment Venue	80	10	1000	5	10	-
Entertainment Venue	125	0	500	0	-	0

Source: Derived from <http://www.altso.org>.117

\* This Table is derived from relevant data of Chambers of Commerce and Industry of Alanya (ALTSO), However, this Table does not reflect the view of these body.

**Table 29 - Total Numbers of Nights Spent and Arrivals by Foreigners (1980-2008)\***

Types		2008		2004		2000		1995		1990		1985		1980		Average	
		Arv.	Night	Arv.	Night	Arv.	Night	Arv.	Night	Arv.	Night	Arv.	Night	Arv.	Nigh	Arv.	Nigh
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Hotels	5 stars	597000	3872262	630684	3521668	118010	956731	33948	315054	27227	217528	4962	26310	*	*	235305	1484926
		29.5	27.8	27.4	23.4	23.1	26	37.72	30.71	17.51	14.92	9.20	5.85	*	*	24.07	21.45
	4 stars	267145	1687092	301835	1991356	107935	625662	13210	127646	13439	189206	7739	57356	1048	1786	101764	668586
		13.2	12	13.1	13.2	21.1	17	14.68	12.44	8.64	12.98	14.35	12.74	13.20	8.34	14.04	12.67
	3 stars	90238	599487	158694	906130	72675	528596	15013	190271	17972	168618	4354	41534	589	1293	51362	347990
		4.4	4.3	6.8	6	14.2	14.3	16.68	18.54	11.56	11.57	8.08	9.23	7.42	6.04	9.88	10.00
	2 stars	17115	181740	28908	241614	32842	206991	3772	43821	32178	282941	13393	62923	3011	3466	18746	146214
		0.8	1.3	1.2	1.6	64	5.6	4.19	4.27	20.69	19.41	24.84	13.98	37.95	16.18	21.95	8.91
	1 star	7764	108228	1989	13315	3279	14911	1037	6452	8953	43508	7534	43726	62	2409	4374	33221
		0.38	07	0.08	0.08	0.64	0.4	1.15	0.63	5.76	2.98	13.97	9.71	0.78	11.24	3.25	4.58
	Motels	*	*	358	645	1910	7151	183	2712	226	652	10599	151389	1158	4342	2406	27815
		*	*	0.01	0.004	0.37	0.19	0.20	0.26	0.15	0.04	19.66	33.63	14.59	20.27	5.83	9.07
	Holiday Village	174611	1329953	262532	1869814	51039	734523	20193	315625	41119	485887	3732	58084	1652	7452	79268	685905
		8.6	9.5	11.4	12.4	10	20	22.43	30.76	26.44	33.33	6.92	12.90	20.83	34.79	15.23	21.95
Pensions	1073	8084	5722	27498	5659	36334	1532	13405	4558	21802	1602	8798	415	673	2937	16656	
	0.05	0.05	0.24	0.18	1.1	0.98	1.70	1.31	2.93	1.5	2.97	1.95	5.23	3.14	2.03	1.30	
Campings	200	460	3239	26658	919	15156	182	2623	4443	16902	*	*	*	*	1797	12360	
	0.009	0.003	0.14	0.17	0.18	0.41	0.20	0.26	2.86	1.16	*	*	*	*	0.68	0.40	
Apart Hotels	17713	98502	33568	164177	1984	23703	174	2093	1486	13492	*	*	*	*	10985	60393	
	0.87	0.7	1.4	1.09	0.38	0.64	0.19	0.20	0.96	0.93	*	*	*	*	0.76	0.71	
Special Licen. Fac.	1895	43896	16221	22614	3541	16692	765	6301	3921	17 367	*	*	*	*	5269	21374	
	0.09	0.3	0.7	0.15	0.69	0.45	0.85	0.61	2.52	1.19	*	*	*	*	0.97	0.54	
Municipality Licensed	842907	5 963648	843139	6097073	108739	488109	*	*	*	*	*	*	*	*	598262	4182943	
	41.7	42.8	36.6	40.6	21.3	13.2	*	*	*	*	*	*	*	*	33.20	32.20	
Golf Facilities	3248	21045	14525	121264	1752	16920	*	*	*	*	*	*	*	*	6508	53076	
	29.5	0.5	0.6	0.8	0.34	0.46	*	*	*	*	*	*	*	*	10.15	0.59	
<b>Grand Total</b>		<b>2020909</b>	<b>13914397</b>	<b>2301414</b>	<b>15003826</b>	<b>510284</b>	<b>3671479</b>	<b>90008</b>	<b>1026004</b>	<b>155522</b>	<b>1457903</b>	<b>53915</b>	<b>450122</b>	<b>7933</b>	<b>21420</b>	<b>734284</b>	<b>5077879</b>

Source: Derived from Ministry of Culture and Tourism 1990-2003; 1997-2002; 2000a; 2000b; 2000c; 2001a; 2001b; 2001c; 2002a; 2002b; 2002c; 2003a; 2003b; 2003c; 2004a; 2004b; 2004c; 2005a; 2005b; 2005c; 2006a; 2006b; 2006c; 2007a; 2007b; 2007c; 2008a; 2008b; 2008c; Chambers of Commerce and Industry of Alanya 2008; 1999.

\*This Table is derived from relevant data of from Ministry of Culture and Tourism and Chambers of Commerce and Industry of Alanya. However, this Table does not reflect the view of these bodies.

Table 30 - Total Numbers of Nights Spent & Arrivals by Natives (1980-2008)\*

Types		2008		2006		2000		1995		1990		1985		1980		Average	
		Arv	Night	Arv	Night	Arv	Night	Arv	Night	Arv	Night	Arv	Night	Arv	Night	Arv.	Night
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Hotels	5 stars	97087	298286	130436	320087	26172	112218	9256	2928	9203	30654	3166	11009	*	*	45887	129197
		13.6	21.7	16.3	19.6	6.4	13.7	41.38	4.42	30.93	24.39	11.91	10.08	*	*	20.09	15.65
	4 stars	33009	93580	43687	103592	22234	80980	1452	5387	1714	11398	1446	7186	4073	6164	15374	44041
		4.6	6.8	5.4	6.3	5.4	9.9	6.49	8.13	5.76	9.07	5.44	6.58	24.11	20.27	8.17	9.58
	3 stars	19417	52533	19678	51642	39501	126486	2841	8756	3356	14819	1389	6372	3913	5466	12871	38011
		2.7	3.8	2.4	3.17	9.7	15.4	12.70	13.21	11.28	11.79	5.22	5.84	23.16	17.97	9.59	10.17
	2 stars	9708	21640	13044	20216	30250	84348	2160	7122	4718	17047	13678	47458	3213	6952	10967	29255
		1.3	1.5	1.6	1.24	7.4	10.03	9.66	10.75	15.86	13.56	51.46	43.47	19.02	22.86	15.19	14.77
	1 star	3883	11697	362	959	8003	6814	159	423	2406	7096	3003	5865	706	859	2646	4816
		0.5	0.8	0.04	0.05	1.9	0.8	0.71	0.64	8.09	5.65	11.30	5.37	4.18	2.83	3.82	2.31
	Motels	*	*	2472	6268	882	2462	3	25	84	243	1937	14705	1383	5044	1127	4791
		*	*	0.3	0.38	0.2	0.3	0.01	0.04	0.28	0.19	7.29	13.47	8.18	16.58	2.71	5.16
Holiday Village	19417	81882	31544	109597	6625	44228	5201	37422	4869	29365	341	3621	448	2190	9778	44044	
	2.7	5.9	3.9	6.7	1.6	5.4	23.25	56.48	16.36	23.37	1.28	3.32	2.65	7.20	7.39	15.48	
Pensions	1553	3984	1852	3368	1509	6325	829	2079	1890	7732	1625	12 959	3161	3740	1774	5741	
	2.1	0.2	0.2	0.2	0.3	0.7	3.71	3.14	6.35	6.15	6.11	11.87	18.71	12.30	5.35	4.94	
Campings	163	351	362	985	497	3837	76	610	670	4884	*	*	*	*	354	2133	
	0.02	0.02	0.04	0.06	0.1	0.4	0.34	0.92	2.25	3.89	*	*	*	*	0.55	1.06	
Apart Hotels	1359	5017	1334	2631	351	2506	23	263	2	8	*	*	*	*	614	2085	
	0.19	0.3	0.16	0.16	0.08	0.3	0.10	0.40	0.01	0.01	*	*	*	*	0.11	0.23	
Special Licenced Fac.	*	*	1774	4345	2191	6814	368	1248	842	2431	*	*	*	*	1294	3710	
	*	*	0.22	0.26	0.53	0.8	1.65	1.88	2.83	1.93	*	*	*	*	1.31	1.22	
Municipality Licenced	526033	801164	549075	996971	267900	397062	*	*	*	*	*	*	*	*	447669	731732	
	73.8	58.4	68.8	61.2	65	48.5	*	*	*	*	*	*	*	*	69.20	56.03	
Golf Facilities	486	1719	2214	6704	359	1633	*	*	*	*	*	*	*	*	1020	3352	
	0.06	0.1	0.27	0.4	0.8	0.19	*	*	*	*	*	*	*	*	0.38	0.23	
Grand Total		712115	1371853	797834	1627365	406474	817117	22368	66263	29755	125677	26583	109176	16897	30415	287432	592552

Source: Derived from Ministry of Culture and Tourism 1990-2003; 1997-2002; 2000a; 2000b; 2000c; 2001a; 2001b; 2001c; 2002a; 2002b; 2002c; 2003a; 2003b; 2003c; 2004a; 2004b; 2004c; 2005a; 2005b; 2005c; 2006a; 2006b; 2006c; 2007a; 2007b; 2007c; 2008a; 2008b; 2008c; Chambers of Commerce and Industry of Alanya 2008; 1999.

\*This Table is derived from relevant data of from Ministry of Culture and Tourism and Chambers of Commerce and Industry of Alanya. However, this Table does not reflect the view of these bodies.

**Table 31 - Average Length of Stay of Foreigners in and Occupancy Rate of Tourism Installations (1980-2008)\***

Types		2008		2006		2000		1995		1990		1985		1980		Average	
		ALS	Oc.R.	ALS	Oc.R.	ALS	Oc.R.	ALS	Oc.R.	ALS	Oc.R.	ALS	Oc.R.	ALS	Oc.R.	ALS	Oc.R.
Hotels	5 stars	6.4	57.38	4.0	45.89	8.1	33.00	9.28	49.49	7.99	45.73	5.3	43.4	*	*	6.85	45.82
	4 stars	6.3	60.89	4.8	52.88	5.7	29.18	9.66	59.92	14.08	70.98	7.4	42.2	2.5	14.73	7.21	47.25
	3 stars	6.6	53.75	6.0	51.60	7.2	17.00	12.67	59.26	9.38	55.33	9.5	24.2	2.3	10.66	7.66	38.83
	2 stars	10.6	37.19	5.0	30.84	6.3	9.61	11.62	31.38	8.79	74.16	4.7	23.3	2.4	7.9	7.06	30.63
	1 star	13.9	40.79	6.7	24.54	4.5	3.39	6.22	29.57	4.86	37.04	5.8	14.3	2	5.5	6.28	22.16
Motels		*	*	2.7	20.55	3.7	7.92	14.85	70.82	2.89	43.61	14.3	31.9	2	9.8	6.74	30.77
Holiday Village		7.6	62.67	4.3	58.36	14.3	34.37	15.63	50.04	11.82	70.19	15.6	31.9	6.2	12.2	10.78	45.68
Pensions		7.5	21.37	4.6	10.19	6.4	16.66	8.75	24.29	4.78	24.43	5.5	14.9	1.9	5.3	5.63	16.73
Campings		2.3	29.36	3.0	71.83	16.4	12.25	14.45	14.34	3.80	16.85	*	*	*	*	7.99	28.93
Apart Hotels		5.5	*	3.4	37.05	11.9	18.68	12.04	21.63	9.08	85.40	*	*	*	*	8.38	40.69
Special Licenced Fac.		23.1	*	4.6	17.95	4.7	13.27	8.24	33.34	4.43	38.97	*	*	*	*	9.01	25.88
Municipality Licenced		7.07	27.03	6.9	32.92	4.4	7.36	*	*	*	*	*	*	*	*	6.12	22.44
Golf Facilities		6.4	54.38	6.4	51.21	9.6	21.44	*	*	*	*	*	*	*	*	7.47	42.34
Average		8.6	44.4	4.8	38.9	7.9	17.2	11.22	40.37	7.44	51.15	8.51	28.26	2.75	9.44	7.32	32.82

Source: Derived from Ministry of Culture and Tourism 1990-2003; 1997-2002; 2000a; 2000b; 2000c; 2001a; 2001b; 2001c; 2002a; 2002b; 2002c; 2003a; 2003b; 2003c; 2004a; 2004b; 2004c; 2005a; 2005b; 2005c; 2006a; 2006b; 2006c; 2007a; 2007b; 2007c; 2008a; 2008b; 2008c; Chambers of Commerce and Industry of Alanya 2008; 1999

Keys: ALS= Average length of stay; Oc.R.=Occupancy rate

\*This Table is derived from relevant data of from Ministry of Culture and Tourism and Chambers of Commerce and Industry of Alanya. However, this Table does not reflect the view of these bodies.



Table 32 - Average Length of Stay of Country's Natives in and Occupancy Rate of Tourism Installations (1980-2008)\*

Types		2008		2006		2000		1995		1990		1985		1980		Average	
		ALS	Oc.R.	ALS	Oc.R.	ALS	Oc.R.	ALS	Oc.R.	ALS	Oc.R.	ALS	Oc.R.	ALS	Oc.R.	ALS	Oc. R.
Hotels	5 stars	3.0	6.58	2.4	8.94	4.2	14.27	0.32	9.54	3.33	9.22	3.5	22.5	*	*	2.79	11.84
	4 stars	2.8	4.99	2.3	7.38	3.6	13.93	3.71	5.26	6.65	6.12	5	18.5	1.51	39.86	3.65	13.72
	3 stars	2.7	6.93	2.6	7.54	3.2	15.01	3.08	5.68	4.42	6.96	4.6	23.7	1.4	35.34	3.14	14.45
	2 stars	2.2	11.08	1.5	8.07	2.7	14.44	3.30	10.62	3.61	6.39	3.5	24.7	2.16	33.73	2.71	15.58
	1 star	3.0	14.65	2.6	4.01	2.7	21.60	2.66	4.04	2.95	8.64	2	29.6	1.22	8.25	2.45	12.97
Motels		*	*	2.5	4.01	6.6	10.06	8.75	1.33	2.88	23.23	7.6	16.3	3.65	27.6	5.33	13.76
Holiday Village		4.2	5.87	3.4	7.78	4.1	7.63	7.20	12.35	6.03	6.07	10.6	21.7	4.89	17	5.77	11.20
Pensions		2.5	15.50	1.8	11.07	7.7	10.78	2.51	7.84	4.09	12.39	8	25.3	1.18	31.2	3.97	16.30
Campings		2.1	33.03	2.7	12.62	7.1	11.44	8.04	6.94	7.29	6.96	*	*	*	*	5.45	14.20
Apart Hotels		3.6	*	1.9	1.67	3.1	7.29	11.44	5.66	4.90	0.07	*	*	*	*	4.99	3.67
Special Licensed Fac.		*	*	2.4	7.96	1.4	19.98	3.39	13.74	2.89	7.80	*	*	*	*	2.52	12.37
Municipality Licensed		1.5	3.63	1.8	7.07	1.5	5.99	*	*	*	*	*	*	*	*	1.60	5.56
Golf Facilities		3.5	6.54	3.0	6.91	4.2	7.64	*	*	*	*	*	*	*	*	3.57	7.03
Average		2.8	10.88	2.3	7.31	4	12.3	4.94	7.55	4.45	8.53	5.58	22.78	2	27.56	3.72	13.84

Source: Derived from Ministry of Culture and Tourism 1990-2003; 1997-2002; 2000a; 2000b; 2000c; 2001a; 2001b; 2001c; 2002a; 2002b; 2002c; 2003a; 2003b; 2003c; 2004a; 2004b; 2004c; 2005a; 2005b; 2005c; 2006a; 2006b; 2006c; 2007a; 2007b; 2007c; 2008a; 2008b; 2008c; Chambers of Commerce and Industry of Alanya 2008; 1999

Keys: ALS= Average length of stay; Oc.R.=Occupancy rate

\*This Table is derived from relevant data of from Ministry of Culture and Tourism and Chambers of Commerce and Industry of Alanya. However, this Table does not reflect the view of these bodies.

**Table 33 - Total Number of Nights Spent By Foreigners In All Tourism Installations Per Month in Alanya (1980-2008)\***

Years Months	2008	2006	2000	1995	1990	1985	1980	Average
	Night	Night	Night	Night	Night	Night	Night	Night
	%	%	%	%	%	%	%	%
January	361774	262412	66454	22834	21942	13556	879	107122
	2.60	2.28	1.81	2.23	1.51	3.01	4.10	2.51
February	365949	225583	75265	26541	22810	13250	813	104316
	2.63	1.96	2.05	2.59	1.56	2.94	3.80	2.50
March	524573	362544	108676	41664	42932	18360	1240	157141
	3.77	3.15	2.96	4.06	2.94	4.08	5.79	3.82
April	772249	668691	199361	77778	119431	29664	1736	266987
	5.55	5.81	5.43	7.58	8.19	6.59	8.10	6.75
May	1633550	1188913	367148	105258	187146	46877	2040	504419
	11.74	10.33	10.00	10.26	12.84	10.41	9.53	10.73
June	1868704	1554909	454529	122353	201248	55415	2216	608482
	13.43	13.51	12.38	11.93	13.80	12.31	10.35	12.53
July	2128903	1834585	527959	141797	235276	65526	2966	705287
	15.30	15.94	14.38	13.82	16.14	14.56	13.85	14.86
August	2105248	2007225	555495	163488	245335	73715	3748	736322
	15.13	17.44	15.13	15.93	16.83	16.38	17.50	16.33
September	1861746	1709134	499321	131690	189697	61606	2365	636508
	13.38	14.85	13.60	12.84	13.01	13.69	11.04	13.20
October	1451272	1042744	467012	115922	125775	41582	1505	463687
	10.43	9.06	12.72	11.30	8.63	9.24	7.03	9.77
November	477264	391317	208540	43312	37671	17546	1073	168103
	3.43	3.40	5.68	4.22	2.58	3.90	5.01	4.03
December	363166	261262	141719	33366	28640	13026	838	120288
	2.61	2.27	3.86	3.25	1.96	2.89	3.91	2.96
<b>TOTAL</b>	<b>13914397</b>	<b>11509319</b>	<b>3671479</b>	<b>1026004</b>	<b>1457903</b>	<b>450122</b>	<b>21420</b>	<b>4578663</b>

Source: Derived from Ministry of Culture and Tourism 1990-2003; 1997-2002; 2000a; 2000b; 2000c; 2001a; 2001b; 2001c; 2002a; 2002b; 2002c; 2003a; 2003b; 2003c; 2004a; 2004b; 2004c; 2005a; 2005b; 2005c; 2006a; 2006b; 2006c; 2007a; 2007b; 2007c; 2008a; 2008b; 2008c; Chambers of Commerce and Industry of Alanya 2008; 1999

\*This Table is derived from relevant data of from Ministry of Culture and Tourism and Chambers of Commerce and Industry of Alanya. However, this Table does not reflect the view of these bodies.

**Table 34 - Numbers of Nights Spent By Natives in All Tourism Installations per Month in Alanya (1980-2008)\***

Years Months	2008	2006	2000	1995	1990	1985	1980	Average
	Night	Night	Night	Night	Night	Night	Night	Night
	%	%	%	%	%	%	%	%
January	90405	95038	42980	4564	8424	7582	2626	35946
	6.59	5.84	5.26	6.89	6.7	6.94	8.63	6.69
February	92189	87227	48455	3144	8985	7483	2368	35693
	6.72	5.36	5.93	4.75	7.15	6.85	7.78	6.36
March	97264	103338	54665	4688	9658	8202	2472	40041
	7.09	6.35	6.69	7.07	7.68	7.51	8.13	7.22
April	106181	113916	60140	4967	9904	7978	2579	43666
	7.74	7.00	7.36	7.50	7.88	7.31	8.48	7.61
May	118802	131654	62019	6525	10139	8713	2725	48654
	8.66	8.09	7.59	9.85	8.07	7.98	8.96	8.46
June	134579	162899	79015	5771	10368	9226	2789	57807
	9.81	10.01	9.67	8.71	8.25	8.45	9.17	9.15
July	160644	223925	104674	7395	15416	12020	3128	75315
	11.71	13.76	12.81	11.16	12.27	11.01	10.28	11.86
August	162702	214975	108513	8066	12846	12500	3235	74691
	11.86	13.21	13.28	12.17	10.22	11.45	10.64	11.83
September	104398	165178	77381	6490	11460	10198	2661	53967
	7.61	10.15	9.47	9.79	9.12	9.34	8.75	9.18
October	110297	109684	66677	5597	10135	8920	2164	44782
	8.04	6.74	8.16	8.45	8.06	8.17	7.12	7.82
November	97539	112451	57688	4534	9171	7790	1963	41591
	7.11	6.91	7.06	6.84	7.30	7.14	6.45	6.97
December	96853	107080	54910	4521	9170	8563	1706	40400
	7.06	6.58	6.72	6.82	7.30	7.84	5.61	6.85
TOTAL	1371853	1627365	817117	66263	125677	109176	30415	592552

Source: Derived from Ministry of Culture and Tourism 1990-2003; 1997-2002; 2000a; 2000b; 2000c; 2001a; 2001b; 2001c; 2002a; 2002b; 2002c; 2003a; 2003b; 2003c; 2004a; 2004b; 2004c; 2005a; 2005b; 2005c; 2006a; 2006b; 2006c; 2007a; 2007b; 2007c; 2008a; 2008b; 2008c; Chambers of Commerce and Industry of Alanya 2008; 199

\*This Table is derived from relevant data of from Ministry of Culture and Tourism and Chambers of Commerce and Industry of Alanya. However, this Table does not reflect the view of these bodies.

**Table 35 - Percentage of Foreign Visitors by Means of Trip Organization (1987-2007)\***

Trip Organization	1987	1989	1991	1993	1996	2004	2005	2006	2007
	%	%	%	%	%	%	%	%	%
Completely by Travel Agency	51.4	49.9	31.8	45.0	60.3	81	80	79	68
Partly by Travel Agency	-	11.9	-	-	-				
Individually	47.5	28.6	61.1	45.	39.7				
Other	1.1	3.1	7.1	10.0	-				
No Response	-	6.4	-	100	-				
Total	100	100	100	100	100				
Frequency (million)	3.1	4.5	4.9	5.9	8.6				

Source: Derived from State Institute of Statistics (1997); Resort Dergisi (2007)

\* This Table is derived from relevant data of from State Institute of Statistics and Resort Dergisi. However, this Table does not reflect the view of these bodies.

**Table 36 - Number of Tourist Arrivals by Nationalities in Alanya (2008–1980)\***

Nationalities	2008	2006	2000	1995	1990	1985	1980	Average
	%	%	%	%	%	%	%	%
UIS C.	398541	487683	67797	8599	2295	133	*	160841
	14.58	16.23	7.40	7.65	1.24	0.17	*	7.88
German	436423	502908	127376	46373	29810	29343	1067	167614
	15.97	16.73	13.89	41.27	16.09	36.45	4.30	20.67
Benelux C.	153594	160711	33396	2359	10779	3752	295	52127
	5.62	5.35	3.64	2.10	5.82	4.66	1.19	4.05
Scandinavian C.	80020	122595	6589	2145	2885	532	142	30701
	2.93	4.08	0.72	1.91	1.56	0.66	0.57	1.78
English	170544	180176	37904	2846	9571	1721	383	57592
	6.24	6.00	4.13	2.53	5.17	2.14	1.54	3.96
Austrian	22428	28165	16628	7735	3224	7821	194	12314
	0.82	0.94	1.81	6.88	1.74	9.72	0.78	3.24
French	67440	76481	39083	2404	18910	2223	1230	29682
	2.47	2.54	4.26	2.14	10.21	2.76	4.96	4.19
Polish	35553	18890	4949	139	354	177	*	10010
	1.30	0.63	0.54	0.12	0.19	0.22	*	0.50
Other	656366	629974	176561	17408	77692	8213	4623	224405
	24.01	20.95	19.27	15.49	41.93	10.20	18.62	21.50
Total Foreigner	2020909	2207583	510284	90008	155522	53915	7933	720879
	73.94	73.45	55.66	80.10	83.94	66.98	31.95	66.57
Turkey	712115	797834	406474	22368	29755	26583	16897	287432
	26.06	26.55	44.34	19.90	16.06	33.02	68.05	33.43
Grand Total	2733024	3005417	916758	112376	185277	80498	24830	1008311

Source: Derived from Ministry of Culture and Tourism 1990-2003; 1997-2002; 2000a; 2000b; 2000c; 2001a; 2001b; 2001c; 2002a; 2002b; 2002c; 2003a; 2003b; 2003c; 2004a; 2004b; 2004c; 2005a; 2005b; 2005c; 2006a; 2006b; 2006c; 2007a; 2007b; 2007c; 2008a; 2008b; 2008c; Chambers of Commerce and Industry of Alanya 2008;19 / Keys: UIS C. = Rusia, Ukraine, Belarus, Turkmenistan, Tajikistan, Uzbekistan, Moldova, Kyrgyzstan, Kazakhstan, Georgia, Armenia, Azerbaijan.; Benelux C. = Belgium, Netherlands, Luxemburg; Scandinavian C. = Norway, Sweden, Finland, Denmark, Iceland.

\*Table is derived from relevant data of from Ministry of Culture and Tourism and Chambers of Commerce and Industry of Alanya. However, this Table does not reflect the view of these bodies.

**Table 37 - Number of Nights Spent by Nationalities in Alanya (2008-1980)\***

Nationalities	2008	2006	2000	1995	1990	1985	1980	Average
	%	%	%	%	%	%	%	%
UIS C.	5318083	3216902	414615	95278	29105	32	*	1152336
	36.71	25.34	9.24	8.72	1.84	0.01	*	13.64
German	3911337	4239680	1398866	623906	238213	285706	2966	1528668
	27.00	33.40	31.16	57.12	15.04	51.08	5.72	31.50
Benelux C.	1127066	856561	318633	29056	78435	5317	895	345138
	7.78	6.75	7.10	2.66	4.95	0.95	1.73	4.56
Scandinavian C.	1068626	997718	61763	20297	28938	1129	392	311266
	7.38	7.86	1.38	1.86	1.83	0.20	0.76	3.04
English	446652	354230	238178	30118	130044	19300	1115	174234
	3.08	2.79	5.31	2.76	8.21	3.45	2.15	3.96
Austrian	393777	195903	159128	73617	23156	91860	1049	134070
	2.72	1.54	3.55	6.74	1.46	16.42	2.02	4.92
French	364557	211772	245398	23225	136239	16412	3036	142948
	2.52	1.67	5.47	2.13	8.60	2.93	5.86	4.17
Polish	310291	92600	30695	1383	3676	44	*	73115
	2.14	0.73	0.68	0.13	0.23	0.01	*	0.65
Other	974008	901781	804204	129126	790097	30322	11967	520215
	6.72	7.10	17.92	11.82	49.89	5.42	23.09	17.42
Total Foreigner	13914397	11067147	3671479	1026004	1457903	450122	21420	4515496
	96.06	87.18	81.80	93.93	92.06	80.48	41.32	81.83
Turkey	570689	1627365	817117	66263	125677	109176	30415	478100
	3.94	12.82	18.20	6.07	7.94	19.52	58.68	18.17
Grand Total	14485086	12694512	4488596	1092267	1583580	559298	51835	4993596

Source: Derived from Ministry of Culture and Tourism 1990-2003; 1997-2002; 2000a; 2000b; 2000c; 2001a; 2001b; 2001c; 2002a; 2002b; 2002c; 2003a; 2003b; 2003c; 2004a; 2004b; 2004c; 2005a; 2005b; 2005c; 2006a; 2006b; 2006c; 2007a; 2007b; 2007c; 2008a; 2008b; 2008c; Chambers of Commerce and Industry of Alanya 2008;19/ **Keys:** UIS C.= Russian, Ukraine, Belarus, Turkmenistan, Tajikistan, Uzbekistan, Moldova, Kyrgyzstan, Kazakhstan, Georgia, Armenia, Azerbaijan; Benelux C. = Belgium, Netherlands, Luxemburg; Scandinavian C. = Norway, Sweden, Finland, Denmark, Icelan

\*This Table is derived from relevant data of Ministry of Culture and Tourism, Chambers of Commerce and Industry of Alanya (ALTISO). However, this Table does not reflect the view of these bodies.

**Table 38 - Passengers Arrival by Countries Where Charter Flights Registered in Alanya (2009-1980)\***

Nationalities	2008	2006	2004	2002	2000
	%	%	%	%	%
UIS C.	389,834	311,323	222,787	124,121	28,998
	40%	33.6%	24.5%	12.6%	8.9%
German	75,820	35,242	51,950	89,722	13,956
	7.8%	3.8%	5.70	9.07	4.29
Benelux C.	21,813	28,215	25,675	20,422	5,759
	2%	3.1%	2.8%	2.1%	1.8%
Scandinavian C.	39,077	34,284	40,162	42,518	9,263
	4%	4%	4.4%	4.3%	2.9%
English	35,577	26,192	22,379	16,656	5,922
	3.7%	2.8%	2.5%	1.7%	1.8%
Austrian	18,080	17,781	20,081	19,334	8,279
	1.9%	1.9%	2.2%	1.95%	2.5%
French	6,532	5,217	2,697	4,352	2,172
	0.7%	0.6%	0.3%	0.44%	0.67%
Polish	2,684	745	4,895	8,955	984
	0.2%	0.08%	0.54%	0.91%	0.3%
Other	83,869	54,514	43,059	45,447	6,967
	9%	5.9%	4.7%	4.6%	2.14
Total Foreigner	673,286	513,513	433,685	371,527	82,300
	69%	55.4%	47.6%	37.6%	25.3%
Turkey	301,082	413,039	477,176	617,746	243,234
	31%	44.6%	52.4%	62.5%	74.7%
Charter Arrival Grand Total	974,368	926,552	910,861	989,273	325,534
	48%	68%	40%	96%	64%
Total Foreign Arrivals	2,020,909	1,357,554	2,301,414	1,029,350	510,284

Sources: Derived from Ministry of Culture and Tourism (2000c; 2001c; 2002c; 2003d; 2004d; 2005d; 2006d; 2007d; 2008d)

\* This Table is derived from relevant data of Ministry of Culture and Tourism. However, this Table does not reflect the view of these bodies.

Table 39 - Tourism Arrivals and Expenditure in Alanya (1975-2009)\* (Euros)

Years	Tourist Arrivals in Alanya					Tourist Expenditure/Revenue in Alanya					
	International Tourist Arrivals A	Domestic Tourist Arrivals B	Total Tourist Arrivals C	Ratio of A/C %	Ratio of B/C %	International Tourist Revenue D	Domestic Tourist Revenue E	Total tourist Revenue (Tourism GDP) F	Rate of Change of F	Ratio of D/F %	Ratio of E/F %
1975						11,360,333 \$	1,818,707 \$	13,179,040 \$	-	86.20	13.80
1980	7,933	16,897	24,830	31.94	66.97	18,471,370 \$	2,957,133 \$	21,428,503 \$	62.59	86.20	13.80
1985	53,915	26,583	80,498	66.97	33.03	79,492,950 \$	12,726,250 \$	92,219,200 \$	330.35	86.20	13.80
1990	299,302	22,368	321,670	93.04	4.96	158,990,240 \$	26,876,302 \$	185,866,542 \$	101.54	85.54	14.46
1995	479,973	22,368	502,341	95.54	4.46	364,773,591 \$	58,544,955 \$	423,318,546 \$	127.75	86.17	13.83
2000	510,284	406,474	916,758	55.66	44.34	410,275,991 €	110,574,806 €	520,850,797 €	23.03	78.77	21.33
2003	1,885,473	1,110,854	2,996,327	62.92	37.08	730,199,471 €	128,236,100 €	858,435,571 €	64.81	85.06	14.94
2005	2,301,414	843,216	3,144,630	73.18	26.84	869,891,931 €	101,677,606 €	971,569,537 €	13.17	89.53	10.47
2006	2,207,583	797,834	3,005,417	73.45	26.55	716,103,082 €	114,057,358 €	830,160,440 €	-14.55	85.59	14.41
2009	2,020,909	712,115	2,733,024	73.94	26.16	753,802,376 €	122,362,331 €	876,164,707 €	5.54	86.03	13.93

Sources: Derived from Alanya Chambers of Commerce, Trade and Industry 1995, 1996, 1997, 1998, 1999, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008 (ALTSO), www.kultur.gov.tr

\* This Table is derived from relevant data of Ministry of Culture and Tourism, Chambers of Commerce and Industry of Alanya (ALTSO). However, this Table does not reflect the view of these bodies.

**Table 40 - Composition of Domestic Tourists' Expenditure in Alanya (1975-2009)\***

Sectors	1975	1980	1985	1990	1995	2000	2003	2005	2009
Food& Beverage	501,943 \$ %25.51	816,136 \$ % 25.51	3,512,300 \$ % 25.51	7,078,994 \$ % 25.51	16,122,693 \$ % 25.51	19,837,348 € % 25.51	32,723,608 € % 25.51	37,408,133 € % 36.79	42,437,113 € % 34.68
Accom-modation	379,950 \$ % 19.31	617,781 \$ % 19.31	2,658,664 \$ % 19.31	5,358,501 \$ % 19.31	12,204,202 \$ % 19.31	15,016,040 € % 19.31	24,768,541 € % 19.31	25,403,491 € % 24.98	26,695,045 € % 21.81
Health	38,566 \$ % 1.98	63,346 \$ % 1.98	272,613 \$ % 1.98	549,448 \$ % 1.98	1,251,389 \$ % 1.98	1,539,708 € % 1.98	2,548,414 € % 1.98	1,810,004 € % 1.78	996,039 € % 0.81
Transportation	156,821 \$ % 7.97	254,983 \$ % 7.97	1,097,336 \$ % 7.97	2,211,666 \$ % 7.97	5,037,157 \$ % 7.97	6,197,714 € % 7.97	8,033,220 € % 7.97	9,782,557 € % 9.62	11,577,817 € % 9.46
Sport& Education	53,717 \$ % 2.73	87,341 \$ % 2.73	375,876 \$ % 2.73	757,572 \$ % 2.73	1,725,400 \$ % 2.73	2,122,931 € % 2.73	7,701,320 € % 2.73	2,274,390 € % 2.23	2,856,136 € % 2.33
Tour Services	7,477 \$ % 0.38	12,158 \$ % 0.38	52,320 \$ % 0.38	105,450 \$ % 0.38	240,166 \$ % 0.38	295,500 € % 0.38	488,850 € % 0.38	434,025 € % 0.42	165,555 € % 0.13
Clothing &Shoes	117,468 \$ % 5.97	190,997 \$ % 5.97	821,970 \$ % 5.97	1,656,668 \$ % 5.97	3,773,128 \$ % 5.97	4,642,453 € % 5.97	7,661,905 € % 5.97	7,059,318 € % 6.94	6,716,018 € % 5.48
Souvenir	245,954 \$ % 12.50	399,910 \$ % 12.50	1,721,041 \$ % 12.50	3,468,735 \$ % 12.50	7,900,183 \$ % 12.50	9,720,378 € % 12.50	16,036,957 € % 12.50	17,469,250 € % 17.18	12,920,632 € % 10.55
Carpet &Rack	12,003 \$ % 0.61	19,516 \$ % 0.61	83,987 \$ % 0.61	169,275 \$ % 0.61	385,529 \$ % 0.61	474,355 € % 0.61	78,299 € % 0.61	502,034 € % 0.49	310,241 € % 0.25
Other	391,953 \$ % 19.92	637,296 \$ % 19.92	2,742,651 \$ % 19.92	5,527,776 \$ % 19.92	12,589,731 \$ % 19.92	15,490,395 € % 19.92	24,191,277 € % 19.92	15,950,257 € % 15.68	13,012,720 € % 10.63
Package Tour	61,391 \$ % 3.12	99,818 \$ % 3.12	429,572 \$ % 3.12	865,797 \$ % 3.12	1,971,886 \$ % 3.12	2,426,207 € % 3.12	4,003,704 € % 3.12	5,813,906 € % 5.71	4,675,121 € % 3.82
Total	1,967,631 \$ % 100.00	3,199,275\$ % 100.00	13,768,326 \$ % 100.00	27,749,875 \$ % 100.00	63,201,459 \$ % 100.00	77,763,024 € % 100.00	128,236,100 € % 100.00	101,677,606 € % 100.00	122,362,331 € % 100.00

Source: Derived from

[http://tuikrapor.tuik.gov.tr/reports/rwservlet?turizm=&report=TTR0024.RDF&p\\_yil1=2003&p\\_x=harcama\\_kod&p\\_y=donem&p\\_yv=2&p\\_sey=1&p\\_dil=1&desformat=html&ENVID=turizmEnv](http://tuikrapor.tuik.gov.tr/reports/rwservlet?turizm=&report=TTR0024.RDF&p_yil1=2003&p_x=harcama_kod&p_y=donem&p_yv=2&p_sey=1&p_dil=1&desformat=html&ENVID=turizmEnv), and Alanya Chambers of Commerce, Trade and Industry (ALTSO) 1995-1999 and 2005-2008

\* This Table is derived from relevant data of TUIK, Chambers of Commerce and Industry of Alanya (ALTSO). However, this Table does not reflect the view of these bodies.



**Table 41 - Composition of Foreign Tourists' Expenditure in Alanya (1975-2009)\***

Sectors	1975	1980	1985	1990	1995	2000	2003	2005	2009
Food & Beverage	1,238,194 \$ % 14.97	2,013,245 \$ % 14.97	8,664,153 \$ % 14.97	17,462,482 \$ % 14.97	39,771,506 \$ % 14.97	48,934,829 € % 14.97	87,924,387 € % 14.97	99,278,151 € % 16.18	132,775,902 € % 22.64
Accommodation	1,593,027 \$ % 19.26	2,590,187 \$ % 19.26	11,147,066 \$ % 19.26	22,466,760 \$ % 19.26	51,340,429 \$ % 19.26	62,958,237 € % 19.26	113,094,981 € % 19.26	105,867,599 € % 17.26	90,166,627 € % 15.38
Health	77,749 \$ %0.94	126,417 \$ %0.94	544,041 \$ %0.94	1,096,508 \$ %0.94	2,505,712 \$ %0.94	3,072,729 € %0.94	4,386,522 € %0.94	7,215,209 € % 1.17	9,871,294 € % 1.68
Transportation	348,217 \$ %4.21	566,184 \$ %4.21	2,436,613 \$ %4.21	4,910,958 \$ %4.21	11,222,389 \$ %4.21	13,761,899 € %4.21	24,759,257 € %4.21	33,203,877 € % 5.41	47,102,954 € % 8.03
Sport & Education	38,048 \$ % 0.46	61,864 \$ % 0.46	266,234 \$ % 0.46	563,589 \$ % 0.46	1,226,200 \$ % 0.46	1,503,676 € % 0.46	11,754,944 € % 0.46	8,922,095 € % 1.45	5,177,241 € % 0.88
Tour Services	127,376 \$ % 1.54	207,108 \$ % 1.54	891,303 \$ % 1.54	1,796,407 \$ % 1.54	4,105,102 \$ % 1.54	5,034,044 € % 1.54	9,099,640 € % 1.54	11,754,293 € % 1.91	8,819,782 € % 1.50
Clothing & Shoes	757,639 \$ % 9.16	1,231,886 \$ % 9.16	5,301,513 \$ % 9.16	10,685,125 \$ % 9.16	24,417,359 \$ % 9.16	29,942,755 € % 9.16	53,792,668 € % 9.16	62,299,604 € % 10.15	68,266,874 € % 11.64
Souvenir	522,738 \$ % 6.32	849,947 \$ % 6.32	3,657,812 \$ % 6.32	7,372,270 \$ % 6.32	16,846,912 \$ % 6.32	20,659,113 € % 6.32	37,116,379 € % 6.32	40,457,400 € % 6.60	44,410,220 € % 7.57
Carpet & Rack	220,841 \$ % 2.67	359,076 \$ % 2.67	1,545,310 \$ % 2.67	3,114,570 \$ % 2.67	7,117,287 \$ % 2.67	8,727,856 € % 2.67	15,717,424 € % 2.67	15,487,396 € % 2.52	12,554,818 € % 2.14
Other	1,069,462 \$ % 12.93	1,738,895 \$ % 12.93	7,483,487 \$ % 12.93	15,082,824 \$ % 12.93	34,466,862 \$ % 12.93	42,266,355 € % 12.93	19,737,343 € % 12.93	41,164,945 € % 6.70	31,318,186 € % 5.38
Package Tour	2,272,916 \$ % 27.48	3,695,656 \$ % 27.48	15,904,537 \$ % 27.48	32,055,376 \$ % 27.48	73,252,076 \$ % 27.48	89,828,263 € % 27.48	161,412,939 € % 27.48	187,643,748 € % 30.59	135,778,195 € % 23.16
Total	8,271,165 \$ % 100.00	13,448,528 \$ % 100.00	57,876,770 \$ % 100.00	116,649,842 \$ % 100.00	265,674,720 \$ % 100.00	326,885,961 € % 100.00	538,796,476 € % 100.00	613,275,798 € % 100.00	586,242,097 € % 100.00

Source: Derived from

[http://tuikrapor.tuik.gov.tr/reports/rwservlet?turizm=&report=TTR0024.RDF&p\\_yil=2003&p\\_x=harcama\\_kod&p\\_y=donem&p\\_yv=2&p\\_sey=1&p\\_dil=1&desformat=html&ENVID=turizmEnv](http://tuikrapor.tuik.gov.tr/reports/rwservlet?turizm=&report=TTR0024.RDF&p_yil=2003&p_x=harcama_kod&p_y=donem&p_yv=2&p_sey=1&p_dil=1&desformat=html&ENVID=turizmEnv), and Alanya Chambers of Commerce, Trade and Industry (ALTSO) 1995-1999 and 2005-2008

This Table is derived from relevant data of TÜİK, Chambers of Commerce and Industry of Alanya (ALTSO). However, this Table does not reflect the view of these bodies.

**Table 42 - Composition of Expenditure of Turkish People Living Abroad (expatriate) in Alanya (1975-2009)\***

Sectors	1975	1980	1985	1990	1995	2000	2003	2005	2009
Food & Beverage	919,413 \$ % 31.27	1,494,925 \$ % 31.27	6,433,522 \$ % 31.27	12,966,677 \$ % 31.27	29,532,128 \$ % 31.27	36,336,307 € % 31.27	66,913,735 € % 31.27	63,178,157 € % 33.97	68,722,045 € % 38.25
Accom-modation	201,994 \$ % 6.87	328,435 \$ % 6.87	1.413,440 \$ % 6.87	2,848,771 \$ % 6.87	6,488,190 \$ % 6.87	7,983,061 € % 6.87	14,700,907 € % 6.87	12,553,800 € % 6.75	9,288,705 € % 5.17
Health	93,205 \$ % 3.17	151,549 \$ % 3.17	652,199 \$ % 3.17	1,314,499 \$ % 3.17	2,993,823 \$ % 3.17	3,683,598 € % 3.17	6,783,388 € % 3.17	56,278,217 € % 3.26	7,096,786 € % 3.95
Transportation	159,949 \$ % 5.44	260,071 \$ % 5.44	1,119,231 \$ % 5.44	2,255,796 \$ % 5.44	5,137,664 \$ % 5.44	6,321,079 € % 5.44	11,640,893 € % 5.44	15,136,952 € % 8.14	19,242,172 € % 10.71
Sport & Education	68,507 \$ % 2.33	111,391 \$ % 2.33	479,376 \$ % 2.33	966,178 \$ % 2.33	2,200,507 \$ % 2.33	2,707,503 € % 2.33	4,985,897 € % 2.33	1,822,626 € % 0.98	1,060,026 € % 0.59
Tour Services	5,880 \$ % 0.20	9,562 \$ % 0.20	41,148 \$ % 0.20	82,934 \$ % 0.20	188,884 \$ % 0.20	232,404 € % 0.20	427,974 € % 0.20	464,956 € % 0.25	521,030 € % 0.29
Clothing & Shoes	381,349 \$ % 12.97	620,056 \$ % 12.97	2,668,461 \$ % 12.97	5,378,248 \$ % 12.97	12,249,175 \$ % 12.97	15,071,376 € % 12.97	27,754,113 € % 12.97	30,501,083 € % 16.40	27,488,817 € % 15.30
Souvenir	221,106 \$ % 7.52	358,359 \$ % 7.52	1,547,173 \$ % 7.52	3,188,306 \$ % 7.52	7,102,066 \$ % 7.52	8,738,377 € % 7.52	16,091,822 € % 7.52	18,375,043 € % 9.88	17,750,949 € % 9.88
Carpet & Rack	18,817 \$ % 0.64	30,597 \$ % 0.64	131,674 \$ % 0.64	265,388 \$ % 0.64	604,431 \$ % 0.64	743,691 € % 0.64	1,369,517 € % 0.64	2,045,805 € % 1.10	1,437,324 € % 0.80
Other	846,202 \$ % 28.78	1,375,886 \$ % 28.78	5,921,227 \$ % 28.78	11,934,153 \$ % 28.78	27,180,513 \$ % 28.78	33,442,882 € % 28.78	61,585,458 € % 28.78	32,100,530 € % 17.26	25,674,197 € % 14.29
Package Tour	22,052 \$ % 0.75	35,856 \$ % 0.75	154,305 \$ % 0.75	311,002 \$ % 0.75	708,317 \$ % 0.75	871,514 € % 0.75	1,604,903 € % 0.75	1,804,028 € % 0.97	1,311,558 € % 0.73
Total	2,940,243 \$ % 100.00	4,780,699 \$ % 100.00	20,574,104 % 100.00	41,466,826 \$ % 100.00	94,442,368 \$ % 100.00	116,201,813 € % 100.00	213,987,000 € % 100.00	185,982,210 € % 100.00	179,665,476 € % 100.00

Source: Derived from

[http://tuikrapor.tuik.gov.tr/reports/rwsvlet?turizm=&report=TTR0024.RDF&p\\_yil1=2003&p\\_x=harcama\\_kod&p\\_y=donem&p\\_yv=2&p\\_sey=1&p\\_dil=1&desformat=html&ENVID=turizmEnv](http://tuikrapor.tuik.gov.tr/reports/rwsvlet?turizm=&report=TTR0024.RDF&p_yil1=2003&p_x=harcama_kod&p_y=donem&p_yv=2&p_sey=1&p_dil=1&desformat=html&ENVID=turizmEnv), and Alanya Chambers of Commerce, Trade and Industry (ALTSO) 1995-1999 and 2005-2008

\* This Table is derived from relevant data of TÜİK, Chambers of Commerce and Industry of Alanya (ALTSO). However, this Table does not reflect the view of these bodies.

**Table 43 - Composition of Tourist Expenditure in Alanya (1975-2009)**

Sectors	1975	1980	1985	1990	1995	2000	2003	2005	2009
Food & Beverage	2,659,531 \$ % 20.18	4,342,272 \$ % 20.18	18,609,835 \$ % 20.18	37,507,868 \$ % 20.18	85,425,683 \$ % 20.18	105,107,691 € % 20.18	173,232,299 € % 20.18	199,851,854 € % 20.57	243,924,255 € % 27.84
Accommodation	2,161,681 \$ % 16.41	3,516,417 \$ % 16.41	15,133,171 \$ % 16.41	30,500,700 \$ % 16.41	69,466,574 \$ % 16.41	85,471,615 € % 16.41	140,869,278 € % 16.41	143,792,291 € % 14.80	126,080,102 € % 14.39
Health	210,865 \$ % 1.60	342,856 \$ % 1.60	1,475,508 \$ % 1.60	2,973,864 \$ % 1.60	6,773,097 \$ % 1.60	8,333,612 € % 1.60	13,734,970 € % 1.60	65,289,472 € % 6.72	21,904,118 € % 2.50
Transportation	660,270 \$ %5.01	1,073,568 \$ %5.01	4,620,182 \$ %5.01	9,311,913 \$ %5.01	21,208,260 \$ %5.01	26,094,625 € %5.01	43,007,623 € %5.01	58,099,858 € % 5.98	65,712,354 € % 7.50
Sport & Education	158,149 \$ % 1.20	257,142 \$ % 1.20	1,106,631 \$ % 1.20	2,230,399 \$ % 1.20	5,079,823 \$ % 1.20	6,250,209 € % 1.20	10,301,227 € % 1.20	13,019,031 € % 1.34	9,024,497 € % 1.03
Tour Services	141,016 \$ % 1.07	229,284 \$ % 1.07	986,746 \$ % 1.07	1,988,772 \$ % 1.07	4,529,509 \$ % 1.07	5,573,103 € % 1.07	9,185,261 € % 1.07	12,630,404 € % 1.30	9,462,579 € % 1.08
Clothing & Shoes	1,265,188 \$ % 9.60	2,057,136 \$ % 9.60	8,853,044 \$ % 9.60	17,843,188 \$ % 9.60	40,638,585 \$ % 9.60	50,001,676 € % 9.60	82,409,815 € % 9.60	99,780,191 € % 10.27	102,423,655 € % 11.69
Souvenir	981,839 \$ % 7.45	1,596,423 \$ % 7.45	6,870,331 \$ % 7.45	13,847,057 \$ % 7.45	31,537,232 \$ % 7.45	38,803,384 € % 7.45	63,953,451 € % 7.45	76,268,208 € % 7.85	75,087,316 € % 8.57
Carpet & Rack	242,450 \$ % 1.84	394,284 \$ % 1.84	11,696,834 \$ % 1.84	3,419,944 \$ % 1.84	7,789,062 \$ % 1.84	9,583,655 € % 1.84	15,795,215 € % 1.84	17,974,036 € % 1.85	14,369,102 € % 1.64
Other	2,320,829 \$ % 17.61	3,773,559 \$ % 17.61	16,299,802 \$ % 17.61	32,731,098 \$ % 17.61	74,546,396 \$ % 17.61	91,721,825 € % 17.61	151,170,505 € % 17.61	89,190,083 € % 9.18	80,005,561 € % 7.99
Package Tour	2,368,274 \$ % 17.97	3,850,701 \$ % 17.97	16,571,791 \$ % 17.97	33,400,219 \$ % 17.97	76,070,343 \$ % 17.97	93,596,888 € % 17.97	154,260,873 € % 17.97	194,313,907 € % 20.00	141,763,450 € % 16.18
Total	13,179,040 \$ % 100.00	21,428,503 \$ % 100.00	92,219,200 \$ % 100.00	185,866,542 \$ % 100.00	423,318,546 \$ % 100.00	520,850,797 € % 100.00	858,435,571 € % 100.00	971,569,537 € % 100.00	876,164,707 € % 100.00

Source: Derived from

[http://tuikrapor.tuik.gov.tr/reports/rwservlet?turizm=&report=TTR0024.RDF&p\\_yil1=2003&p\\_x=harcama\\_kod&p\\_y=donem&p\\_yv=2&p\\_sey=1&p\\_dil=1&desformat=html&ENVID=turizmEnv](http://tuikrapor.tuik.gov.tr/reports/rwservlet?turizm=&report=TTR0024.RDF&p_yil1=2003&p_x=harcama_kod&p_y=donem&p_yv=2&p_sey=1&p_dil=1&desformat=html&ENVID=turizmEnv),  
and Alanya Chambers of Commerce, Trade and Industry (ALTSO) 1995-1999 and 2005-2008

**Table 44 - Number of Employees in Employees in 500 Largest Industrial Establishments and Employees in Accommodation Establishments**

Years	Number of Employees in 500 Largest Industrial Establishments (A)	Employees in Accommodation Establishments (B)	B/A
1993	626.701	167.525	26.7
1994	596.701	174.302	29.2
1995	539.238	183.484	34.0
1996	545.988	188.689	34.6
1997	578.333	199.072	34.4
1998	585.433	203.126	34.7
1999	549.825	203.997	37.1
2000	558.288	211.428	37.9
2001	526.314	216.688	41.2
2002	504.796	224.576	44.5
2003	518.532	246.277	47.5
2004	530.770	289.887	54.6
2005	514.642	294.113	57.1
2006	533.396	309.678	58.1
2007	----	319.288	

Sources: Derived from Kaptan (2008)

**Table 45 - Employment Capacity of Tourism Industry in Alanya (2009- 1975)\***

Years	Tourist Arrivals in Alanya	Tourist Revenue in Alanya	Employment by Tourist Number (A)	Employment by Tourist Revenue (B)	Direct Employment =A+B/2 (C)	*Indirect Employ =Cx1.5 (C multiplied by 1.5) (D)	Total Tourism Employment (C+D) (E)	Total Employment Excluding Seasonal Workers Coming from Outside (F)	(E/F)	Total Employment Including Seasonal Workers Coming from Outside (G)	(E/G)
1975	-	13,179,040 \$	-	19,880	-	-	-	-		-	
1980	24,830	21,428,503 \$	143	19,878	10,010	15,015	25,025	-		-	
1985	80,498	92,219,200 \$	464	18,858	9,661	14,492	24,153	-		43,997	0.54
1990	185,277	185,866,542 \$	1,068	17,467	9,268	13,902	23,188	43,934	0.52	63,667	0.36
1995	112,376	423,318,546 \$	648	25,880	13,264	19,896	33,160	76,375	0.43	110,665	0.29
2000	916,758	520,850,797 €	5,286	19,668	12,477	18,716	31,193	82,502	0.37	119,710	0.26
2005	3,144,630	971,569,537 €	18,132	26,266	22,199	33,299	55,498	95,011	0.58	137,700	0.40
2007	3,005,417	830,160,440€	17,329	-	-	-	-	68,489		99,259	
2008	2,733,024	876,164,707 €	15,758	-	-	-	-	71,460		103,506	-
2009	2,733,024	876,164,707 €	15,758	22,056	18,907	28,361	47,268	71,932	0.49	104,071	0.45

Sources: Derived from TURAD (Turizm Arařtırmaları Derneđi), Association of Tourism Research (2009) [http://www.turad.org/images/uploads/turad\\_basin\\_b%C3%9Ckten%C4%B0\\_091109.pdf](http://www.turad.org/images/uploads/turad_basin_b%C3%9Ckten%C4%B0_091109.pdf) (Last accessed on 10 February 2010);

State Planning Organization (2009) (Devlet Planlama Teřkilatı) <http://www.dpt.gov.tr/PortalDesign/PortalControls/WebIcerikGosterim.aspx?Enc=83D5A6FF03C7B4FCC41EB0226750A883> Last accessed on 10 December 2009;

TUİK, 2009 (Türkiye İstatistik Kurumu), Turkey Statistical Institute; <http://www.tuik.gov.tr> (Last accessed on 11 December 2009).

Multiple effect of tourism employment= 1.5

\* This Table is derived from relevant data of TURAD, DPT, and TUİK. However, this Table does not reflect the view of these bodies.

**Table 46 - Profile of Tourism Employment (by gender and educational level) in Alanya (2009-1975)\***

Years	Women Employment in Tourism	Man Employment in Tourism	Total Employment in Tourism	Post Graduate (Master/Higher)	University (Higher Education)	High School	Basic Education	Literate Without School	Illiterate
1975	-	-	-	-	-	-	-	-	-
1980	-	-	25,025	-	250 %1	2,503 %10	18,183 %72.66	1,932 %7.72	2,157 %8.62
1985	7,123% 29.49	17,030 %70.51	24,153	-	242 %1	2,415 %10	17,550 %72.66	1,865 %7.72	2,081 %8.62
1990	7,054 %30.41	16,134 %69.58	23,188	-	232 %1	2,319 %10	17,565 %75.75	1,192 %5.14	1,880 %8.11
1997	9,600 %28.95	23,560 %71.05	33,160	-	995 %3	6,632 %20	23,179 %69.90	1,058 %3.19	1,296 %3.91
2000	8,390 %26.89	22,805 %73.11	31,193	-	936 %3	7,798 %25	20,759 %66.55	764 %2.45	936 %3
2005	14,352 %25.86	41,146 %74.14	55,498	-	3,885 %7	19,979 %36	30,008 %54.07	1,110 %2	516 %0.93
2009	12,483 %26.41	34,785 %73.59	47,268	-	4,254 %9	16,550 %35	25,052 %53	1,087 %2.30	325 %0.70

Sources: Derived from <http://www.tuik.gov.tr/isgucu/IstihdamRapor.doc>

\* This Table is derived from relevant data of TUIK. However, this Table does not reflect the view of these bodies.

**Table 47 - Amount of Energy, Water, Solid Waste and Waste Water Consumption in the Tourist Industry in Alanya**

Types	Water /Lt	Energy/kwh	Solid Waste /kg	Waste Water/Lt
5 Stars Hotels Per tourist per day	500	3,40	1,25	480
4 Stars Hotels Per tourist per day	375	3,12	1,25	356
3 Stars Hotels Per tourist per day	285	2,28	1,25	271
2 Stars Hotels Per tourist per day	250	1,78	1,25	238
1 Stars Hotels Per tourist per day	130	0,775	1,25	124
Apartment hotels Per tourist per day	144	2,22	1,25	137
Holiday village Per tourist per day	600	2,63	1,25	585
Pensions Per tourist per day	166	1,10	1,25	158
Camping Per tourist per day	215	0,810	1,25	204
Per Restaurant/Bar per day	2920	4,9	25	2774
Per Travel Agencies per day	270	1,8	2,5	257
Per Car-Rental Agency per day	40	1,2	2,5	38
Per Souvenir shop per day	80	1,5	5	76
Per Rental floor per day	1000	3,4	5	950

Sources: Derived from Coşkun 2010; Koçabak, 2010; Tuncer 2010; Çetin, 2010; Gözen 2010; Yılmaz 2010; Büyükbaş 2010; Büyükbaş 2010; Emaktay 2010; Çinkılıç 2010; Gilay 2010; Özbudak 2010; Polat 2010; Şafak 2010; Türkalp 2010; Bohur 2010; Özen 2010; Yücel 2010; Müftüler 2010; Kuş 2010; Söğüt 2010; Ayla 2010; Sabillioğlu 2010; Şahin 2010; Türkoğlu 2010; Taraman 2010; Yücel 2010; Gürdinç 2010; Kaya 2010; Ulu 2010; Ekici 2010; Uğur Rent a Car 2010; Karaduman 2010; Yalansız 2010; Çizmeci 2010; Taşkın 2010; Güven 2010.

Note: Officer of Water and Sewerage Administration of Alanya, Mr. Muhsin ATEŞ has stated that around 5% of total water consumption gasifies, evaporates, etc. Thus, 95% of total water consumption is assumed as waste water.

**Table 48 - Water Consumption and Waste Water Production in Alanya (2009-1980)**

	2009	2008	2007	2005	2000	1997	1990	1985	1980
a. Total water consumption in Alanya District (m <sup>3</sup> )	10,278,569	9,948,039	9,972,465	11,957,739	3,963,600	2,198,473	1,286,366	653,100	165,000
<b>b/a</b>	<b>%53,28</b>				<b>%38,90</b>		<b>%50,40</b>	<b>%19,10</b>	
	<b>2008</b>	<b>2006</b>	<b>2004</b>	<b>2002</b>	<b>2000</b>	<b>1995</b>	<b>1990</b>	<b>1985</b>	
b. Total water consumption by tourism in Alanya District (m <sup>3</sup> )	6,127,698	5,389,189	6,101,277	4,614,424	1,881,935	619,275	688,966	135,900	
	2009	2008	2007	2005	2000	<b>1997</b>	<b>1990</b>	<b>1985</b>	<b>1980</b>
c. Total waste water produced in Alanya District (m <sup>3</sup> )	9,714,273	9,351,156	9,324,254	10,801,407	3,765,420	2,088,549	1,222,047	620,445	156,750
<b>d/c</b>	<b>%54,56 (2008)</b>				<b>%40,94</b>		<b>%53,14</b>	<b>%20,11</b>	
	<b>2008</b>	<b>2006</b>	<b>2004</b>	<b>2002</b>	<b>2000</b>	<b>1995</b>	<b>1990</b>	<b>1985</b>	
d. Total waste water produced by tourism in Alanya District (m <sup>3</sup> )	5,821,571	5,119,791	5,534,406	4,383,745	1,726,618	588,545	658,832	118,549	
	2009	2008	2007	2006	2005	2004	2003	2002	2001
e. Total water consumption in Alanya City	4,015,456	3,922,033	4,042,702	4,174,068	4,193,231	4,183,320	3,860,584	3,538,188	3,804,899
<b>f/e</b>	<b>%5,10</b>	<b>%5,20</b>		<b>%4,80</b>	<b>%5,20</b>	<b>%6,90</b>			
f. Total water consumption by tourism in Alanya City (m <sup>3</sup> )	208,265	206,700	<b>there is no information*</b>	202,668	218,983	292,138	<b>there is no determined standards before 2003*</b>		
g. Total waste water in Alanya City	3,794,606	3,686,711	3,779,926	3,861,013	3,878,739	3,723,155	3,397,314	3,007,460	3,234,164
<b>h/g</b>	<b>%5,46</b>	<b>%5,55</b>		<b>%5,19</b>					
h. Total waste water produced by tourism in Alanya City	207,259	205,831	<b>there is no information*</b>	200,514	<b>there is no determined standards before 2005*</b>				

Sources: Ateş 2009; Ates 2010a; Ateş, 2010b; Ates, 2010c.

Table 49 - Energy and Water Consumption by Type of Tourism Installation

	Types	2008		2006		2004		2002		2000		1995		1990		1985	
		W.CP Lit	EN.CP kw	W.CP Lit	EN.CP kw	W.CP Lit	EN.CP kw	W.CP Lit	EN.CP kw	W.CP Lit	EN.CP Kw	W.CP Lit	EN.CP kw	W.CP Lit	EN.CP kw	W.CP Lit	EN.CP kw
Hotels	5 stars	2,085,274,000	59,291,973	1,656,833,000	46,644,749	1,888,106,500	35,008,985	1,101,342,000	31,233,743	534,474,500	3,534,417	158,991,000		124,091,000		18,659,500	
	4 stars	667,752,000	24,902,628	54,569,6250	20,730,999	781,336,125	30,858,698	493,850,250	18,727,902	264,990,750	2,166,256	49,887,375		75,226,500		24,203,250	
	3 stars	185,825,700	9,486,715	198,143,400	9,328,950	275,916,480	14,087,666	265,810,380	12,860,953	186,698,370	2,052,242	56,722,695		52,279,545		13,653,210	
	2 stars	47,862,000	2,964,598	40,210,750	2,591,374	66,797,250	4,025,047	60,412,500	3,674,558	72,834,750	912,107	12,735,750		74,997,000		27,595,250	
	1 star	15,590,250	1,778,759	1,515,670	1,554,824	2,112,890	2,012,523	1,742,390	1,837,279	884,325	228,026	339,264		1,994,000			
Holiday Village-1st		847,101,000	20,159,270	963,644,400	22,804,099	1,190,372,400	28,175,333	1,001,957,400	23,884,627	467,250,600	2,508,296	211,828,200		309,151,200		37,023,000	
Pensions*		2,003,288	13,274	1,496,822	9,918	5,953,424	39,450	5,352,836	35,470	70,664,542	46,924	2,570,344	17,032	4,902,644	32,487	3,611,662	23,932
Camping		174365	7,884	2,409,290	9,077	636,3140	23,972	3,062,030	11,536	4,083,495	15,384	695,095	2,618	4,683,990	17,647		
Apart Hotels		14,906,736	229,812	15,701,184	242,059	24,393,312	376,063	12,026,592	185,409	3,774,096	58,183	339,264	5,230	1,994,000	29,970		
Restaurants/Bars		790,823,600	3,643,220	609,637,600	2,808,520	454,030,800	2,091,660	335,727,000	1,546,650	250,463,000	1,153,850	108,711,600	500,820	35,171,400	162,630	10,658,000	68,740
Souvenirs shop		16,704,000	792,200	17,753,600	870,000	16,906,800	912,000	16,906,800	868,500	5,051,600	265,500	642,400	33,000	1,051,200	54,000	467,200	24,000
Travel Agencies		20,498,400	374,400	33,605,550	613,800	27,889,650	509,400	23,060,700	421,200	20,399,850	372,600	15,768,000		3,350,700			
Rent a car		1,182,600	88,800	1,241,000	97,200	1,168,000	102,000	1,168,000	96,000	365,000	30,000	43,800	3,600	73,000	6,000	29,200	2,400
Rental floors		1,432,000,000	5,782,000	130,130,0000	5,205,200	1,359,930,000	5,439,720	1,292,005,000	5,168,020								
Total		6,127,697,939	129,515,533	5,389,188,516	113,510,769	6,101,276,771	123,662,517	4,614,423,878	100,551,847	1,881,934,878	13,343,789	619,274,787		688,966,179		135,900,272	

Sources: Coşkun 2010; Koçabak, 2010; Tuncer 2010; Çetin, 2010; Gözen 2010; Yılmaz 2010; Büyükbaş 2010; Büyükbaş 2010; Emektay 2010; Çinkılıç 2010; Gilay 2010; Özbudak 2010; Polat 2010; Şafak 2010; Türkalp 2010; Bohur 2010; Özen 2010; Yücel 2010; Müftüler 2010; Kuş 2010; Söğüt 2010; Ayla 2010; Sabillioğlu 2010; Şahin 2010; Türkoğlu 2010; Taraman 2010; Yücel 2010; Gürdinç 2010; Kaya 2010; Ulu 2010; Ekici 2010; Uğur Rent a Car 2010; Karaduman 2010; Yalansız 2010; Çizmeçi 2010; Taşkın 2010; Güven 2010 /Keys: W.CP = Water consumption; ENCP= Energy consumption.



**Table 50 - Solid Waste Production, Waste Water Production by Types of Tourism Installations in Alanya (2008-1990)**

	Types	2008		2006		2004		2002		2000		1995		1990	
		Wst.Prd kg	W.W.P lt	Wst.Prd Kg	W.W.P lt	Wst.Prd kg	W.W.P lt	Wst.Prd kg	W.W.P lt	Wst.Prd kg	W.W.P lt	Wst.Prd kg	W.W.P lt	Wst.Prd kg	W.W.P lt
Hotels	5 stars	5,213,185	1,981,010,300	4,142,082	1,573,991,350	4,720,266	1,793,701,175	2,753,355	1,046,274,900	1,336,186	507,750,775	470,757	151,041,450	310,227	117,886,450
	4 stars	2,225,840	634,364,400	1,819,025	518,411,438	2,604,453	742,269,319	1,646,167	469,157,738	883,302	251,741,213	166,291	47,393,006	250,755	71,465,175
	3 stars	815,025	176,534,415	869,050	188,236,230	1,210,160	262,120,656	1,165,835	252,519,861	818,852	177,363,452	248,783	53,886,560	229,296	49,665,568
	2 stars	254,225	45,468,900	201,053	38,200,213	333,986	63,457,388	302,062	57,391,875	364,173	69,193,013	63,678	12,098,963	374,985	71,247,150
	1 star	149,906	14,810,738	14,573	1,439,887	2,0316	2,007,246	16,753	1,655,271	93,666		8,593	849,063	63,255	6,249,594
Holiday Villages		1,764,793	804,745,950	2,474,263	915,462,180	2,479,942	1,130,853,780	2,087,411	951,859,530	973,438	443,888,070	441,308	201,236,790	644,065	293,693,640
Pensions		15,085	1,903,124	38,582	1,421,981	4,4830	5,655,753	40,307	5,085,194	53,323	6,713,131	63,533	2441,827	36,917	4,657,512
Camping		1,013	165,647	14,007	2,288,826	36,995	6,044,983	17,802	2,908,929	23,741	3,879,320	4,041	660,340	27,232	4,449,791
Apart Hotels		129,398	14,161,399	136,295	14,916,125	211,747	23,173,646	104,397	11,425,262	32,761	3,585,391	2,945	322,301	16,875	1,846,800
Restaurants-Bars		6,770,750	751,282,420	5,219,500	579,155,720	3,887,250	431,329,260	2,874,375	318,940,650	2,144,375	237,939,850	930,750	103,276,020	301125	33,412,830
Travel Agencies		189,800	19,511,440	311,162	31,987,505	258,237	26,546,815	213,525	21,950,370	188,887	19,417,635	146,000	15,008,800	31,025	3,189,370
Rent a Car		73,912	1,123,470	77,562	1178950	73,000	1,109,600	73,000	1,109,600	22,812	346,750	2,737	41,610	912	69,350
Souvenirs Shops		1,058,500	16,089,200	1,109,600	16,865,920	1056675	16,061,460	1,056,675	16,061,460	315,725	4,799,020	40,150	610,280	29,200	998,640
Rental floors		2,145,000	1,360,400,000	1,951,950	1,236,235,000	2,039,895	1,291,933,500	1,938,008	1,227,404,750						
TOTAL		20,806,432	5,821,571,403	14,240,764	5,119,791,325	18,977,752	5,534,406,046	14,289,672	4,383,745,390	7,251,241	1,726,617,620	2,589,566	588,545,031	2,315,869	658,831,870

Sources: Coşkun 2010; Koçabak, 2010; Tuncer 2010; Çetin, 2010; Gözen 2010; Yılmaz 2010; Büyükbaş 2010; Büyükbaş 2010; Emaktay 2010; Çinkılıç 2010; Gilay 2010; Özbudak 2010; Polat 2010; Şafak 2010; Türkalp 2010; Bohur 2010; Özen 2010; Yücel 2010; Müftüler 2010; Kuş 2010; Söğüt 2010; Ayla 2010; Sabillioğlu 2010; Şahin 2010; Türkoğlu 2010; Taraman 2010; Yücel 2010; Gürdinç 2010; Kaya 2010; Ulu 2010; Ekici 2010; Uğur Rent a Car 2010; Karaduman 2010; Yalansız 2010; Çizmecci 2010; Taşkın 2010; Güven 2010. / Keys: Wst.Prd = Waste production; W.W.P = Waste water production.

**Table 51 - Various Environmental Data in Alanya (2009-2000)**

	2009	2008	2007	2006	2005	2004	2003	2002	2000
a. Total Imported Energy		710,289,633kwh	753,473,580kwh	558,000.000kwh	506,777,320kwh	367,288,420kwh	266,954,189kwh	266,954,189kwh	265,323,045kwh
b. Total energy consumption		615,408,681 kwh	578,905,665kwh	525,176,470kwh	460,706,663kwh	322,054,043kwh	248,162,790kwh	231,659,500kwh	199,704,360kwh
c/b)		%21,12		%21,71		%44,60		%43,25	%6,69
c. Total energy consumption by tourism*		129,515,533 kwh*		113,510,769 kwh*		123,662,517kwh*		100,551,847kwh*	13,343,789kwh*
d. Total noise									
e. Total noise produced by tourism									
f. Total coast line	70km								
h. Total artificial coast line	there is no artificial coast line in Alanya								
i. Total solid waste(kilogram)	43,880,300	46,772,000	52,080,000	58,171,140	there is no information before 2006 (verified on individual interview with municipality of Alanya / referenced by Burhan GULER)				
j/i	%20.8			%13.7					
j. Total solid waste production by tourism(kilogram)	9,148,000**			7,987,641		10,109,421		7,050,767	938,992
<b>2009 (Months)</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>August</b>	<b>September</b>	<b>October</b>	<b>November</b>	<b>Total</b>
k. Total solid waste production by tourism	178 ton	438 ton	840 ton	1970 ton	1921 ton	1290 ton	1233 ton	428 ton	9.148 ton

Sources: Akdeniz Edař2010a; Akdeniz Edař 2010b; Bolat, 2010a; Bolat, 2010b; Bolat, 2010c; Bolat, 2010d; Güler, 2010a;Güler, 2010b

**Table 52 - Evolution of GDP in Alanya (2009-1975)\***

	Population of Alanya	GDP of Alanya (A)	GDP Per Capita in Alanya (B)	GDP of Turkey (C)	GDP Per Capita in Turkey (D)	Ratio of A/C	Ratio of B/D	Change in GDP of Turkey	Change in GDP of Alanya
1975	63,235	53,109,100 \$	0,840 \$	48,281,000,000\$	1,197 \$	0.0011	0.701	-	-
1980	74,148	104,696,976 \$	1,412 \$	69,749,000,000\$	1,570 \$	0.0015	0,899	44.46	97.13
1985	87,080	154,392,840 \$	1,773 \$	68,199,000,000\$	1,346 \$	0.0022	1.317	-2.22	47.46
1990	129,936	427,359,504 \$	3,289 \$	152,393,000,000\$	2,684 \$	0.0028	1.225	123.45	176.80
1995	222,028	942,286,832 \$	4,244 \$	171,979,000,000\$	2,750 \$	0.0054	1.543	12.85	120.49
2000	264,240	1,378,540,080€	5,217 €	211,737,613,000€	3,115 €	0.0065	1.674	23.11	46.29
2003	245,238	1,221,530,478€	4,981 €	200,645,014,400€	2,883 €	0.0060	1.547	-5.23	-11.38
2005	226,236	1,126,511,526€	5,462 €	194,734,399,200€	3,114 €	0.0057	1.432	-2.94	-7.77
2009	233,919	1,302,460,992€	5,568 €	534,763,620,000€	7,530 €	0.0024	0.739	174,61	15.61

Sources: [http://tuikrapor.tuik.gov.tr/reports/rwservlet?nufus2000db2=&ENVID=nufus2000db2Env&report=ilce\\_koy\\_sehir\\_cinsiyet.RDF&p\\_kod=2&p\\_ilce1=2&p\\_il=7&p\\_kod=2&p\\_ilce1=2&p\\_ilce1=2&desformat=html](http://tuikrapor.tuik.gov.tr/reports/rwservlet?nufus2000db2=&ENVID=nufus2000db2Env&report=ilce_koy_sehir_cinsiyet.RDF&p_kod=2&p_ilce1=2&p_il=7&p_kod=2&p_ilce1=2&p_ilce1=2&desformat=html), Chambers of Trade and Industry of Alanya1995-1999-2005-2008; <http://www.dpt.gov.tr/PortalDesign/PortalControls/WebIcerikGosterim.aspx?Enc=83D5A6FF03C7B4FCC41EB0226750A883>

\* This Table is derived from relevant data of TÜİK, DPT. However, this Table does not reflect the view of these bodies.

**Table 53 - Contribution of Sectors to the Economy in Alanya (2009-1975)\***

	Tourism GDP (A)	Agriculture GDP (B)	Industry GDP (C)	Fishery GDP (D)	Other (E)	Total GDP(F)	Ratio of A/F	Ratio of B/F	Ratio of C/F	Ratio of D/F	Ratio of E/F	Change in Tourism GDP	Change in Agriculture GDP	Change in Industry GDP	Change in Fishery GDP	Change in Other GDP
1975	13,179,040\$	11,577,784 \$				53,109,100 \$	24.9	21.8								
1980	21,428,503\$	19,892,426 \$				104,696,976 \$	20.5	19.0				62.59	71.81			
1985	92,219,200\$	25,267,455 \$				154,392,840 \$	59.8	16.5				330.35	27.02			
1990	185,866,542\$	52,565,219 \$				427,359,504 \$	43.4	12.3				101.54	108.03			
1995	423,318,546\$	117,046,000\$	52,956,520\$	1,636,000\$	347,329,766\$	942,286,832 \$	44.9	12.4	5.62	0.17	36.01	127.75	122.66			
2000	520,850,797€	114,337,683€	78,714,639€	4,714,390€	659,922,571€	1,378,540,080€	37.7	8.2	5.71	0.34	48.05	23.03	-2.31	48.64	188.16	89.99
2003	858,435,571€	120,125,270€	77,567,186€	1,839,796€	163,562,655€	1,221,530,478€	70.2	9.8	6.35	0.15	23.50	64.81	5.06	-1.45	-60.97	-75.21
2005	971,569,537€	94,115,835 €	59,861,277€	964,877 €	109,189,506€	1,235,701,032€	78.6	7.6	4.84	0.04	8.92	13.17	-21.65	-22.82	-47.55	-33.24
2009	876,164,707€	91,038,923 €	84,659,965€	1,734,654€	248,862,743€	1,302,460,992€	67.2	6.9	6.50	0.13	19.27	-9.81	-3.26	41.42	79.77	127.91

Sources: Derived from Chambers of Trade and Industry of Alanya1995-1999-2005-2008; and <http://www.dpt.gov.tr/PortalDesign/PortalControls/WebIcerikGosterim.aspx?Enc=83D5A6FF03C7B4FCC41EB0226750A883>

\* This Table is derived from relevant data of Chambers of Commerce and Industry of Alanya (ALTSO) and DPT. However, this Table does not reflect the view of these bodies.

**Table 54 - Contribution of Sectors to the Economy in Turkey (2009-1975)**

	Tourism GDP (A)	Agriculture GDP (B) in millions	Industry GDP (C)	Other GDP (D)	Total GDP (E)	Ratio: A/E	Ratio: B/E	Ratio: C/E	Ratio: D/E	Change in Tourism GDP	Change in Agriculture GDP	Change in Industry GDP	Change in Other GDP
1975	200,900,000 \$	16,318,978,000 \$	8,545,737,000\$	23,215,385,000 \$	48,281,000,000 \$	% 0.4	% 33.8	% 17.7	% 54.1	-	-	-	-
1980	326,700,000 \$	18,204,489,000 \$	13,461,557,000 \$	37,756,254,000 \$	69,749,000,000 \$	% 0.3	% 26.1	% 19.3	% 54.3	62.61	11.55	57.52	62.63
1985	1,482,000,000 \$	13,435,203,000 \$	14,799,183,000 \$	38,482,614,000 \$	68,199,000,000 \$	% 2.1	% 19.7	% 21.7	% 56.5	353.62	-26.19	9.93	1.92
1990	3,225,000,000 \$	26,668,775,000 \$	41,908,075,000 \$	80,591,150,000 \$	152,393,000,000\$	% 2.1	% 17.5	% 27.5	% 54.9	117.61	98.49	183.178	109.42
1995	4,957,000,000 \$	27,000,703,000 \$	45,230,477,000 \$	94,790,820,000 \$	171,979,000,000\$	% 2.8	% 15.7	% 26.3	% 55.2	53.70	1.24	7.92	17.61
2000	8,025,436,000 €	29,855,003,430 €	49,334,863,830 €	124,522,309,740€	211,737,613,000€	% 3.7	% 14.1	% 23.3	% 58.9	61.90	10.57	31.36	31.36
2003	11,111,644,800€	23,475,466,685 €	49,559,318,557 €	116,498,584,358€	200,645,014,400€	% 5.5	% 11.7	% 24.7	% 58.1	38.45	-21.36	0.45	-6.44
2005	11,210,095,000€	20,057,643,120 €	49,462,537,400 €	114,004,123,680€	194,734,399,200€	% 5.7	% 10.3	% 25.4	% 58.6	0.88	-14.55	-019	-2.14
2009	11,406,463,200€	52,941,598,384 €	137,969,013,960€	332,622,971,640€	534,763,620,000€	% 2.1	%9.9	%25.8	%62.2	1.75	163.94	178.93	191.76

Sources: <http://www.dpt.gov.tr/PortalDesign/PortalControls/WebIcerikGosterim.aspx?Enc=83D5A6FF03C7B4FCC41EB0226750A883>

**Table 55 - Estimation of Leakages from the Economy of Alanya**

	Economic Braches and other Relevant Data	Percentage of Spending Remained in Alanya	Percentage of Spending Leaked from Local Economy
	Industry	3	97
	Foods (Agricultural)	90	10
	Dry Food	-	100
1	Fruit	98	2
2	Vegetables	70	30
4	Tourism	75	25
5	Education	95	5
6	Health Care	92	8
7	Banking	10	90
8	Transportation	10	90
	Construction	40	60
	Textile Production	-	100
	Water Consumption	95	5
	Electricity Consumption		100

Sources: Şahin 2010; Göllü 2010; Alanya Elektrik Kurumu 2010; Water Directorate of Alanya 2010; Koçak 2010

**Table 56 - Employment by the Economic Sector in Alanya**

	2009	2008	2007	2005	2000
Agriculture	42,537	40,647	37,790	35,251	57,659
	%41	%39.4	%38.2	%36.3	%48.2
Industry	3,062	5,258	4,809	12,805	5,352
	%2.9	%5.0	%4.8	%9.2	%4.5
Services	58,472	57,601	56,660	73,807	56,699
	%56.1	%55.6	%57.0	%54.5	%47.4
Total (Includes seasonal workers)	104,071	103,506	99,259	137,700	119,710
Total(Excludes seasonal workers)	71,931	71,460	68,489	95,011	82,502

Sources: Gülbahar, 2010; Gündoğan 2010; Chambers of Trade and Industry of Alanya1995-1999-2005-2008

**Table 57 - Employment by the Economic Sector in Some Districts of Antalya in 2000\***

Some Districts of Antalya	Agriculture		Industry		Service		Total
	Number	(%)	Number	(%)	Number	(%)	Number
ALANYA	57,659	48.2	5,352	4.5	56,699	47.4	119,710
GAZİPAŞA	18,389	78.4	486	2.1	4,588	19.6	23,463
GÜNDOĞMUŞ	9,825	85.8	153	1.3	1,472	12.9	11,450
SARIVELİLER	9,457	86.76	105	0.96	1,338	12.28	10,900

Source: Chambers of Trade and Industry of Alanya 2000;

[http://www.altso.org.tr/index.php?option=com\\_docman&task=doc\\_view&gid=306](http://www.altso.org.tr/index.php?option=com_docman&task=doc_view&gid=306)

\*These figures include seasonal workers as well.

**Table 58 - Gender and Education Profile of Employment in Alanya-including seasonal workers (2009-1985)\***

Years	Women Employ.	Man Employ.	Total Employ.	Post Grd (Master/Higher)	University (Higher Education)	High School	Basic Education	Literate Without School	Illiterate
1985	12,975 %29.49	31,022 %70.51	43,997	-	3,960 % 9	6,600 % 15	27,445 % 62.38	2,802 % 6.37	3,190 % 7.25
1990	19,361 %30.41	44,306 %69.58	63,667	-	3,183 % 5	10,187 % 16	44,172 % 69.21	2,770 % 4.35	3,355 % 5.44
1997	32,038 %28.95	78,627 %71.05	110,665	-	15,493 % 14	24,346 % 22	65,060 %58.79	2,213 % 2	3,553 % 3.21
2000	32,190 %26.89	87,520 %73.11	119,710	-	16,760 % 14	29,928 % 25	68,175 % 56.95	2,131 % 1.78	2,716 % 2.27
2005	35,609 %25.86	102,091 %74.14	137,700	-	23,409 % 17	35,802 %26	71,604 % 52	3,814 %2.77	3,071 % 2.23
2008	-	-	103,506	-	20,701 % 20	26,912 % 26	51,163 % 49.43	2,960 % 2.86	1,770 % 1.71
2009	27,485 %26.41	76,586 %73.59	104,071	-	20,814 % 20	27,058 % 26	51,442 % 49.43	2,976 %2.86	1,781 % 1.71

Sources: Derived from <http://www.tuik.gov.tr/isgucu/IstihdamRapor.doc>

\* This Table is derived from relevant data of TÜİK. However, this Table does not reflect the view of these bodies.

**Table 59 - Social Cohesion in Alanya – (2009-1975)\***

	2009	2008	2007	2005	2000	1997	1990	1985	1980	1975
1) Labour force	82,491 %46.2	80,200 %46.8	76,430 %46.2	105,738 %48.3	88,237 %46.9	81,986 %52.6	47,729 %56.6	-	-	-
2) Total employment	71,932 %40.2	71,460 %41.7	68,489 %41.4	95,011 %43.4	82,502 %43.8	76,375 %49.0	43,934 %52.1			
3) Men Unemployment	14,381	12,000	6,922	-	-	-	-	-	-	-
N.of men unemployment/Total Active Population	%15.6	%13.7	%8.1							
4) Women Unemployment	13,294	11,305	8,298	-	-	-	-	-	-	-
N.of women unemployment/Total Active Population	%15.2	%13.5	%10.3							
5) Total unemployment	27,675 %15.5	23,305 %13.6	15,220 %9.2	22,548 %10.3	12,229 %6.5	11,378 %7.3	6,240 %7.5			
6) Long-Time Unemployed				4,848	2,568	4,164	2,939			
N.of people unemployed for more than 1 year/Total N.of unemployed in the study area			-	%21.5	%21.0	%36.6	%47.1	-	-	-
7) Population 15&24 years old	36,349	34,676	34,263	46,624	41,486	34,858	25,987	17,504		
8) Young People Unemployment		6,034		18,183	19,623	18,475	14,293			
N.of young people unemployed/Total unemployed population		%17.4	-	%39.0	%47.3	%53.0	%55.0	-	-	-
8a) Income Per Capita	5,568(€)	-	-	4,462(€)	5,217(€)	-	3,289(\$)	1,773(\$)	1,412(\$)	0,840(\$)
8b) Income Distribution	1,302,460,992(€)	-	--	1,126,511,526(€)	1,378,540,080(€)	942,286,832(\$)	427,359,504(\$)	154,392,840(\$)	104,696,976(\$)	53,109,100(\$)
Percentage of people that have the same income										
9) Poverty Level		40,024	41,989	63,298		84,704				
Percentage of the population that lives under the poverty limit (less than 60% of the country's mean income)	-	%17.11	%18.56	%20.58	-	%38.15				
10) Life Expectancy	73.7	73.6	71.7	71.3	70.4	68.6	71.69	63.24	63.30	63.30

Sources: Derived from State Planning Organization 1950–2006; 2008; Turkish Statistical Institute 1997–2009; 1985; 1990; 2000; 2008; 2009a; 2009b; 2009c; Chambers of Trade and Industry of Alanya1995-1999; 2005-2008; <http://www.tisk.org.tr/yayinlar.asp?sbj=ic&id=1842>

\* This Table is derived from relevant data of DPT, Chambers of Commerce and Industry of Alanya (ALTSO) and TISK. However, this Table does not reflect the view of these bodies.

**Table 60 - Evolution of Population Structure in Alanya (2009-1975)\***

	2009	2008	2007	2005	2000	1997	1990	1985	1980	1975
Total population	241,451	233,919	226,236	308,771	264,240	222,028	129,936	87,080	74,148	63,275
Total population growth %	3.22	3.66	-36.48	14.42	15.97	41.47	32.98	14.8	14.6	--
1)Dependant population	79,801	75,426	73,174	106,526	91,163	78,817	51,196	36,574	32,551	28,620
Population < 15 & Population > 65 years old	%33.0	%32.2	%32.3	%34.4	%35.5	%35.5	%39.3	%41.9	%43.8	%54.7
2)Aging Population	16,902	12,874	12,370	16,674	15,062	12,656	5,587	3,744	3,633	2,974
Population> 65 years old	%7.0	%5.5	%5.4	%5.4	%5.7	%5.7	%4.3	%4.3	%4.9	%4.7
3)Natural Movement= Number of births / number of deaths	-	4314/375=11.5	-	3,764/326 =11.5	3,465/287=12	-	-	-	-	-
4)Migration rate= Number of people immigrating / Number of people emigrating	-	11704/7021=1.7	-	-	24,53/10,028=2.4	-	-	-	-	-
5)Active population = Population between 15 & 65 years old	161,650 %66.9	158,493 %67.7	153,062 %67.6	202,245 %65.5	173,077 %64.4	143,211 %64.4	78,740 %60.6	50,506 %58.0	41,597 %56.1	34,655 %54.7
6)Population>15 years old/Total population	178,552 %74.0	171,367 %73.2	165,432 %73.1	218,919 %70.94	188,139 %70.18	155,867 %70.18	84,327 %65.03	54,250 %62.47	45,230 %61.03	37,629 %59.52
7)Income per capita	5,568(€)	-	-	4,462(€)	5,217(€)	-	3,289(\$)	1,773(\$)	1,412(\$)	0,840(\$)
8)Income distribution	1,302,460,992(€)	-	-	1,126,511,526(€)	1,378,540,080(€)	942,286,832(\$)	427,359,504(\$)	154,392,840(\$)	104,696,976(\$)	53,109,100(\$)
9)Poverty level (under 60% of mean income)	-	40,024 %17.11	41,989 %18.56	63,298 %20.58	-	84,704 %38.15	-	-	-	-
10)Life expectancy	73.7	73.6	71.7	71.3	70.04	68.6	71.69	63.24	63.30	63.30
11)Level of education (% of people who have 4 year university diploma or higher	11,849	9,983	-	-	-	-	4,003	1,298	-	-
12)**Early school leavers (% of young people leaving school before they finish the basic education)	1,930	2,368	2,392	2,416	-	-	-	-	-	-

Source: Derived from State Planning Organization 1950–2006; 2008; Turkish Statistical Institute 1997–2009; 1985; 1990; 2000; 2008; 2009a; 2009b; 2009c; Chambers of Trade and Industry of Alanya1995-1999; 2005-2008; Çevirgen and Kesgin2007; [http://hrcak.srce.hr/index.php?show=clanak&id\\_clanak\\_jezik=38822&lang=en](http://hrcak.srce.hr/index.php?show=clanak&id_clanak_jezik=38822&lang=en); <http://www.tuik.gov.tr/Start.do>; <http://www.dpt.gov.tr/DPT.portal>

\* This Table is derived from relevant data of DPT, Chambers of Commerce and Industry of Alanya (ALTSO), Çevirgen and Kesgin, TUIK. However, this Table does not reflect the view of these bodies.



**Table 61 - The Income Distribution in Alanya (2009-1975)\***

	2009	2005	2000	1995	1990	1985	1980	1975
Total GDP	1,302,460,992(€)	1,126,511,526(€)	1,378,540,080(€)	942,286,832(\$)	427,359,504(\$)	154,392,840(\$)	104,696,976(\$)	53,109,100(\$)
The first %20	63,820,589(€) 4.9	68,717,203(€) 6.1	73,062,624(€) 5.3	46,172,055(\$) 4.9	22,222,694(\$) 5.2	6,021,321(\$) 3.9	2,826,818(\$) 2.7	1,858,819 (\$) 3.5
The second %20	115,919,028(€) 8.9	125,042,779(€) 11.1	135,096,928(€) 9.8	81,036,668(\$) 8.6	41,026,512(\$) 9.6	12,968,999(\$) 8.4	7,328,788(\$) 7.0	4,248,728(\$) 8.0
The third %20	175,832,234(€) 13.5	177,988,821(€) 15.8	192,995,611(€) 14.0	118,728,141(\$) 12.6	60,257,690(\$) 14.1	19,453,498(\$) 12.6	13,191,819(\$) 12.6	6,638,639(\$) 12.5
The fourth %20	268,306,964(€) 20.6	254,591,605(€) 22.6	286,736,337(€) 20.8	179,034,498(\$) 19.0	90,600,215(\$) 21.2	29,643,425(\$) 19.2	22,928,638(\$) 21.9	10,356,274(\$) 19.5
The fifth %20	678,582,177(€) 52.1	500,171,118(€) 44.4	690,648,580(€) 50.1	517,315,471(\$) 54.9	213,252,392(\$) 49.9	86,305,598(\$) 55.9	58,420,913(\$) 55.8	30,006,640(\$) 56.5

Sources: Derived from Chambers of Trade and Industry of Alanya1995-1999; 2005-2008; State Planning Organization 1950–2006; 2008;  
<http://www.dpt.gov.tr/PortalDesign/PortalControls/WebIcerikGosterim.aspx?Enc=83D5A6FF03C7B4FCC41EB0226750A883>

\* This Table is derived from relevant data of Chambers of Commerce and Industry of Alanya (ALTSO), DPT. However, this Table does not reflect the view of these bodies.

**Table 62 - Beaches with Blue Flag in Alanya and Antalya**

Years	94	95	96	97	98	99	00	01	02	03	04	05	06	07	08	09
Antalya (City)	6	5	15	16	25	45	47	50	61	110	72	87	90	126	143	156
Alanya(Districts)	-	-	3	3	4	12	9	8	13	28	11	18	23	26	23	29

Sources: Yıldırım, 2010

**Table 63 - Quality Profile of Soil in Alanya**

Soil Use	Soil Factors (Weight) (a)	Surface km <sup>2</sup> (b)	axb/1780 (c)	Weight Factors for Land Use Change (d)	bx d/1780
Cultivations: Land used by agriculture	1	261	0.15	0.19	0,028
Cultivations: Water surface	1	1.85	0.001	1	1.85
Land used by industry	0.2	1.5	0.00016	0.13	0.00011
Land used by tourism	0.2	30	0.0034	0.13	0,0022
Forest land	0.8	1080	0.49	0.67	0.406
*Heathland -Brushwood	0.6	70.13	0.024	0.67	0,0264
Settlements	0.2	75	0.0084	0.13	0,00548
Grassland for pasture	0.5	100	0.028	0.3	0,01685
Rocky Areas	0	160.52	0.00	0.0	0.00000
Total surface area of Alanya		1780			

Source: Dikici (2010); Akbaş (2010); Çatal (2010); <http://www.alanyacity.com/TR/alanya.htm>**Table 64 - Air Quality in Alanya**

Years	SO <sub>2</sub> (µg/m <sup>3</sup> ) Sulfur dioxide		PM (µg/m <sup>3</sup> ) Particulate matter	
	2002	44	Very Good	61
2003	40	Very Good	56	Very Good
2004	38	Very Good	52	Very Good
2005	40	Very Good	54	Very Good
2006	35	Very Good	43	Very Good
2007	35	Very Good	77	Satisfactory
2008	32	Very Good	76	Satisfactory
2009	31	Very Good	70	Satisfactory

Source: Uygur 2010; Tokel, 2010

**Table 65 - Existence Green Areas and Other Public Spaces**

Existence of green and other public spaces	2009	2008	2007	2000	1990	1985
	6,60km <sup>2</sup>	6,45km <sup>2</sup>	6,41km <sup>2</sup>	6,18km <sup>2</sup>	3,67km <sup>2</sup>	2,15

Source: Postalcioglu 2010a

**Table 66 - Beaches with Blue Flag in Alanya**

Location	Name of Beaches
Kargıcak	Kargıcak I (Titan-Dinler)
Kargıcak	II (Drita Hotel-First Class)
Mahmutlar	Club Hotel Syedra
Kestel	Sunset Beach
Alanya	Keykubat Beach
Alanya	Damlatas Beach
Alanya	Kleopatra Doğu
Alanya	Kleopatra Bati
Konaklı	Serapsu Otel
Konaklı	Royal Vikingen Resort Otel
Türkler	Türkler V (Aydınbey Gold Dreams)
Türkler	Türkler IV (Club Güneş Hotel)
Türkler	Türkler III (Asrın Beach Hotel, Long Beach Resort)
Türkler	Jasmin Otel
Türkler	Manolya Otel
Avsallar	Avsallar II (Club Justiniano Beach)
Avsallar	Avsallar I (Rubi Otel, Ulusoy Aspendos Otel)
İncekum	İncekum II (Joy Pegasos Hotel)
İncekum	İncekum Public Beach
İncekum	Water Planet Hotel
İncekum	Karaburun IV (Riva Club N, Arycanda Deluxe Resort Hotel)
İncekum	Karaburun II (Justiniano Park Conti Otel)
İncekum	Karaburun V (Delphin Deluxe Resort Hotel)
İncekum	Karaburun III (Meryan Otel)
İncekum	Club Hotel Sidera
İncekum	Riva Delta Hotel

Source:

(<http://www.antalyakulturturizm.gov.tr/Genel/BelgeGoster.aspx?F6E10F8892433CFFF D11656DE495B312F8B2036201857AA6>)

**Table 67 - Re-Locating Tourism Development through Product - Market Diversification in Alanya**

New Tourism Products/duration	Potential Supply	New Tourism Market
Cultural and heritage tourism (12 months)	More than 27 historical places & various traditional life styles in 69 villages around Alanya.	Up & upper middle income groups in the international & domestic tourist market
Ecotourism (12 months)	Selected non-coastal areas	Up & upper middle income groups in the international & domestic tourist market
Faith tourism (12 months)	There are historical churches and mosques in Alanya.	Up & upper middle income groups in the international & domestic tourist market
Rural tourism (12 months)	Selected areas in non-coastal areas in particularly surrounding villages.	Upper middle income groups in the international & domestic tourist market
Spa tourism (12 months)	6 hotels providing spa facilities with 2600 rooms and 5481 beds (see Table 10).	Up & upper middle income groups in the international & domestic tourist market
Health tourism (medical treatment at hospital) (12 months)	Private hospital could be promoted for developing health tourism in conjunction with the other types of tourism	Upper middle income groups in the international market
Sport tourism (12 months)	All kinds of sports including water sports	Up & upper middle income groups in the international & domestic tourist market
Winter tourism (3 months)	Akdağ Mountain Ski Center at the investment stage.	Up & upper middle income groups in the international & domestic tourist market
Developing different type of special interest tourism (12 months)	Endemic plants, scuba diving, bird watching, etc.	Up – international market
Hosting national & international events (12 months)	Festivals, championships, etc. (see Table 14 & Table 17 and	Up – international market – Specific tourist market
High-lands (Yayla) tourism (6 months)	Surrounding villages located in the high-lands.	Up – and upper middle income group in the Middle-East
Congress tourism (12 months)	There are 7 hotels serving as congress centers with 1638 rooms and 4331 beds (see Table 8).	Up & upper middle income groups in the international & domestic tourist market
Yacht tourism (12 months)	There is a multi-functional marina located 12km away to Alanya (see Table 9).	Up – international market – Specific tourist market
Golf tourism (9 months)	One golf hotel at the investment stage.	Up – international market – Specific tourist market



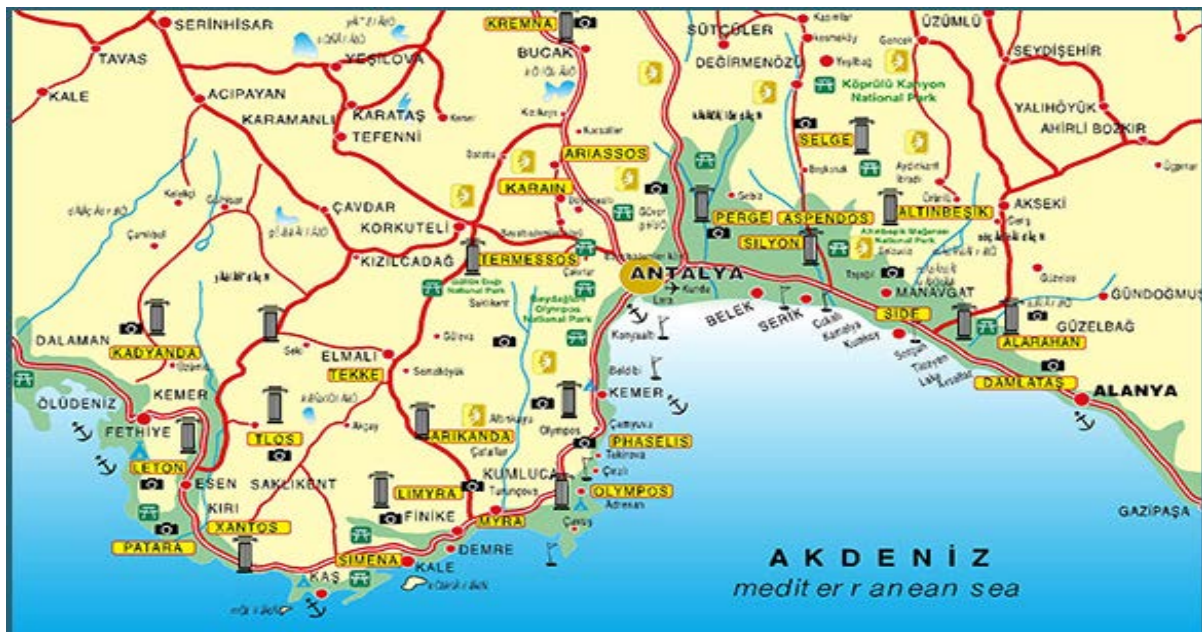
## APPENDIX II: FIGURES

Figure 1 - Map of Alanya



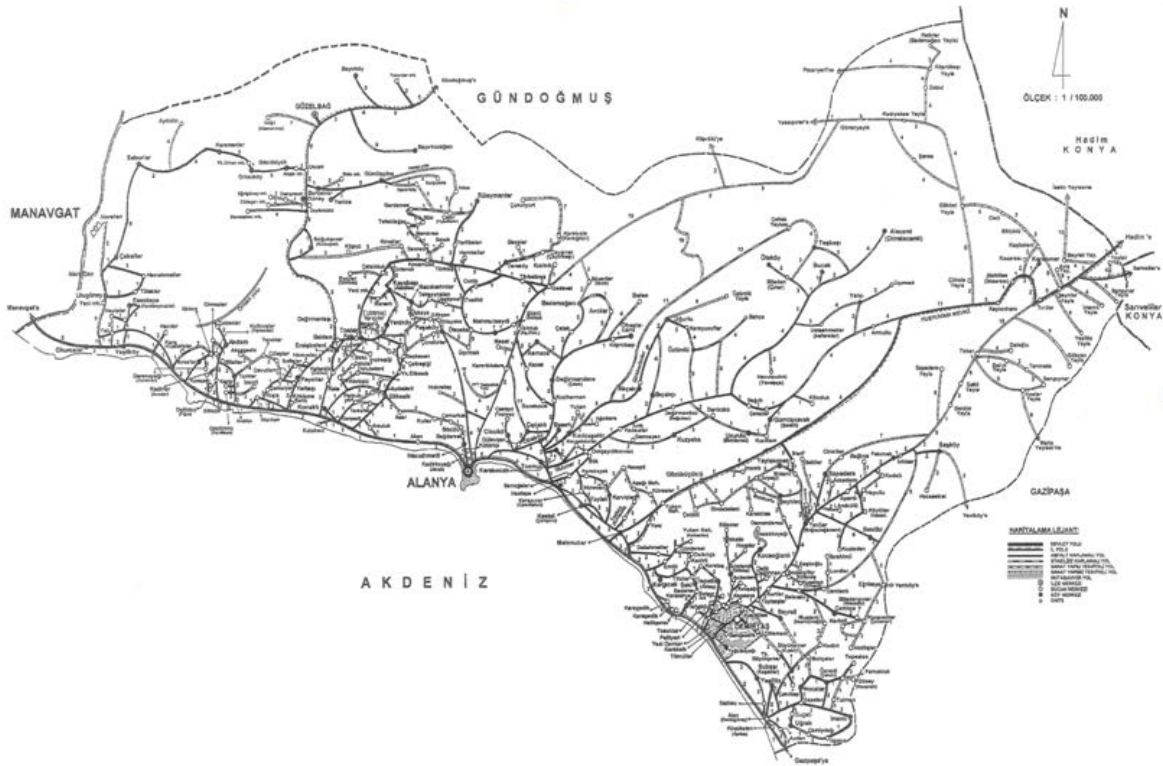
Source: <http://www.alanyaseaport.com/distances.htm>

Figure 2 - Map of Alanya



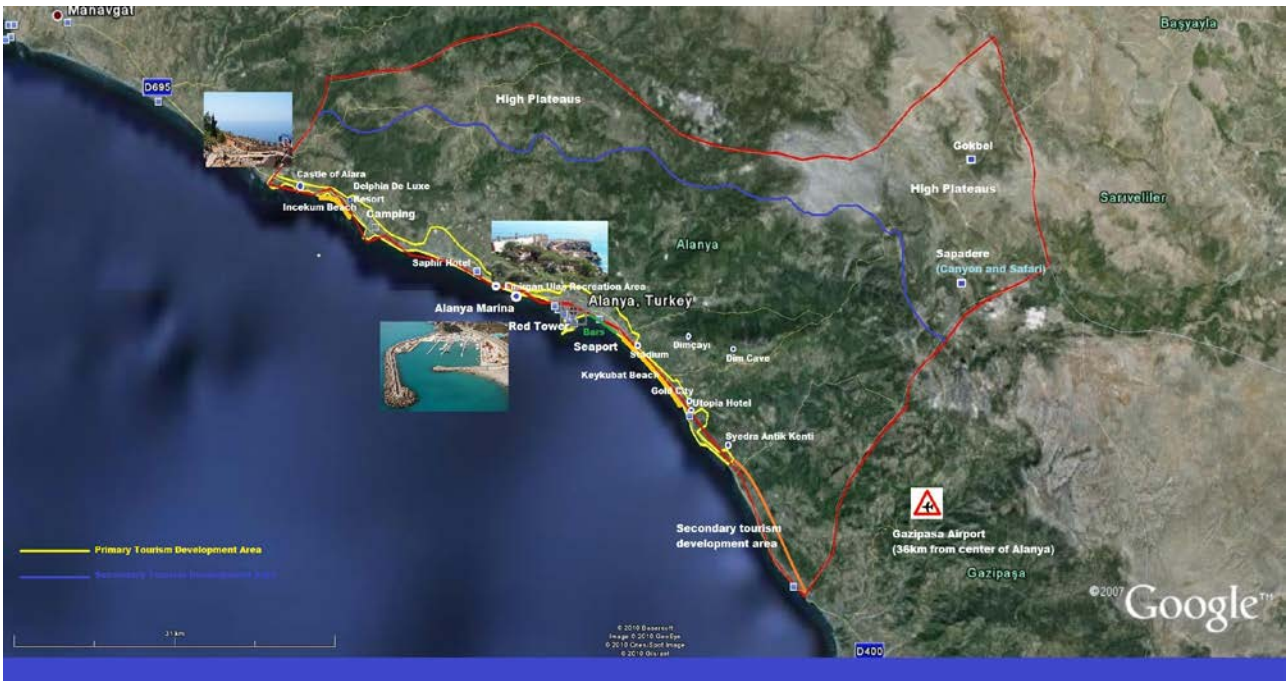
Source: <http://www.belekemlak.org/wp-content/uploads/2009/03/belek-harita.jpg>

Figure 3 - Administrative Map of Alanya



Source: Obtained from Alanya Municipality through personal contact

Figure 4 - Location of Tourism Installation in Alanya



Source: Derived from google earth

**Figure 5 - A Picture from Alanya**



Source: <http://www.ebediyen.biz/showthread.php/6826-T%C3%BCrkiye-nin-hisar-ve-kaleleri>

**Figure 6 - Alanya Castle and Shipyard**



Source: <http://www.turizmtr.net/wp-content/uploads/2008/10/alanyatersane2lu.jpg>

**Figure 7 - Dim Dam**



Source: [http://www.stargundem.com/thumbnail.php?file=12967\\_366716878.jpg&size=article\\_medium](http://www.stargundem.com/thumbnail.php?file=12967_366716878.jpg&size=article_medium)

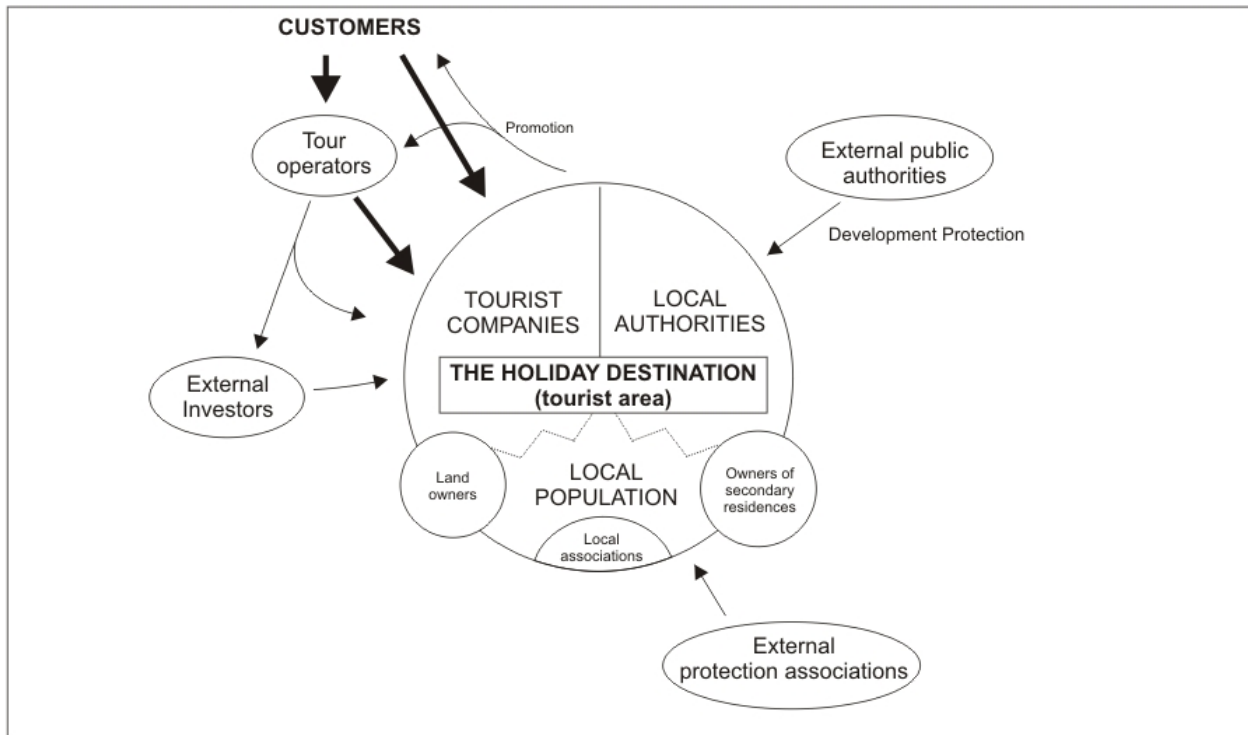


Figure 8 - Gazipaşa Airport



Source: [http://www.yapi.com.tr/V\\_Images/2008/haberler/60943.jpg](http://www.yapi.com.tr/V_Images/2008/haberler/60943.jpg) 29.04.2010

Figure 9 - An area's tourist system players and operational scales



Source: Ph. Moisset, Plan Bleu

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