



Economic and Social Impact of Mass Tourism Developments in Turkey: A Theoretical Assesment

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Abstract

Mass tourism, no doubt, has great economic, social, and cultural effects, both positive and negative, on developing and developed nations. While the economic effects of tourism occur on a macro level, such as foreign trade, current account deficit, tourism income, and supply capacity, the social effects of tourism occur on a micro level, producing more indirect benefits in social welfare. In this study, we evaluate the social and economic effects in the development of mass tourism in Turkey from the 1950s to today. Our findings show that there are more economic and social benefits than the disadvantages of mass tourism in Turkey.

Key words: Mass Tourism, Social Impact of Tourism, Tourism Development, Economics Impact of Tourism.

INTRODUCTION

Tourism has become an important topic in both academia and the business world that can be analyzed in many different ways. It is an individual, social, environmental, and economic as well as communal notion that has affected many countries in recent years. For this reason, tourism, as complex and sophisticated activity related to many disciplines such as economics, business administration, politics, and sociology deserves

a critical evaluation. Because of both the economic contributions of tourism and the increase in social welfare in tourist destination regions, tourism deserves careful attention.

The tourism sector provides a large amount of foreign exchange into developing countries and creates jobs (Holjevac, 2003); thus, contributing to the development of the country by attracting foreign investments and helping to improve the balance of payments, showing the importance of the sector (Han and Fang, 1997). In addition to its economic effects, it is important to consider the social and environmental effects of tourism because the development of the tourism sector also affects the social structure of societies. Change in evaluation appraisal and moral criteria, traditions, social behaviors, life style, local's opinion of tourist and tourism activities, interaction between cultures and information transfer are all possible social effects of a growing tourism sector. For this reason, it is mandatory to investigate social structure in addition to economic contributions, while analyzing effects of tourism sector in a country.

Social/mass tourism appeals to people who have less or limited purchasing power for tourism consumption and they apply promotions and discounts for their tourist activities. The social tourism industry has been developing rapidly since 1950s (Akat, 1997, p. 25; Ünlüönen et al., 2014, p. 22)

Mass tourism in developing countries like Turkey is shaped similarly to the demand structure of more wealthy and developed countries. It developed increasingly during this time, not only because of advancement in transportation and communication technologies, but also because of the package tour marketing method that maintains its popularity even today in order to get sufficient contributions from social tourism into the economy. There must be promotions and discounts (Akat, 1997, p. 25; Ünlüönen et al., 2014, p. 22) to entice people to participate. Mass tourism, which has developed continuously and has been adopted in a large number of locations, found its place in the tourism market and as a result has created its own market by factors such as fast transportation networks, high quality accommodations, sufficient resources (natural-artificial-cultural) and low costs. Due to increase in mass tourism, congestion in tourism destinations, environmental damage, superstructure and infrastructure requirements, architectural space quality, skilled workforce, competitive environment, market share, advertisement and many other factors have to be debated in the context of sustainability of mass tourism in next generations. The mass tourism model has also had negative effects

on the economy, social structure and ecology in tourist destination regions because of insufficient predictions made by government tourism planning offices. Individual benefits have prevented public benefits, and short-term advantages have been affected negatively (Fritz, 1998; Kısaovalı, 2007).

Social tourism/mass tourism began in Turkey just after the implementation of paid annual vacation for workers in 1960. Because of increases in income and spare time after the industrial revolution, developments in air transportation that created a reduction in transportation costs for a large number of people, mass tourism has its own organization and market place (Dinç, 1995; Kısaovalı, 2007). The Turkish government seeking to gain the advantages of mass tourism put policies into place that promoted this type of tourism in development plans in 1960s. The promotions granted by the government have canalized investments onto coastal regions like Mediterranean and Aegean Sea regions since these development plans were put into place. In the 1980s the number of foreign tourists that visit these regions increased remarkably as a result of this promotion system. However, as a result of increasing dominancy of oligopolistic tour operators and chains of hotels in tourism industry, positive and negative economic, social and environmental effects of mass tourism in related regions began materialize (Soyak, 2011).

This study aims to reveal the economic and social effects of mass tourism for Turkey theoretically. This study is constructed in two parts. In the first part of the study, the economic effects of mass tourism in Turkey will be examined in two periods; the pre-planned period and the planned period. The absence of theory boundaries of mass tourism and non-availability of data belong the Turkish economy complicate and limit issue. In the second part of the study, the social benefits of the tourism will be covered.

2. ECONOMIC BENEFITS of MASS TOURISM

2.1. Mass Tourism in Pre-Planned Period

The first association created to address tourism in Turkey was established in İstanbul in 1923, named “Türk Seyyahin Cemiyeti.” Then in 1930, the name was changed to “Türkiye Turing and Otomobil Kurumu.” This institution fulfilled the mission for four years when there was official tourism organization by making publications, preserving historical monuments and introducing Turkey as a desirable tourist destination. The first public institution in the Turkish tourism sector was the Tourism Bureau inside of Ministry of Economics founded in 1934. In 1939, Tourism directorate was established as a part of

Ministry of Trade; then in 1943, the tourism directorate was ceded to “General Management of Media” associated with Premiership of the Republic of Turkey and management of tourism was designated as a mission of this institution. The institution was then named “General Directorate of Media and Tourism” in 1949. A “Tourism Agency” was established as a part of this directorate in order to increase efficiency of tourism activity (Barutçugil, 1989, p. 69-70; Çuhadar, 2006, p. 24). With another legal regulation in 1957, one of the milestones of tourism in Turkey was the creation of the “General Directorate of Media and Tourism” which was then turned into the “Ministry of Media and Tourism”. After this, the tourism sector was addressed on a ministry level. At this time, issues related to tourism, became an area where the government determined direct policies and strategies. “The Ministry of Tourism and Promotion” was established in 1963 when the planned development period started. The missions of the ministry were to improve domestic and international tourism, to make tourism an effective part of the national economy, benefit from all appropriate facilities for tourism sector of the country and research, arrange, promote studies on tourism in addition to introducing Turkey as a tourist destination (Andaç, 2003; Özcan, 2013).

Table 1. Turkish Tourism in the Pre-Planned Period (1950 – 1962)

Year	Arriving Tourists	Tourism Revenue (1000 \$)
1950	28.625	-
1951	31.377	4.317
1952	38.837	2.287
1953	70.055	2.350
1954	71.331	1.771
1955	79.369	1.979
1956	99.414	2.495
1957	100.803	1.041
1958	114.744	1.535
1959	126.610	4.756
1960	94.077	5.460
1961	129.104	6.880
1962	172.867	7.316

Source: TÜRSAB (2020)

Statistics related to the tourism sector were collected beginning in 1950. The important data for pre-planned period is shown in Table 1. The number of foreign tourists was 28.265 in 1950. In the following years, the number of tourists perpetually increased and reached 100.803 in 1957. The number of tourists then reached 126.610 in 1959 and later decreased to 94.077 in 1960 because of the revolution on 27th May 1960. The number of tourists reached 172.867 in 1962, and income obtained from tourism was

7.316.000 U.S. dollars. The most important feature of this period was the decrease in the number of tourists in 1960 because of political instability. It is possible to interpret that tourism demand increased continually in Turkey during this period.

2.2. The Economic Development and Effects of Mass Tourism in Planned Period

The “Planned Period”, when development of the Turkish economy was planned in five-year increments, was developed as a reaction to the understanding of “unplanned development” between the years 1950-1960 and the first plan was implemented in 1963. During this period, government sought to direct economic and social life via the development plans. The constitution required development plans, which were mandatory for public institutions and directive for the private sector (Çakır and Bostan, 2000, p. 36). In the initial events after 1960, the tourism sector was a sub-branch of the service industry in development plans. Putting tourism into the curriculum of formal education institutions in Turkey was also a major tourism development at this time. In 1963, the Ministry of Tourism and Publicity was established. Currently operating domestic and international organizations of “Culture and Tourism Ministry, began their activities after 1963 (Kozak et al., 2013, p. 107).

By the year 1968, the number of companies working as travel agents in Turkey was 281. As a result of this increase, the Turkish Travel Agents Association (TÜRSAB) was established in 1972. After the establishment of TÜRSAB, the Turkish Travel Agencies Association (TÜSTAC) was the first institution of tourism on the same national level as the Turkish National Students Federations (TMTF) and Turkish National Youth Association (TMGT). TÜRSAB is still operating today in the context of Travel Agency Association laws (Kozak et al., 2013, p. 107). Over the course of time, a number of professional organizations began operating in the tourism industry. With the transition to the planned period, tourism industry was included in the Five-Year Development Plan, and important works were put into practice to arrange and improve sectorial activities (Olahı and Timur, 1986, p. 22). The initial requirements of businesses and hotels have gradually transformed due to the changing conditions of tourism industry (Kozak et al., 2013, p. 119).

When the development plans were reviewed in the early 1980s, it was possible to summarize the targets of the sector as follows (Şahin, 2001; Çuhadar, 2006);

- To increase foreign exchange income through tourism and use it to take advantage of closing the balance of payments deficit,
- To increase the number of tourists visiting Turkey,
- To increase the average duration of stay and expenses of tourists,
- To identify priority regions for tourism and to complete infrastructure and physical planning actions,
- To improve domestic tourism activity and to prepare vacation possibilities for employees,
- To monitor promotion activities,
- To determine pricing policy,
- To provide construction of infrastructure by the public sector as well as superstructure by the private sector,
- To encourage foreign investments.

This review revealed, although quantitative, the size of the tourism sector in the Turkish economy was not sufficient considering Turkey's important natural, cultural and historical wealth that can attract touristic events. It also highlighted that the tourism sector had to be changed, and emphasized that the economic and social effects of the sector had to be considered.

Some of the articles affecting the tourism sector in the "January 24 Decisions" put into practice are:

- Decision about devaluation,
- Decision about foreign capital framework decree,
- Decision on changing the foreign exchange regulations,
- Tourism incentive law, no. 2634,
- Decision on outgoings for touristic purposes.

The most important decision regarding tourism after 1980 is the Law for the Encouragement of Tourism No. 2634. With this legal regulation, many incentives that were not implemented in the tourism industry before were put into practice. Some of the incentives put into practice are as follows (Kozak et al., 2013, p. 107):

- Loans with low interest rate,
- Investment promotions,
- Financial fund exemptions,

- Building construction exemptions,
- Tax, due and fee exemptions,
- Incentive pay,
- Allocation of foreign exchange,
- Value added tax suspension,
- Employment of foreign staff,
- Discount in electricity, gas and water bills,
- Incentives in communication.

2.3. The Effect of Mass Tourism on Supply Capacity

In 1985, the tourism sector was identified as one of the sectors important for development and made significant process in the following years by taking advantage of investment credits and investment incentives. The effects of these promotions can be seen in the table below. Between 1980 and 1990, the number of investments and certified business facilities increased tenfold while the increase in the sector was only 10 % between years 1990 and 2000 (Table 2.) The most influential factor in this slowdown was the limitation of incentives provided to tourism sector and the complete elimination of them in 1992.

Table 2. Supply and Accommodation Capacity of Turkey

Year	Tourism Operator Licensing			Tourism Investment Licensing		
	Hotels	Rooms	Beds	Hotels	Rooms	Beds
2000	1.824	156.367	325.168	1.300	113.452	243.794
2001	1.980	175.499	364.779	1.240	107.262	230.248
2002	2.124	190.327	396.148	1.138	102.972	222.876
2003	2.240	202.339	420.697	1.130	111.894	242.603
2004	2.357	217.664	454.290	1.151	118.883	259.424
2005	2.412	231.123	483.330	1.039	128.005	278.255
2006	2.475	241.702	508.632	869	123.326	274.687
2007	2.514	251.987	532.262	776	112.541	254.191
2008	2.566	268.633	567.470	772	113.487	258.287
2009	2.625	289.383	608.765	754	103.119	231.456
2010	2.647	299.621	629.465	877	114.771	252.984
2011	2.783	319.319	668.829	922	122.364	267.900
2012	2.870	336.447	706.019	960	126.592	273.877
2013	2.982	357.440	749.299	1056	139.928	301.862
2014	3.131	384.454	807.316	1117	145.648	309.556
2015	3.309	404.462	850.089	1125	146.162	314.194
2016	3.641	426.981	899.881	1135	144.616	312.912
2017	3.771	446.228	935.286	1051	122.228	263.033
2018	3.925	464.927	974.574	981	104.910	225.421

Source: TÜRSAB (2020)

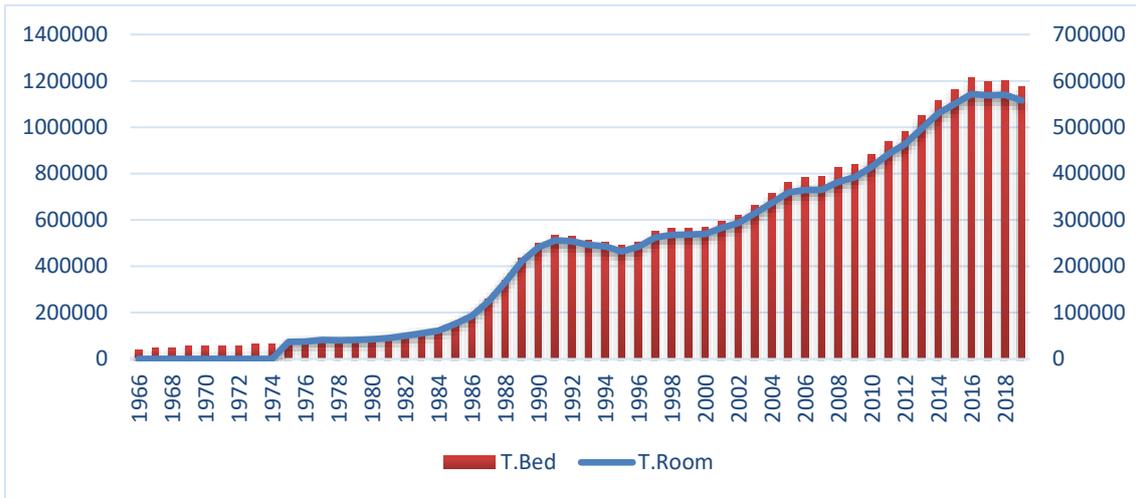


Figure 1. Total Number of Room and Bed (1966 – 2019)

The annual increase in the number of total room and bed between years 1966 and 2019 is shown in figure 1. After the 1980s, the increase in mass tourism in Turkey and insufficient stock capacity caused a fast and unplanned construction especially in the coastal regions. As a result, total number of room and bed increased.

2.4. The Effects of Mass Tourism on Tourism Income, Number of Visitor and Average Consumption

The data related to tourism income, the number of visitors and average consumption are presented in Table 3. While tourism income was about 10 billion U.S. dollars in 2001, it increased more than threefold and reached to 34,4 billion in 2019. Similarly, the number of tourist was 13,5 million in 2001 and increased five-fold to 51,8 million in 2019.

Table 3. The Number of Tourists, Average Expenditure

Year	Number Arriving Tourists(1000 \$)	Number of Visitors	Average Expenditure (\$)
2001	10.450.728	13.450.127	777
2002	12.420.519	15.214.514	816
2003	13.854.868	16.302053	850
2004	17.076.609	20.262.640	843
2005	20.322.111	24.124.501	842
2006	18.593.950	23.148.669	803
2007	20.942.501	27.214.988	770
2008	25.415.067	30.979.979	820
2009	25.064.481	32.006.149	783
2010	24.930.996	33.027.943	755
2011	28.115.694	36.151.328	778
2012	29.351.446	36.776.645	798
2013	32.310.424	39.226.226	824
2014	34.305.904	41.415.070	828
2015	31.464.777	41.617.530	756
2016	22.107.440	31.365.330	705

2017	26.283.656	38.620.346	681
2018	29.512.926	45.628.673	647
2019	34.520.332	51.860.042	666

Source: TÜRSAB (2020)

When we check the change in average expenditure data since 2001, it is possible to observe volatility during this period. The main reason for this is a change in profile of foreign tourists during that period.

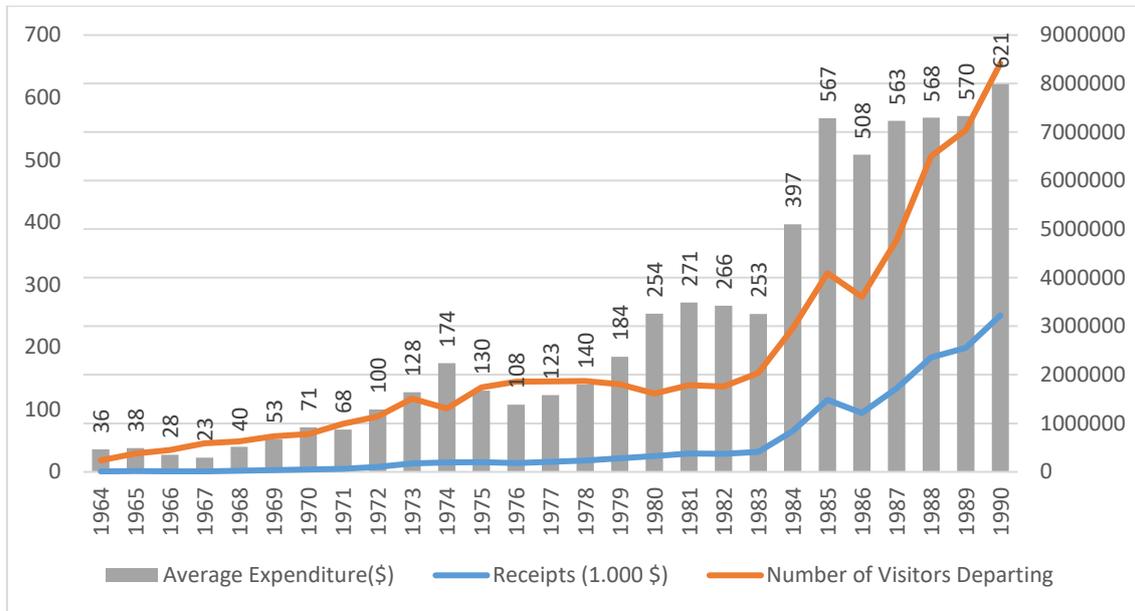


Figure 2. Tourism Revenue, Number of Tourists and Average Expenditure (TÜİK, 2020; KTB, 2020)

Similarly, the change in supply capacity affects other variables. For example, there is a remarkable increase in the number of tourists, tourism income and average tourism expenditure between 1964 and 1990 (Figure 2).



Figure 3. Tourism Revenue and the Number of Tourists (TÜİK, 2020; KTB, 2020)

Between 1980 and 1990, the number of tourist increased fourfold and tourism income increased tenfold. Political instability and terrorism in 1993 and 1994 affected tourism sector negatively. Anarchic activities, problems in the southeast region of the country, smear campaigns made by other countries, high inflation (influenced by the increasing exchange rate), insufficient infrastructure and reduction in the quality of service (as a result of infrastructure problems) caused and 8 % reduction in the number of tourist in 1993. In 1999, business cyclical reasons caused cancellations in the sector and the earthquake in Marmara region increased the problems in the sector. Because of the effects of all these events, the number of tourists decreased by 30 % from the previous year. Similarly, tourism income decreased 22.5 % compared to previous year. In 2001, the number of tourists reached 13,4 million and the income passed 10 billion U.S. dollars catching up to the trends in previous years (Yağcı, 2003, p. 204).

Table 4. The Share of Tourism Income in GDP

Year	Share of Tourism Income in GDP (%)	Share of Tourism Income in Export (%)
2000	2.9	27.5
2001	5.3	32.1
2002	5.4	33.9
2003	4.5	28.2
2004	4.4	25.2
2005	4.2	24.7
2006	3.5	19.7
2007	3.2	17.3
2008	3.4	16.6
2009	4.1	20.8
2010	3.4	18.3
2011	3.6	20.8
2012	3.7	19.2
2013	3.9	21.3
2014	4.3	21.8
2015	3.7	21.9
2016	2.6	15.5
2017	3.1	16.7
2018	3.8	17.5

Source: TÜRSAB (2020)

In 2019, the number of foreign tourist increased threefold to 51.8 million people and the income reached 34.5 billion U.S. dollars, increasing 496 %, %345 compared to the 2000, respectively. This improvement after 2001 was the result of public and private sector policies to increase tourism demand of Turkey. The Turkish economy experienced an important break in 2001 and the crisis increased the need for foreign exchange and employment creation. However, the policy makers' successful analysis of cyclical

movements turned this situation in favor of the Turkish tourism sector. Tourism income in GDP grew significantly from 2,9 % in 2000 to 3,8 % in 2018.

2.5. The Relationship between Mass Tourism, GDP and Foreign Trade

Table 4 shows the share of tourism income in export. According to table 4, the rate was 27,5 % in 2000 and then decreased 17,5 % in 2018. The main reason for this decrease in ratio resulted from an increase in exports. This was a direct result of policies aimed at increasing the export of goods and services, thus the ratio decreased overall in 2000s.

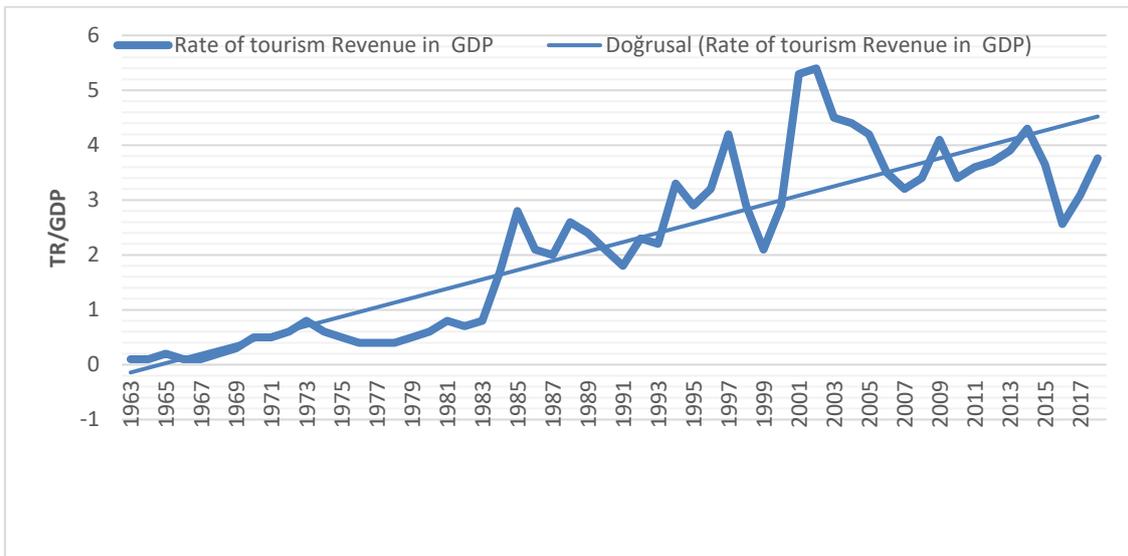


Figure 4. The Share of Tourism Income in GDP (TÜİK, 2020; KTB, 2020)

Similarly, the ratio of tourism income to GDP is shown in the figure 4. The share of tourism in the GDP has a linear increase from 1963 to 2018.

Table 5. The Ratio of Tourism Income to Foreign Trade Deficit

Year	Foreign Trade Deficit (FTD)\$	Tourism Receipt	Ratio of Tourism Receipt to Foreign Trade Deficit (%)
2000	26.727.914	9.990.841	37.38
2001	10.064.867	13.450.127	133.63
2002	15.494.708	15.214.514	98.19
2003	22.086.856	16.302.053	73.81
2004	34.372.613	20.262.640	58.95
2005	43.297.743	24.124.501	55.72
2006	54.041.498	23.148.669	42.83
2007	62.790.965	27.214.988	43.34
2008	69.936.378	30.979.979	44.30
2009	38.785.809	32.006.149	82.52
2010	71.661.113	33.027.943	46.09
2011	105.934.807	36.151.328	34.13
2012	84.066.659	36.776.645	43.75
2013	99.858.613	32.310.424	32.4

2014	84.508.918	34.305.904	40.6
2015	62.637.097	31.464.777	50.2
2016	52.942.242	22.107.440	41.8
2017	74.220.508	26.283.656	35.4
2018	53.983.726	29.512.926	54.7
2019	29.476.048	34.520.332	117.1

Source: (TÜİK, 2020; KTB, 2020)

Foreign exchange movements around the world related to international tourism affect the balance of payments by increasing foreign exchange supply in tourist receiving countries and also increasing foreign exchange demand in the homeland of tourists (Bulut, 2000).

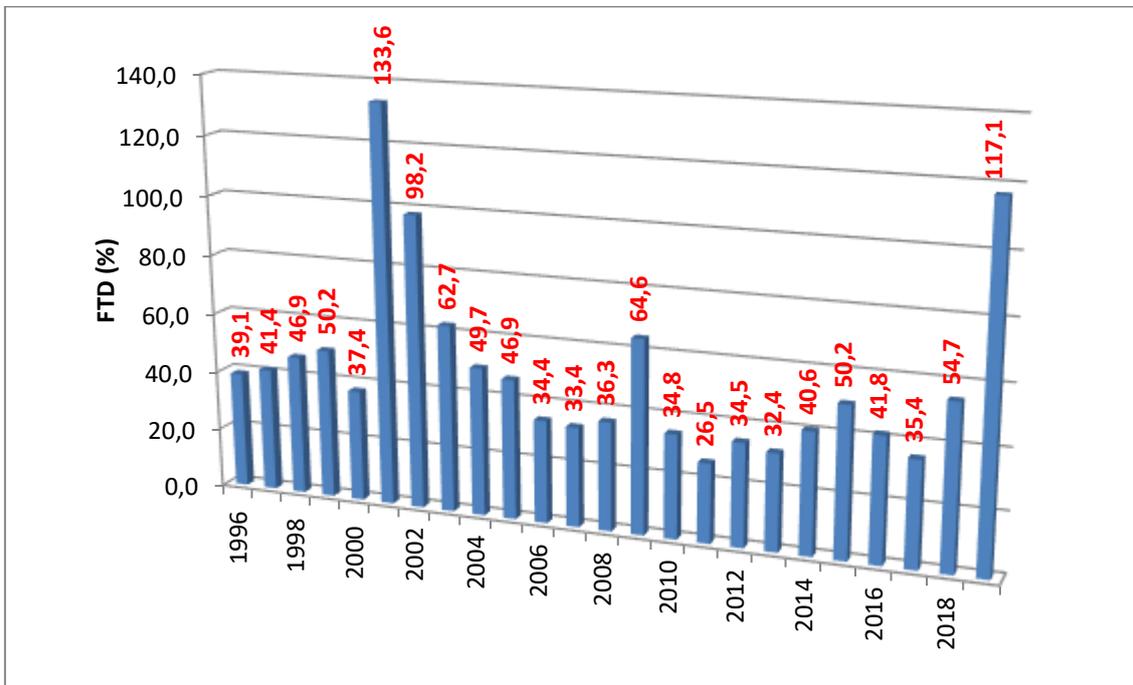


Figure 5. The Ratio of Tourism Income to Foreign Trade Deficit (1996 – 2019)

Therefore, the tourism income is an important source of foreign exchange reserve especially for countries that have current account deficit and/or insufficient foreign exchange reserves (Tosun et al., 2003; Kar et al., 2004, p. 89). The ratio of tourism income to foreign trade deficit is presented in the figure 5. According to this figure, it was only 40 % in 1995, and increased remarkably in 2000. The main reason for this increase is the relative decrease in foreign trade deficit because of the economic crisis in the same year. The same trends can be seen between 2008 and 2010 in figure 5. While the income of the sector was only 37,3 % of foreign trade deficits, it increased remarkably and reached to 43,7 % in 2012 and was over 117 % in 2019.



Figure 6. The Relationship between Export and Tourism Income (1969 – 2018)

Figure 6 shows the ratio of tourism income to export income gained between 1969 and 2013. Tourism income increased rapidly during this period. On the other hand, while the ratio was around 5 % in the 1970s, it increased and reached to 35 % in the 2000s. It was only 17.5 % in 2018 because of rapid increase in export incomes relative to tourism income. As a result, it is possible to conclude that the mass tourism has an important contribution to total export income.

2.6. The Number of Blue Flag Beach, Marina and Mass Tourism

Parallel to the developments in mass tourism, the number of beach, marina and yacht increased in Turkey since the beginning of the 1990s.



Figure 7. The Number of Blue Flag Beach and Marina

Turkey had only 6 blue flag beaches in the beginning of the 1990s, the number increased to 463 in 2019. Parallel to the number of beaches, the numbers of yachts and marinas also increased in recent years. The main reason for this increase in beaches, marinas and yachts is the development and concentration of mass tourism in the coastal regions of Turkey. The most important effect of development in mass tourism is the increase in the number of tourist. While the number of beaches increased, we see the same trend in the number of marinas, which has more contribution to tourism income (TÜRSAB, 2020).



Figure 8. Blue Flag Regions in 2020 (TÜİK, 2020; KTB, 2020)

Most of the blue flag beaches and yachts are concentrated in Mediterranean Sea and Aegean Sea regions, where seawater is clean and there are many untouched bays. Indicators point out that the coastal regions are an important result of mass tourism. By the increase in the number of blue flag beaches, the number of facilities in the coastal regions as well as the number of tourist increased. It is possible to imply that the mass tourism has an important contribution in Turkish economy. This does not, however, take in to account the increased level of pollution and is one of the disadvantages of the mass tourism in Turkey.

3. SOCIAL BENEFITS of MASS TOURISM

3. 1. Social Structure

Social structure is one of the basic themes in social science; however, there is no consensus about quality and borders among sociologists. According to D. Lockwood, the

structural features of a social system consist of continuous interactions between individuals in the frame of common norms. The mission of sociologists is to explore and question in order to identify the functions that feed the social structure and what motives individuals to comply with normative values (Lockwood, 1967). Social structure theory describes “basic elements which compose society, relationship between them and their place in whole society and by doing so regularity in the mechanism”. Physical and mental activities of humans are a result of well-organized and dependent relationships between all elements as a whole. A defection in balance and harmony in relationships affects entire actions. It is possible to simulate social structure and components of it to physical functioning (Doğan, 1998, p. 133).

3.2. Effects of Mass Tourism on Social Structure

Tourism is a sophisticated structure and must be investigated from different angles to gain a clear picture of all of the impacts. It affects society positively and negatively, both producing different economic results. There is a mechanism of interaction between the structure of society and tourism. Nevertheless, despite interaction between different cultures, they tend to view each other as the same over a period of time because of the mutual influences and responses with the common opinion that tourism affects the social structure of countries that receive tourist more than countries that send tourists abroad (Doğan, 2004, p. 129; Akış Roney, 2011, p. 114).

There is vast research as well as survey and analysis investigating effects of tourism on social environments in different touristic regions. Butler, in a pioneer systematic study investigating tourism and locals' reaction to tourist (Butler, 1980, p. 5-12) hypothesizes that locals' tolerance of tourists mutates gradually and they begin to exhibit negative attitudes in touristic regions. Because the economic, social and environmental effects of tourism are often ignored, locals are more skeptical about the benefits of the sector even if they expected to gain initially. Akış (1996) surveys two important tourism centers in Turkey, Bodrum and Girne in order to test thesis of Butler. According to results of the survey, there are two different opinions about the social effects of tourism. The people in Girne are more skeptical about the positive social effects of tourism and they exhibit negative attitudes towards tourism by increasing unfavorable events induced by the sector. However, the survey analysis results show that local people from both regions agree that coming together with tourists is an important experience for

them. Özdemir et al. (2000) investigates the socio- economic effects of tourism in Belek, Karpas and Girne. According to results of this analysis, doubt about the effects on morality is higher in Belek than Girne and Karpas. However, the number of people selecting tourism related jobs, as a permanent career is twofold higher in Belek than the other binary region. Çalışkan and Tütüncü (2008) examine the possible effects of the tourism industry on local people in the case of Kuşadası. The results of the study conclude that the tourism income is not shared by equally, and most local people are still in the low-income group. Despite the current situation, the attitude of local people towards the tourism industry is positive and they think that it can meet their economic expectations as well. Gümüş and Özüpekçe's (2009) survey analysis to examine the social, cultural and economic effects of tourism in Foça found that local people's opinion about touristic activity in Foça is positive and there is no difference in opinion because of gender, rural or professional differences. Gürbüz (2002) surveyed effects of tourism on the social environment in Safranbolu and found that a large portion of domestic people (87 %) believe that tourism attractions affect the social environment positively. According to Gürbüz, domestic people saw the sector as an important source of income sometimes ignoring the negative impacts of tourism. Kervankıran (2014) analyzed the effects of tourism after the development of tourism in the Beypazarı region, and according to the results it has positive effects on domestic culture economically, socially and environmentally.

Investors who wanted to invest in tourism in the past approached tourism only for economic gain. Today, however, due to the negative impacts beyond the economic gains the environmental and socio-cultural structure of tourism, as well as tourists and local people interactions are becoming a topic for consideration. Because of this, mass tourism remains the subject of many discussions. Mass tourism across the world has achieved significant growth since 1950 and 1960 and as well as the development in communication and transportation technology within the package tours marketing method and has continued through the present day to be the dominant tourism style.

After World War II, international tourism has shown a significant improvement. The increase in individual income, the regulation of working hours, adoption of business laws governing public holiday's opportunities, and advances in transportation and communication technologies accelerated mass tourism growth. The international tourism

industry has directed the creation of mass tourism activities based on the logic of all-inclusive package tours. Mass tourism based primarily on airline transportation, and holidays for groups and organized masses requires major infrastructure and superstructure at the destination as well as large-scale and initial capital-intensive investment in facilities. Therefore, it has led to a tourism market that is directed collaboratively by oligopolistic international tour operators and chain hotels, and thus causing the tourism industry to develop dependent on foreign demand, foreign capital, foreign partners for destination zones, and under the supervision of foreigners widely. Thus national and regional governments in the destination regions experienced difficulty, where local values and conflicts between cultures have begun to come forward. The kind of tourism seeking sea, sun, and sand usually uses package tour-style marketing based on mainly organized tours. So, the necessity to invest and offer products that meet international standards set by wealthy western countries has occurred. As a result of excessive dependence on scale economies, risks in the tourism structure is highly sensitive to unutilized capacity and low occupancy rates because it is a tourism-style that aims for profit maximization and is open to international competition. This creates an isolated and guided holiday style, where expenditure is audited by the international tour operators, and provides little economic benefit for the region (Dincer, 1996, p. 108-110).

Isolating tourists from the local community and creating an artificial environment that meets all the international standards makes it less likely for tourists to encounter local people and thus limits cultural interaction and expectations for economic gain in the area. When locals take part in tourism activities as public service personnel, who cannot communicate tourists, it affects the health of their relationship negatively (Arbil, 1995). Local people's involvement in tourism as action-for-profit shapes the vision and presentations based completely on tourists demands, thus causing local people to lose their self-identity. The locals present themselves as what the tourists want to see, leading to standardization and orientalism. As a result, losses in cultural identity, cultural dedifferentiation, and cultural disruption have occurred (Arbil, 1995).

3.3. The Effects of Mass Tourism on Society

The social environment is very important for tourism. In countries where tourism planning, development, and management are not well organized, tourism causes more negative social, cultural and environmental effects (Marzuki, 2009, p. 453). If

international standards are not adopted or tolerated by the destination society, it puts an end to tourism or business in that region. Domestic people sometimes do not tolerate touristic behaviors and different life styles because it makes them uncomfortable and may cause them to react. This has been analyzed in undeveloped, developing and developed regions in a study. The results show that in an undeveloped region, domestic people enjoy seeing tourists, while in a developing region, domestic people remain indifferent to tourists and in developed regions, they see tourists as a commercial value try to capitalize. They tend to give up some of their social values in order to obtain more income while tourism sector develops. In this context, tourism has considerable effects on the socio-economic structure of touristic regions.

According to a number of researchers, tourism destroys cultures and originality, while another group of researchers found that tourism has important positive effects on the protection and development of local culture. Experiences in different countries support both of these ideas. According to Rogers (2002), rural areas and rural life styles lose originality in their local life stories and identities while researchers defending opposite idea claim that tourism increases awareness of rural areas which initially lose originality but then sustains it by reviving local identity (Uslu and Kiper, 2006, p. 305). By the increasing the number of tourists in a region (by developing tourism sector), local people's hospitality increases initially, but after a while they begin to feel suspicious about the economic, social and environmental yields of tourism in the long term and begin to exhibit negative attitudes. Even though they have gained the income expected, the social and environmental costs of tourism that were not taken into account in the beginning, are felt thus causing them to doubt that tourism is advantageous to them. As a result, tourism actions would drop off in the region. Usal (1990) examines four cities in the Aegean region, Aydın (low tourism region), Manisa city center (beginning tourism region), Çeşme (developed domestic tourism region) and Kuşadası city center (developing foreign tourism region) in order to observe the behaviors of domestic people and to test the hypothesis that socio-economic and socio-cultural developments accelerate because of increased interactions with tourism. In the framework of Aegean region's tourism, the author could not find any significant differences in the answers from the local people.

3.4. Effects of Mass Tourism on Family

While investigating the effects of touristic activities, families require more attention than individuals require because each individual as a part of a family wants to participate in a touristic event and wants to share travels as he/she shares many things. As the size of the family increases and children grow up, journeys made all together become the most important part of the year. Excitement, preparation, expectations and the actual journey experience are memorable moments in family life. Journeys with family can also have educational value. Increasing educational oriented aspects of a journey will increase the benefits of the journey (Civelek, 2010, p. 334).

The family structure in Turkey differs by region. In eastern regions, families adhere to traditions and because of this, tourism and/or holidays do not have a significant place in their life. In the western regions of Turkey, touristic activities have much more importance in family life and it is common to make plans for children. Likewise, their behaviors are the same as foreign tourists. But some families believe that tourists could damage the structure of the family and fear that their children might abandon their cultural traditions.

3.5. Effects of Mass Tourism on Individuals

Because tourism includes communication and interaction, it may accelerate development of human being's potential and abilities. When touristic events are experienced intensely, it gives the participant a different perspective. A great number of tourists from different cultures and countries could induce a change in the visited region's society. This means that tourism may be seen as a tool to change society (Rızaoğlu, 2004, p. 19). The home society feels the change strongly. Individuals also may increase his/her human capital by communicating with tourists; using information learned in the destination, where art or cultural activities can be joined. It also changes the lifestyle in a region by diversifying activities, innovating, increasing interactions between individuals, introducing different places in the world and presenting new ways for the people to see themselves. To learn different cultural values and behaviors increases life experiences and changes worldviews. Locals who work in the tourism sector may acquire new skills and may learn new technologies such as, using computer or learning a foreign language. This increases the quality of life and development level of local people.

3.6. The Effect of Mass Tourism on Life Quality

Quality of life is subjective and it is possible to view in different ways. The number of entertainment options available to the people who live in the region, easy access in and around the region, air pollution, presence or absence of advertisement panels, quality and crowdedness of public transportation, rush hour etc. are all criteria to consider as some people like them while others do not like (Korkmaz, 1990, p. 394). For this reason, there is a vast amount of literature discussing this topic. The common view of the tourism sector's effects on quality of life is that the sector raises life standards that help society reach their desired living standard. For example, festivals, outdoor events, restaurants and employment opportunities are some positive factors, while traffic jams, increased crime rates, and increased cost of living are some of the factors may reduce the quality of life. The increasing transportation problem in a touristic region would reduce the transportation comfort. For instance, increasing tourist arrivals would begin to exacerbate existing traffic problems. The existing problems affect the opinions about tourism, both for the tourist and for local people.

3.7. The Importance of Mass Tourism in the Context of Social Change

Social change can be explained as differentiating elements of social structure in different periods. It is not possible to put social change in a framework that includes all terms and societies. (Berber, 2003, p. 209). Tourism is an effective cause of change of societies. In this context, tourism changes the socio-economic context by changing business frameworks in a small farming villages, increasing dependency on market economy, changing the quality of life, consumption norms, increasing communication with foreigners, changing preferences, and evaluation appraisal (Eralp, 1974, p. 67). Thousands of people perform touristic activities each year affecting the structure of family, faith, evaluation appraisal, culture, and the political structure in the touristic region (Akman, 2007, p. 134). In the case of similarity between local people and tourists, change in social structure is less. In contrast, significant differences in cultural structure and economic conditions create more change in social structure (Demircioğlu, 1997, p. 137).

The tourism industry is improved and manipulated by society. A society that has touristic potential and construction for touristic organizations would not eliminate the specialty of tourism. Tourism is an external dynamic for countries in traditional structure

or for countries in transition period. Different societies form relationships through touristic actions and the density and frequency of the relationship determine speed of social change. The dynamics of change explained in the framework of Sorokin's "cultural diffusion" theory employs a system approach. According to Kongar (1995), while values and rules build cultural system, conscious people and groups who create, operate, and use the values and rules in interaction compose social system and they both exist in an environment.

4. CONCLUSION

The development of tourism brings about economic, environmental and social change in touristic regions. It has grown rapidly in the second half of the 21st century and has become an important economic and social factor. As a result, tourism changes and affects economic and social structures in contemporary societies and social institutions. It has an important role in not only touristic regions but also in the globalized world. Tourism creates fast changes in society because of economic differentiation and changes in cultural and evaluation appraisals.

Sea, sand, and sun mass tourism was popular until the 1980s. As a result of problems with mass tourism demands in Turkey, consumers began to seek alternative types of tourism in the 1990's. But, despite the increasing number of alternative tourism types and products as a result of globalization, it was not at the desired level. The driving force behind the Turkish tourism sector is mass tourism in coastal zones. The Turkish tourism industry has an important role economically and quantitatively in the world as a result of arrangements made in the second half of the 1980s. Tourism diversification efforts and encouraging year-round tourist activity started in the 1990s but despite the developments in some alternative tourism types, opportunities and/or potential for tourism could not be seized and is still concentration on seasonal touristic activity. At this point, it is important to emphasize that conscious institutional structure in the sector solved many problems in recent years. Developing countries that have a large share in the world tourism sector, like Turkey, continue taking economic and social advantages of mass tourism where alternative tourism types are not yet developed.

Up until today, policy makers have ignored the social and environmental costs of mass tourism because of economic gains. It is important to take all costs and benefits into account while making decisions for the tourism sector. It is important to steer the

development of tourism according to domestic needs as claims and boundaries may increase the value of mass tourism in society and help construct a strong industry. Many small societies and regions in Turkey have ability and resources to construct successful a tourism industry.

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