

# Çevrimiçi Haberlerin Turizme Etkileri

## The Effect of the Online News on Tourism

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### Abstract

Due to the technological developments, people are able to quickly reach the information and the news about destinations where they have planned to go on their holidays. Online news websites are important and reliable tools which deliver up-to-date information about a destination to broad masses. It is indisputable that the media is a significant influence on public awareness, tourist purchase decision, destination image and tourist behavior. A tourist who chooses a holiday destination decides among countless destinations according to the information he receives from various sources. Therefore, in this study, the news in the two foreign online news sites are interpreted according to the touristic arrival statistics from the Ministry of Culture and Tourism. The two countries to be included in the study, Germany and England, were selected among the countries that sent the most tourists to Turkey. In these countries, news web sites with the highest number of daily visitors were determined and the news related to Turkey in the 7 years period between 2010 and 2016 were analyzed by content analysis.

**Keywords:** Destination Image, Tourism, Online News Sites

### Öz

Gelişen teknolojiye bağlı olarak, insanlar tatillerini geçirmek istedikleri destinasyonla ilgili bilgiye ve haberlere hızlı bir şekilde ulaşabilmektedirler. Çevrimiçi haber siteleri, geniş kitlelere bir destinasyonla ilgili güncel bilgiler veren önemli ve güvenilir araçlardır. Medyanın kamu bilinci oluşturma, turistin satın alma kararı, destinasyon imajı ve turist davranışına önemli etkileri olduğu göz ardı edilmez bir gerçektir. Turist, çeşitli kaynaklardan aldığı bilgiye göre sayısız destinasyon arasından bir tatil yerine karar vermektedir. Dolayısıyla bu çalışmada Kültür ve Turizm Bakanlığı'ndan alınan ülkemize geliş istatistiklerine göre, yurt dışındaki iki çevrimiçi haber sitesindeki haberlerin turist gelişlerine etkisi yorumlanmıştır. Çalışmaya dahil edilen iki ülke, Almanya ve İngiltere, ülkemize en çok turist gönderen ülkeler arasından seçilmiştir. Bu ülkelerdeki haber siteleri ise günlük ziyaretçi sayılarına göre belirlenmiş ve Türkiye ile ilgili haberler, 2010-2016 yılları arasındaki yedi yıllık dönemde içerik analizi yöntemiyle incelenmiştir.

**Anahtar Kelimeler:** Destinasyon İmajı, Turizm, Çevrimiçi Haber Siteleri

### Introduction

Destination image is one of the important factors that increase the competitive power in the international tourism market of Turkey and it has been a subject for researchers for the last 30 years. Destination image is the entire perception of individuals in a destination. People form this image with the information they receive from various sources. According to Gunn (1997), this image consists of stimulated image and organic image. Organic image evolves over time in the human mind, with information that people receive from media, education, popular culture. Nowadays people are exposed to numerous information from various sources before the travel decision process. According to the studies, it has been confirmed that the media has an effect on the formation of the destination image due to its high reliability and broad mass reachability (Castelltort & Maeder, 2010). The media is undoubtedly an important source of information on risk minimization, because it provides tourists up-to-date news about a destination that they can not have from other sources, such as travel guides. Some of the news on the media has a positive impact on potential tourists, while some news on tourists have the opposite effect. The role of the media in the purchase decision, public awareness, in the perception and behavior of people is crucial. Therefore, it is expected that the news that spread rapidly all over the world will affect tourists' choice of travel and destination selection. Tourists

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choose from countless destinations before deciding to buy. This choice is one of the stages in the destination decision process. Any new and unfamiliar news that the potential destination has decided on, whether it has been booked, whether it will be booked, will affect the decision process of the individual and the decision of destination will result in the cancellation of the reservation. In other words, the risk perception of a destination affects the travel decision process (Sonmez & Graefe, 1998: 10).

The purpose of the study is to investigate the relation between the news about Turkey in the German and English news sites and the tourist arrival statistics. Another goal is to determine in which category of the news is most likely to appear in German and English online news sites. It is also another purpose to determine which of the positive or negative news in the foreign press is more effective. In order to achieve these goals, the news sites most frequently followed in the two countries are determined according to the number of visitors. Then, preliminary analysis of the related news in Turkey and taking into consideration the previous studies, five categories were identified as politics, culture / history, sports, security and social issues. Finally, positive, negative and neutral classification of the news in this category was made according to the effect of the news readers, and the news was interpreted as having an impact on the tourism arrivals.

### **Destination Image**

UNWTO defined tourism as “Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.” Tourism, which is a growing sector, has become remarkable in terms of its contribution to the economy through its added value, employment and foreign exchange income (Bilgen, 2009). Referring to the data for Turkey in 2014, it is seen that the share of tourism revenues in GNP is 4.3% (Turkish Statistical Institute). Due to the large impact on the economy of the country, tourism has been the subject of many studies and research. The role of the destination image in the development of the tourism sector and in the increase of the tourism share in the world market is great. Destination image is the sum of beliefs, impressions and thoughts that an individual has about the destination (Crompton, 1979). Destination image attracted the attention of many researchers because it affected tourists decision process, general satisfaction and destination perception.

Image formation is the development of a mental construct based upon a few impressions selected from a flood of information (Etchner & Ritchie, 1991). This flood is coming from the media and from different channels such as “television, books, magazines, movies, newspapers, brochures, posters” (Matos, Mendes & Valle, 2012). According to Gunn (1997), the destination image consists of two components, the stimulated image and the organic image. A stimulated image is an important element that triggers visits to a destination, such as advertising and promotion. Organic image is formed through media, popular culture and non-commercial sources of information during training and can not usually be controlled. Studies show that people have been exposed to the media for a certain period of time, resulting in organic image (Wang, HweeLeng & Pan, 2015). The media helps tourists minimize risk by offering up-to-date news for tourists that a tour guide can not provide. The news media has a significant impact on the image formation, especially when it gives a striking picture of a distant country. The high reliability of news and the ability to reach large masses are important in image formation (Castelltort & Maeder, 2010). It has also been observed that the news is also influential in the tourist’s selection process. Every new and unfavorable information a tourist gets, even though they have chosen a destination, will cause the tourist to make a change in the decision process. For instance, the presence of a terrorist attack in or near a selected destination

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or a political rebellion will lead to a change in the assessment of the travel decision (Sönmez & Graefe, 1998).

### **The Effects of News on Tourism**

Global and regional events, including terrorism, epidemics, and political unrest, are represented in the media and affect the imaginations and perceptions related to a destination. The coverage of disasters by the media may result in negative publicity for the destination, diminishing its overall reputation for comfort, attractiveness and safety (Sönmez et al., 1999).

In many researches, it has been seen that negative events such as terrorism, outbreaks, political revolts, which are developing on the local and global scale, are reflected through the media and these reports affect the perceptions of the destination (Sönmez & Graefe, 1998; Drakos & Kutan, 2003; Koyunsağan, 2008; Alvarez & Korzay, 2008; Okcu, 2009; Emsen & Deger, 2004). Research on the effects of tourism on mega events, such as world cups, olympics, or expos, were also conducted (Solberg and Preus, 2007; Fourie and Santana-Gallego, 2011; Bob & Potgieter, 2013; Kim, Lee, Mjelde & Lee, 2014; Küçüktaş, 2015).

Sönmez & Graefe (1998) used decision-making models and risky decision-making theories for consumers and tourists who have traveled internationally in the past or intend to travel internationally. In the study, demographic factors (age, sex, education, and international travel etc.) as well as economic factors (income level of the tourists) and the risk factor defined as the type and amount of potential tourism risk related to international tourism as were included in the model as explanatory variables. In horizontal regression analysis with multiple horizontal regression analysis, there was a negative and significant relationship between the level of risk taking and the presence of tourism activity. On the other hand, it has been found that social resources are more preferred than formal sources during information searches (Sönmez & Graefe, 1998, p. 122-134).

In 2006, Alvarez and Korzay conducted a survey of 157 people in October and December, exploring the role of politics and media in perceiving Turkey as a tourism destination. In the study, it was found out that word of mouth communication was the most frequently used in the search for information by the Spanish tourists, secondly the printed press and television were used, and despite the negative perception of the political situation of Turkey, this situation did not affect the destination image. Researchers have found that some political issues, such as membership in the European Union, have a strong influence on the participants' sense of destination.

Drakos and Kutan, using monthly tourism data from January 1991 to December 2000, have found that in three popular Mediterranean countries (Israel, Greece, Türkiye), terrorism has reduced tourist arrivals. They also found that the frequency of the emergence of terrorist acts in a country would lead tourists to the competing alternative country, which would also affect relative market shares. It has also been investigated whether the decreasing market shares due to terrorist acts are reflected in the shares of their competitors in these countries at the same percentage.

Koyunsağan conducted a survey with 90 travel agency managers and hotel managers in Istanbul and 97.8% of the participants stated that negativity such as terrorism, security, bird flu affects the tourism. In the years when terrors were experienced, 58.92% of companies faced cancellations in their businesses. Forty percent of the administrators said they were hesitant about the arrival of tourists, while 1,1% of them said that tourist arrivals stopped completely.

Fourie and Santana-Gallego (2011) examined the effects of mega-sport events on tourist arrivals by using two-sided tourism flows in 200 countries in 1995-2006 using the gravity model. According to their results, they found that mega sport events increased tourism by an

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average of 8%, but that the gain could vary depending on the mega event, the country where the event took place, and whether the event occurred in low or high season. For example, the Summer Olympics and the FIFA World Cup are effective in tourism, the Cricket World Cup and the Lions Tour are less influential, and the Winter Olympics and the Rugby World Cup are not affected.

Bob and Potgieter (2013) have studied the impact of tourism on mega events in their work in South Africa, from a visitor's point of view. A face-to-face meeting was held with foreign visitors from 11 June to 11 July in Africa's first mega event, the 2010 FIFA World Cup. The majority of participants stated that they are satisfied, they perceive the country as a good tourism destination and they intend to visit again. However, they also expressed concern about crime and cost. The researchers came to the conclusion that positive experiences and the South African image should be integrated into a suitable destination marketing strategy.

In a study by Kim and the others (2014) examining the influence of newspaper reports on Korea's EXPO, a polynomial distributed lag model was used. The factors influencing daily attendance at the Expo were tried to be estimated with two variables (newspapers and promotions). The data were extracted from 295 news items by scanning the word "expo" in six daily Korean internet newspapers. As a result, newspaper reports is an important influence on the participation of expo, as well as high season, promotion and media are found to be effective. In addition, the newspaper reported that during the first four days of publication, expo participation increased, but on the fifth day it began to decline. It is also referred to in literature as "the carryover effect".

Çolakoğlu and Çolakoğlu (2005) studied the image of Turkey in the world press with the example of South Korea. The Korea Times and The Korea Herald daily newspapers were selected as samples of this work and these newspapers were examined during 1999-2000. The news about Turkey in these newspapers are divided into categories under the headings of "politics", "economy", "sports", "history / culture" and "others" and evaluated by content analysis method. As a result of the research, it was determined that in the South Korean press, Turkey is on the agenda with political news. The two most favorite categories in Korean media are politics and sports. Moreover, political news about Turkey has a negative effect on the reader; Sports, and history / culture related news leave a positive impression. Although the intensity of the economic news is low, the effect left on the reader is attributable. Therefore, according to researchers, the presence of news about Turkey in South Korea, a country that does not have an intense relationship with Turkey, is an indication that Turkey has an important place in world press.

Mercille (2005) tried to explain the influence of the image of media presentations made up of films, guide books and magazines with the example of Tibet. The analysis was based on data from tourists who came to Tibet for the first time. In 2002, a questionnaire was organized to 397 participants and they were asked what information source they benefited from before they arrived to the destination. Secondly, the previous perceptions of the destination and the subsequent perceptions of the destination were asked. The fact that 43% of the respondents were influenced by the film "Seven Years in Tibet" and 27% was influenced by a guidebook, "Lonely Planet", is an indication that both visual and written media influence the destination image.

In their study, Stepchenkova and Eales (2011) measured media messages related to a tourist destination in the form of time series and then measured the tourism demand effect of the news using these series as variables in the tourism demand model. Three influential newspapers in the UK were scanned for the words "Russia", "Moscow" and "Saint-Petersburg", and 2439 articles were reached in the result of the study covering 1992-2007. News in seven

categories, namely Culture and History, Economic Development, Social Issues, Interior Affairs, Foreign Affairs, Security and Tourism, are classified and subdivided into positive, negative and neutral within themselves. In order to prevent the prejudices that may occur in the coding, control coding with the second author has been done. Dependent and independent variables for the tourism demand model were determined based on the consumer behavior theory according to previous tourism demand studies and data availability. According to the research result, it is found that the news about economic developments has a positive effect on tourist arrivals, the tourism category has a positive effect and the culture category has a negative effect on Russia's Soviet past. Interestingly, the security category has not been an influence on tourism demands. News about the Interior and Foreign Affairs has been determined to have a very small impact on travel decisions.

In the tourism literature, it is known that media reporting of catastrophic news in a sensational way negatively affects the destination image. Walters and the others (2016) have examined how a disaster-affected destination is presented in the media. They examined the content of 260 print and online media articles that reported the Blue Mountains Bushfires, a small scale disaster that occurred in 2011. They found that the media's representation or misrepresentation of this particular disaster may contribute to the estimated loss of over \$100 million in tourism related revenue experienced by this destination.

As a result of the literature review, it was seen that the print media was used as the data in the studies and the content analysis was used as a method. In some researches, survey method was applied to tourists and the role of information sources in destination image was tried to be revealed. A group of researchers have also conducted studies to identify potential tourist images of the country. Some important events (terrorism, epidemic disease, natural disaster, world cups, expos, etc.) have been investigated both in domestic and foreign sources on the effect of tourism. From 1992 to 2007, Stepchenkova, through the LexisNexis Akademic Database, one of the most important database companies in the world, has linked news about Russia to three major British newspapers (the Times, the Guardian, the Independent). However, no similar work has been found in our country. Moreover, it is thought that this study will be different because news websites provide information at all times and users can access different communication tools (tablet, smart phone, computer). Therefore, as the use of the two countries in the research will expand the research limit, the use of the most preferred web sites as the sample in these two countries will fill the gap in the literature. The countries that send the most tourists to our country have been determined through the Ministry of Culture and Tourism and the news that have been reflected in the news sites in these countries have been analyzed by means of content analysis during the period of 2010-2016.

### **Methodology**

Content analysis method was used in the study. Content analysis is a way of gaining a meaning by examining the raw information obtained from archives, documents and mass media (Böke, Ed., 2009: 344). Because news sites are published daily, they are regarded as appropriate data sources. Bbc.com, the most visited news site in England, and dw.com in Germany were selected as the sample of this study, according to the daily number of visits. In order to determine these sites, the main news sites were identified for each country. Through the "website.informer.com" website, the sites that received the most visitors for each country were found and sampling included. The news from 2010 to 2016 was examined by selecting the words "Turkey, Antalya, Istanbul, Ankara" in these news sites. The reason for the election of a seven-year term is to compare the numbers of tourist arrivals with previous years, and the effect of the news, as learned from previous studies, does not last for many years. In order to determine the reflections of foreign media reports, foreign entry statistics were taken from the website of

the Ministry of Culture and Tourism according to nationalities and compared for the previous seven-year periods.

The reason for the selection of the England and Germany in the study is due to the fact that they are from the countries that send the most tourists to our country according to the statistics of the Ministry of Culture and Tourism.

484 news on BBC website and 1942 news on Deutsche Welle website were examined. Despite the fact that these news sites are Turkish versions, the news has been scanned in English and German so that the format of the news is more accurate.

Content analysis is a categorization process based on the researchers' assumptions (Cited in Colakoglu and Colakoglu, 2005, p. 143). Therefore, 5 categories have been determined by preliminary analysis of the news about Turkey and taking into consideration the previous studies: Politics, culture / history, sports, security and social.

Under the political title, there are reports on Turkey's internal and external political developments, news about presidential and municipal elections, news about political trips to Turkey (Table 1).

**Table 1:** Examples of Political News

Political		
The Subject of the Article	Source	Date
Nuclear talks with Iran started positively	bbc.com	21.01.11
Pope Francis visit to Turkey	bbc.com	28.11.14
Russia and Turkey remain close despite ambassador's murder	bbc.com	21.12.16
Turkey has been waiting for 25 years as an Ab member	dw.com	13.04.12
Visit of Iranian President Ruhani	dw.com	09.06.14
Turkey after the coup	dw.com	27.07.16

In the Culture/History category, art, history, traditions, film and music festivals, information related to Turkish cultural dishes are included. In addition, the news that Istanbul was a cultural capital in 2010 and tourism was also evaluated in this category (Table 2).

**Table 2:** Examples of Culture/History News

Culture/History		
The Subject of the Article	Source	Date
The Real Istanbul: Büyükkada	bbc.com	05.10.10
Unesco proposed improvements in world heritage management	bbc.com	29.08.10
Rick Stein: From Venice to Istanbul: Series1: Episode 7	bbc.com	18.11.15
The music journey of DJ Ipek	dw.com	19.10.11
Turkish National Youth Philharmonic Orchestra was a guest of Beethoven Fest	dw.com	27.01.12
Camel wrestling in Turkey	dw.com	11.03.15

In the sports category, there are news about sports such as golf, football, boxing, news about Istanbul Grand Prix and transfers of some football players (Table 3).

**Table 3:** Examples of Sports News

Sports		
The Subject of the Article	Source	Date
Çağla Büyükakçay and Elena Baltacha's tennis match	bbc.com	26.07.10
Turkish Grand Prix	bbc.com	08.05.11
Istanbul Basaksehir: From crowds of 100 to top of the Turkish league	bbc.com	25.11.16
Istanbul short course swimming championship	dw.com	14.12.12
Galatasaray – Juventus football match	dw.com	10.12.13
Germany outplayed by Turkey at EuroBasket	dw.com	08.09.15

Reports in the security category were compiled from terrorist incidents, riots, political or non-political protests, workplace fires, mine disasters, ferry hijacking (Table 4).

**Table 4 :** Examples of Security News

Security		
The Subject of the Article	Source	Date
The Turkish security forces killed the man who kidnapped the ferry	bbc.com	12.11.11
DEVSOĞ claimed responsibility the explosion as a cop died	bbc.com	11.09.12
Istanbul bomb attack “kills 11”	bbc.com	07.06.16
Gezi protests spread from Istanbul to Ankara	dw.com	01.06.13
Soma mine disaster protests	dw.com	17.05.14
Dozens dead after explosions near Besiktas stadium in Istanbul	dw.com	10.12.16

Social issues consist of news including freedom of expression, media issues, women's rights, religion, education and health. In addition, natural disasters, ongoing court or court decisions, interviews with journalists were also evaluated within this scope (Table 5).

**Table 5:** Examples of Social News

Social Issues		
The Subject of the Article	Source	Date
Van earthquake: Rescue teams are searching	bbc.com	10.11.11
The families are worried about the earthquake hazard in Istanbul.	bbc.com	01.01.12
Istanbul transgender murder prompts Istanbul protest	bbc.com	22.08.16
Baha Güngör: Turkey is not a model for the Arabs	dw.com	10.02.11
The developments related to Fazıl Say case	dw.com	18.02.13
Turkey leads rise in journalist detentions	dw.com	13.12.16

The impact of the news on the readers is positive, negative or neutral. If the news makes a negative impact on the person reading it, or if it is presented in a way that does not appeal to the reader, it is considered negative (Çolakoğlu & Çolakoğlu, 2005, p.142). For example, despite the fact that the ongoing court proceedings on the Gezi protesters were actually impartial, the disproportionate use of force by the police during the protests led to a negative perception of the news. The news covered in the Culture / History category generally seems to give a positive impression. The reason is that art, music, festivals, traditional subjects will leave a positive mark on the reader. However, very rarely, some culture / history news has been adversely affected. For example, Fatih Akin's news about the so-called Armenian genocide is thought to be positive because it relates to cinema, but it is negative in terms of its effect. Likewise, most sports news is made up of news that leave a positive impression on the reader. News about football, which is a popular sport especially in England and Germany, not only makes a positive impact on readers but also contributes to the promotion of Turkey. Amateur Golf Championship held in Antalya in 2011, Turkey Grand Prix held in Istanbul and Archery World Cup held in Antalya have been reported in many countries because they are international organizations. On June 10, 2013, UEFA's evaluation of Fenerbahçe and Beşiktaş clubs as a "direct or indirect effect on the match result" was considered negative news. The Presidential election held on August 10, 2014, and local elections were considered neutral news. The fact that the wounded soldiers in Afghanistan were brought to Turkey on 17.04.2010 has also been evaluated as neutral in terms of its effect. The refugee problem, which has occupied the agenda of Turkey for many years, is one of the issues that leave a positive and negative impression on the audience evaluated in social issues. The fact that Turkey hosts millions of Syrian refugees left a positive impression on the reader. However, in the treaty signed between the European Union and Turkey on 18.03.2016, the issue of bargaining of refugees was perceived negatively.

Statistics on the website of the Ministry of Culture and Tourism were used as a secondary data source to assess the impact of the news on tourism. A seven-year term was chosen to assess change over previous years. In June 2013, especially when news related to the Gezi Protesters took place frequently, the German tourist rate decreased by 7.89% compared to June of the previous year and decreased by 2.14% for British tourists in the same period (Table 6). In particular, the number of British tourists in 2015 has fallen during the first nine months

of the year. When we assessed the year 2016, the number of German and British tourists decreased compared to previous years. The reason for this is thought to be the increase in security concerns following the terrorist attacks in Turkey, as well as the geopolitical risks created by the Syrian civil war in the region. The years 2015 and 2016 are the greatest declines for both the number of British and German tourists. These years are indicated that international political crises and security concerns have had a negative impact on tourism demand (Table 6).

**Table 6:** Arrivals to Turkey from Germany and England: 2010 – 2016

		Germany	England	Total Foreigner	German in Total (%)	English in Total (%)	Compared to prev.(Ger.)(%)	Compared to prev.(Eng.)(%)
2010	JANUARY	115.844	22.935	809.974	14,30	2,83		
	FEBRUARY	148.741	31.246	953.848	15,59	3,28		
	MARCH	260.932	49.157	1.414.616	18,45	3,47		
	APRIL	254.364	108.026	1.744.628	14,58	6,19		
	MAY	479.574	373.355	3.148.337	15,23	11,86		
	JUNE	423.703	419.674	3.500.024	12,11	11,99		
	JULY	649.887	471.732	4.358.275	14,91	10,82		
	AUGUST	533.185	451.868	3.719.180	14,34	12,15		
	SEPTEMBER	501.356	386.510	3.486.319	14,38	11,09		
	OCTOBER	619.550	278.155	2.840.095	21,81	9,79		
	NOVEMBER	248.727	48.016	1.491.005	16,68	3,22		
	DECEMBER	149.400	32.931	1.165.903	12,81	2,82		
	TOTAL	4.385.263	2.673.605	28.632.204	15,32	9,34		
		Germany	England	Total Foreigner	German in Total (%)	English in Total (%)	Compared to prev.(Ger.)(%)	Compared to prev.(Eng.)(%)
2011	JANUARY	111.296	26.196	975.723	11,41	2,68	-3,93	14,22
	FEBRUARY	161.454	33.959	1.079.505	14,96	3,15	8,55	8,68
	MARCH	264.267	45.200	1.617.782	16,34	2,79	1,28	-8,05
	APRIL	392.873	155.984	2.290.722	17,15	6,81	54,45	44,39
	MAY	457.645	339.830	3.283.125	13,94	10,35	-4,57	-8,98
	JUNE	528.156	365.521	3.780.637	13,97	9,67	24,65	-12,90
	JULY	602.511	435.143	4.597.475	13,11	9,46	-7,29	-7,76
	AUGUST	626.570	425.521	4.076.783	15,37	10,44	17,51	-5,83
	SEPTEMBER	570.384	383.532	3.923.546	14,54	9,78	13,77	-0,77
	OCTOBER	684.908	273.732	3.039.754	22,53	9,01	10,55	-1,59
	NOVEMBER	271.367	64.461	1.596.295	17,00	4,04	9,10	34,25
	DECEMBER	154.884	32.975	1.194.729	12,96	2,76	3,67	0,13
	TOTAL	4.826.315	2.582.054	31.456.076	15,34	8,21	10,06	-3,42
		Germany	England	Total Foreigner	German in Total (%)	English in Total (%)	Compared to prev.(Ger.)(%)	Compared to prev.(Eng.)(%)
2012	JANUARY	113.055	25.805	981.611	11,52	2,63	1,58	-1,49
	FEBRUARY	153.915	32.077	997.571	15,43	3,22	-4,67	-5,54
	MARCH	255.448	56.539	1.460.563	17,49	3,87	-3,34	25,09
	APRIL	347.567	128.047	2.168.715	16,03	5,90	-11,53	-17,91
	MAY	513.168	294.878	3.232.926	15,87	9,12	12,13	-13,23
	JUNE	540.955	358.012	3.882.592	13,93	9,22	2,42	-2,05
	JULY	697.864	410.170	4.571.389	15,27	8,97	15,83	-5,74
	AUGUST	681.786	400.534	4.470.202	15,25	8,96	8,81	-5,87
	SEPTEMBER	625.571	374.264	3.991.415	15,67	9,38	9,68	-2,42
	OCTOBER	677.797	278.429	3.050.981	22,22	9,13	-1,04	1,72
	NOVEMBER	263.034	56.514	1.631.647	16,12	3,46	-3,07	-12,33
	DECEMBER	158.585	41.250	1.343.220	11,81	3,07	2,39	25,09
	TOTAL	5.028.745	2.456.519	31.782.832	15,82	7,73	4,19	-4,86

Table 6 Continued



		Germany	England	Total Foreigners	German in Total (%)	English in Total (%)	Compared to prev.(Ger.)(%)	Compared to prev.(Eng.)(%)
2013	JANUARY	101.807	28.654	1.104.754	9,22	2,59	-9,95	11,04
	FEBRUARY	152.183	36.375	1.268.440	12,00	2,87	-1,13	13,40
	MARCH	307.265	65.288	1.841.154	16,69	3,55	20,28	15,47
	APRIL	356.621	122.282	2.451.031	14,55	4,99	2,60	-4,50
	MAY	573.495	314.254	3.810.236	15,05	8,25	11,76	6,57
	JUNE	498.249	350.352	4.073.906	12,23	8,60	-7,89	-2,14
	JULY	636.024	407.372	4.593.511	13,85	8,87	-8,86	-0,68
	AUGUST	713.982	417.972	4.945.999	14,44	8,45	4,72	4,35
	SEPTEMBER	617.273	380.165	4.266.133	14,47	8,91	-1,33	1,58
	OCTOBER	678.292	290.072	3.402.460	19,94	8,53	0,07	4,18
	NOVEMBER	244.966	59.471	1.709.479	14,33	3,48	-6,87	5,23
	DECEMBER	161.166	37.100	1.442.995	11,17	2,57	1,63	-10,06
	TOTAL	5.041.323	2.509.357	34.910.098	14,44	7,19	0,25	2,15
		Germany	England	Total Foreigners	German in Total (%)	English in Total (%)	Compared to prev.(Ger.)(%)	Compared to prev.(Eng.)(%)
2014	JANUARY	97.495	29.775	1.146.815	8,50	2,60	-4,24	3,91
	FEBRUARY	140.322	42.350	1.352.184	10,38	3,13	-7,79	16,43
	MARCH	228.242	54.404	1.851.980	12,32	2,94	-25,72	-16,67
	APRIL	421.573	148.618	2.652.071	15,90	5,60	18,21	21,54
	MAY	493.436	326.637	3.900.096	12,65	8,38	-13,96	3,94
	JUNE	520.455	359.346	4.335.075	12,01	8,29	4,46	2,57
	JULY	733.862	423.226	5.214.519	14,07	8,12	15,38	3,89
	AUGUST	808.554	434.454	5.283.333	15,30	8,22	13,25	3,94
	SEPTEMBER	645.938	400.443	4.352.429	14,84	9,20	4,64	5,33
	OCTOBER	723.834	287.622	3.439.554	21,04	8,36	6,71	-0,84
	NOVEMBER	254.624	54.065	1.729.803	14,72	3,13	3,94	-9,09
	DECEMBER	181.701	39.420	1.580.041	11,50	2,49	12,74	6,25
	TOTAL	5.250.036	2.600.360	36.837.900	14,25	7,06	4,14	3,63
		Germany	England	Total Foreigners	German in Total (%)	English in Total (%)	Compared to prev.(Ger.)(%)	Compared to prev.(Eng.)(%)
2015	JANUARY	115.993	30.868	1.250.941	9,27	2,47	18,97	3,67
	FEBRUARY	152.911	44.651	1.383.343	11,05	3,23	8,97	5,43
	MARCH	279.179	69.251	1.895.940	14,73	3,65	22,32	27,29
	APRIL	381.346	136.536	2.437.263	15,65	5,60	-9,54	-8,13
	MAY	623.685	310.840	3.804.158	16,39	8,17	26,40	-4,84
	JUNE	556.649	358.167	4.123.109	13,50	8,69	6,95	-0,33
	JULY	798.295	421.556	5.480.502	14,57	7,69	8,78	-0,39
	AUGUST	842.024	430.760	5.130.967	16,41	8,40	4,14	-0,85
	SEPTEMBER	664.300	364.013	4.251.870	15,62	8,56	2,84	-9,10
	OCTOBER	730.227	255.803	3.301.194	22,12	7,75	0,88	-11,06
	NOVEMBER	258.613	53.141	1.720.554	15,03	3,09	1,57	-1,71
	DECEMBER	177.570	36.553	1.464.791	12,12	2,50	-2,27	-7,27
	TOTAL	5.580.792	2.512.139	36.244.632	15,40	6,93	6,30	-3,39

Table 6 Continued

		Germany	England	Total Foreigner	German in Total (%)	English in Total (%)	Compared to prev.(Ger.)(%)	Compared to prev.(Eng.)(%)
2016	JANUARY	114 208	31 177	1 170 333	9,76	2,66	-1,54	1,00
	FEBRUARY	138 338	37 196	1 240 633	11,15	3,00	-9,53	-16,70
	MARCH	231 244	68 537	1 652 511	13,99	4,15	-17,17	-1,03
	APRIL	246 226	103 208	1 753 045	14,05	5,89	-35,43	-24,41
	MAY	427 219	219 277	2 485 411	17,19	8,82	-31,50	-29,46
	JUNE	345 714	233 686	2 438 293	14,18	9,58	-37,89	-34,76
	JULY	660 532	277 857	3 468 202	19,05	8,01	-17,26	-34,09
	AUGUST	551 380	275 552	3 183 003	17,32	8,66	-34,52	-36,03
	SEPTEMBER	424 447	234 710	2 855 397	14,86	8,22	-36,11	-35,52
	OCTOBER	491 059	166 099	2 449 948	20,04	6,78	-32,75	-35,07
	NOVEMBER	131 217	34 692	1 353 280	9,70	2,56	-49,26	-34,72
	DECEMBER	128 490	29 490	1 302 157	9,87	2,26	-27,64	-19,32
	TOTAL	3.890.074	1.711.481	25.352.213	15,34	6,75	-30,30	-31,87

### Results

In the study, two online news sites with the highest number of visitors were identified and news about Turkey was evaluated in 5 categories. These categories have been identified under political, cultural / historical, sports, security and social topics, using preliminary analysis of news sites and previous similar studies. Moreover, news in each category is categorized as positive, negative, and neutral, according to the impression that the reader has left.

Between 2010 and 2017, 484 news on BBC website and 1942 news on Deutsche Welle website were examined. When the distribution of the news according to the topics was examined, the security news was found more widely in the bbc news site (45,87% with 222 news). Political news reports are in the second place with 16.94%, while sport news is in the third place with 14.26% (Table 7). As it is thought that the effect of the news is important as well as the number of the news, it is determined that the negative news in bbc news site finds more place with 60.12%. When we look at the evaluation of the Deutsche Welle news site, it is seen that political news ranks first with 48.25%, secondly social news reports (9.63%) and thirdly security news with 7.21%. One of the reasons for the large number of political reports about Germany is that the German government approves the so-called Armenian genocide allegations on June 2, 2016, and the other reason is the refugee agreement signed between the European Union countries and Turkey. Another element that is subject to political news is the military coup attempt carried out on July 15, 2016 by a group of soldiers who define themselves as the Peace Corps in the Turkish Armed Forces. In the German news site, when we look at the influence of the news on the reader, it is seen that 33.57% is a positive perception and 52.11% is a negative perception. However, it should not be forgotten that these rates are evaluated over a period of 7 years.

**Table 7: Distribution of News by Subject in 2010/2016**

		bbc.com				dw.com			
		Negative	Positive	Neutral	Total	Negative	Positive	Neutral	Total
Political	Number of News	23	43	16	82	401	323	213	937
	%(In Total)	4,75	8,88	3,31	16,94	20,65	16,63	10,97	48,25
Culture / History	Number of News	27	23	1	51	13	115	0	128
	%(In Total)	5,58	4,75	0,21	10,54	0,67	5,92	0,00	5,15
Sports	Number of News	1	68	0	69	7	58	1	66
	%(In Total)	0,21	14,05	0,00	14,26	0,36	2,99	0,05	2,78
Security	Number of News	216	4	2	222	332	51	1	384
	%(In Total)	44,63	0,83	0,41	45,87	17,10	2,63	0,05	7,21
Social	Number of News	24	24	12	60	259	105	64	428
	%(In Total)	4,96	4,96	2,48	12,40	13,34	5,41	3,30	9,63
Total	Number of News	291	162	31	484	1012	652	278	1942
	%	60,12	33,47	6,40	100,00	52,11	33,57	14,32	100,00

When we examine the positive news, we can say that sports and cultural news are widely available in both countries. Cultural news seems to have increased in number in the German news site, especially in September and October of 2012. The reason for this is that the Turkish National Youth Philharmonic Orchestra participated in the "International Beethoven Festival" held every year in Bonn, Germany. When the tourist arrivals statistics for September and October 2012 are examined, it is observed that the number of German tourists increased by 9,68% in September compared to the previous year but decreased by 1,04% in October (Table 8).

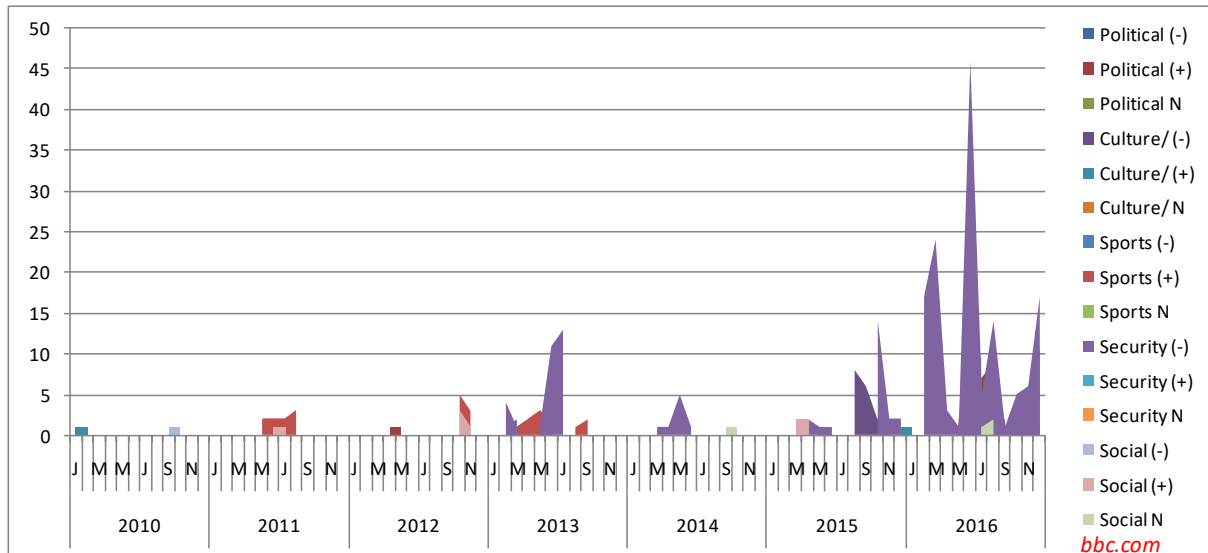
**Table 8: Change Rates of German and British Tourists Compared to the Previous Year**

	2011		2012		2013		2014		2015		2016	
	By previous year(Ger.)(%)	By previous year(Eng.)(%)	By previous year(Ger.)(%)	By previous year(Eng.)(%)	By previous year(Ger.)(%)	By previous year(Eng.)(%)	By previous year(Ger.)(%)	By previous year(Eng.)(%)	By previous year(Ger.)(%)	By previous year(Eng.)(%)	By previous year(Ger.)(%)	By previous year(Eng.)(%)
	JANUARY	-3,93	14,22	1,58	-1,49	-9,95	11,04	-4,24	3,91	18,97	3,67	-1,54
FEBRUARY	8,54	8,68	-4,67	-5,54	-1,13	13,40	-7,79	16,43	8,97	5,43	-9,53	-16,70
MARCH	1,28	-8,05	-3,34	25,09	20,28	15,47	-25,72	-16,67	22,32	27,29	-17,17	-1,03
APRIL	54,45	44,39	-11,53	-17,91	2,60	-4,50	18,21	21,54	-9,54	-8,13	-35,43	-24,41
MAY	-4,57	-8,98	12,13	-13,23	11,76	6,57	-13,96	3,94	26,40	-4,84	-31,50	-29,46
JUNE	24,65	-12,90	2,42	-2,05	-7,89	-2,14	4,46	2,57	6,95	-0,33	-37,89	-34,76
JULY	-7,29	-7,76	15,83	-5,74	-8,86	-0,68	15,38	3,89	8,78	-0,39	-17,26	-34,09
AUGUST	17,51	-5,83	8,81	-5,87	4,72	4,35	13,25	3,94	4,14	-0,85	-34,52	-36,03
SEPTEMBER	13,77	-0,77	9,68	-2,42	-1,33	1,58	4,64	5,33	2,84	-9,10	-36,11	-35,52
OCTOBER	10,55	-1,59	-1,04	1,72	0,07	4,18	6,71	-0,84	0,88	-11,06	-32,75	-35,07
NOVEMBER	9,10	34,25	-3,07	-12,33	-6,87	5,23	3,94	-9,09	1,57	-1,71	-49,26	-34,72
DECEMBER	3,67	0,13	2,39	25,09	1,63	-10,06	12,74	6,25	-2,27	-7,27	-27,64	-19,32
TOTAL	10,06	-3,42	4,19	-4,86	0,25	2,15	4,14	3,63	6,30	-3,39	-30,30	-31,87

When we examine Table 8, there has always been a tendency for British tourists to fall in this seven-year period. However, especially in 2011, 2012, 2015 and 2016, the decline seems to be more. Bbc.com posted 10 negative news in 2010 and 11 negative news in 2011. When we look at the source of this negative news, it appears that there was a terrorist attack on October 31, 2010. However, the tendency to fall is not only observed in October, but also in the other six months. Therefore, it can not be assumed that negative news in these years caused tourists to fall. Again, the number of positive news in 2010 was 24, and in 2011 it was 13. It is not possible to say that the number of positive news contributed to the increase in the number of tourists. When we evaluate 2012 for British tourists, it can be said that the year in which we experienced the greatest decrease in percentage (- 4.86%) in total. The reason for this is that the global economic crisis experienced in 2008 is spreading to Europe in 2009 and 2010. As a result of this economic crisis, the number of British tourists has decreased (Islamoglu & Ozbay, 2012).

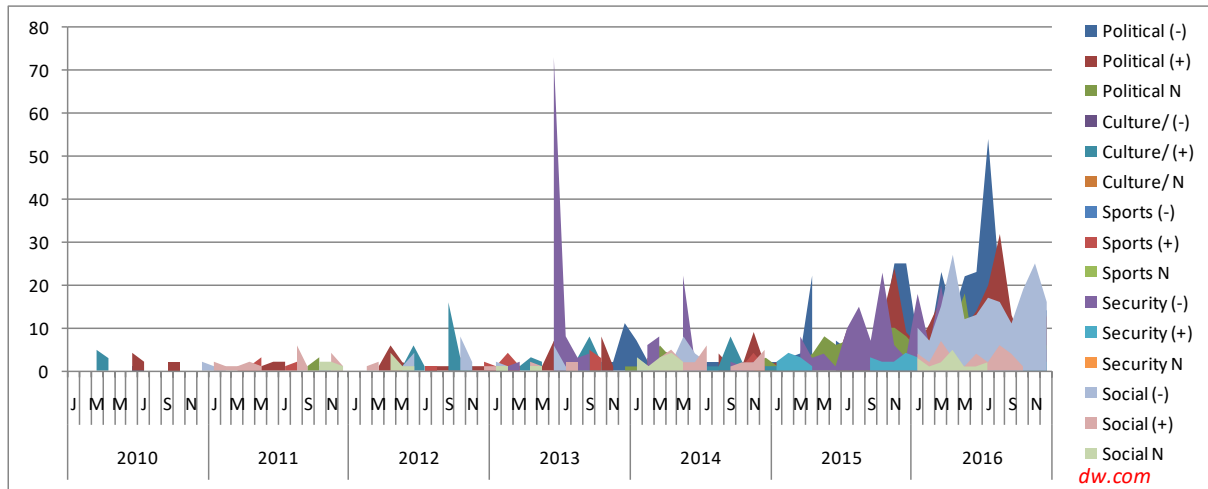
In 2013, 35.8% (38) of the news on the British news website and 61.9% (143) of the news in the German news website were observed to leave a negative impression. Therefore, it is thought that the negative and large number of the news affect the tourism negatively. When analyzed monthly, the month in which the number of British tourists fell most was August of 2016 compared to the previous year. When the news published on BBC.com in August was reviewed, it appears that there were 9 positive news stories about politics, 14 negative news related security and 1 neutral news about social issues. Therefore, the decrease in the number of tourists observed in August can be considered as an effect of security concerns in this period. In this seven-year period, security-related news is observed to peak especially in 2013, 2015 and 2016. In 2013, it is the protests of Gezi Park, the reason why security news takes place much in the media. The Gezi Park protests began as part of a longstanding campaign against the destruction of the park, as part of the redevelopment of the Taksim area. It continued with anti-government protests in the following days. However, the use of disproportionate force by the police, the deaths in the actions have been subject to world press for many days. As a result, these protests have caused an insecure image about Turkey. In this period, tourism-related cancellations have been observed in all of Turkey and a decrease of 7,89% in German tourists and 2,14% in British tourists compared to the previous year. The terrorist attacks in 2015 took place in Diyarbakir, Şanlıurfa and Ankara. Especially in Ankara, 101 people lost their lives in the attack of ISID on October 10th. Considering the number of British tourists, it is observed that October was the month with the highest decrease of 11.06% (Table 8). When we look at the year 2016, it is seen that there are 26 major terrorist attacks in Turkey. The realization of these terrorist attacks in major cities has caused security concerns for tourists. In addition, the military coup that took place the night of July 15 is one of the negative developments affecting the arrival of western tourists. Moreover, when we look at the general tourism numbers, it is obvious that the sanctions imposed by Russia after the shooting of the Russian aircraft is also the reason of this decrease.

Looking at the distribution of the news according to the categories in Graph 1, it is seen that security news and political news are leading especially on bbc.com news websites. The security news is thought to have adversely affected the image of the destination, as it consists of protest, terrorist events, and news that negatively affects the reader, such as accidents that occur because the necessary precautions are not taken. Especially in 2016, both political news(49) and security news (141) appear to be in large numbers. The July 15 military coup attempt and terrorist attacks are the ones that are most engaged in the media in 2016. The impression that these events were left on the reader was negative and caused the image of the country to be damaged. It can be said that the negative news affects the reader more, as the negative word of mouth communication affects far more people than positive word of mouth communication. (Charlett vd., 1995, p.2).



**Graph 1** : Distribution of news by category on bbc.com

When we review the German online news site, it appears that the number of news is considerably higher than that of BBC.com. Researchers attributed this to the fact that the number of Turks living in Germany is close to three million (dw.com) compared to 2016 data, and that economic relations with Germany are greater than in the United Kingdom. According to 2015 data, Germany export value to Turkey was 22.4 billion euro and import value was 14.4 billion euro (hurriyet.com.tr). The Turkish - German University, which was established in Istanbul on April 10, 2010, is also an indication of mutual cooperation between Germany and Turkey in both education and culture. As seen in Graph 2, in 2013 the German online news websites reported more security news. 93 of the 231 reports (40.26%) examined in 2013 are security news that constitute negative perceptions in the reader. As can be understood from Table 8, in June 2013, the number of tourists decreased by 7.89% compared to the previous year and by 8.86% in July. When we compare the total number on a yearly basis, it is seen that in 2016, there has been a decline in the number of German tourists all year round. These declines are due to terrorist attacks in 2015 and 2016. It is also believed that the German government's security warning to its citizens also affected these declines. Thus, it can be said that security news affects tourism negatively due to both the high number of news and the negative effect. Moreover, the reason why the negative news is found more in the media is that the media see these negative news as an opportunity to increase the publication rates. Therefore, it is not a matter that the media attaches importance to the impact of the presentation forms on the destination image (Walters et al., 2016; Kapuscinski & Richards, 2016). On the German news website, the categories of politics and social issues are the most positive news categories. The year 2016 was the year in which both the positive (231) and negative (512) news numbers were the most. In total, 33.57% of the news was positive while the politics category was 16.63%. However, the fact that the number of positive news is so high does not lead to an increase in the number of German tourists, on the contrary, the number of tourists has dropped. The highest increase in the number of German tourists in the seven-year period was observed in April 2011 (54.45%). Looking at the year 2011, 35 positive, 12 negative and 17 neutral articles were found. However, positive news numbers have been observed to be more numerous in particular since April. Therefore, it is seen that positive news does not play an important role in the advent of tourism. From Figure 2 we examine the social issues seem to have an important place in 2016. Freedom of the press, the arrest of the Cumhuriyet newspaper writers, the start of the trial in relation to the coup attempt of July 15, and the living conditions of the refugees are among the topics that are at the head of the press. There are 188 negative, 36 positive and 17 neutral news on these topics.



**Graph 2:** Distribution of news by category on dw.com

### Conclusion

The aim of this study is to examine news related to Turkey in certain online news sites (bbc.com, dw.com) in the England and Germany between 2010 and 2016; To determine the categories that the news topics concentrate on and to interpret the tourism effects of the news about Turkey by examining the number of tourists coming from these two countries.

According to the results of this research, the most intense news in the German online news site was seen in the political category. The number of political news seems to have peaked in 2015 and 2016 (716 news). The issues of the refugee agreement between the European Union and Turkey, the so-called Armenian genocide, the July 15 military coup attempt, the shooting of the Russian plane, and the Incirlik base were the topics on the agenda in this period. It is also seen that the security news in these years is both too many and negative. Therefore, in these years, it is seen that the image of the country is reflected as insecure. It can be said that the security category negatively affects the image of the destination due to its negative effect on the reader. In the British online news site, news about security category is in the first place with 45.87% and political news in the second place with 16.94%. Consistent with the previous studies, it is seen that the security category negatively affected the tourism demand (Sonmez & Graefe, 1998; Sonmez, Apostolopoulos and Tarlow, 1999; Hall, 2003; Drakos & Kutun, 2003; Lexow & Edelheim, 2004; Emsen & Deger, 2004; Kim and Wong, 2006; Ertuna & Ertuna, 2009; Kapuscinski & Richards, 2016). It is also seen in this work that the international political crises and security concerns have had a negative effect on the tourism demand because the tourism industry is sensitive and mostly based on political stability and trust. Moreover, it is obvious that although the news presented in the category of culture / history is generally perceived positively by the reader, there is no positive effect when the tourist arrival statistics are examined.

Since the security category negatively affects the destination image and tourism demand, the media have important tasks in the presentation of the news in these categories. Since online news sites are aware of the importance of delivering negative news to mass media, it is necessary to ensure that the media is more moderate in the presentation of the news to readers, and the negative perception can be reduced by establishing an internal control mechanism. It should also be noted that there are some limitations in the study. It is very difficult to determine which period of cancellations are included, even if the negative impact of the online news sites affects the purchase decision or even if the booking is canceled. In addition, only German and British online news websites have been included in the search. However, Russia, which is one of the first three countries to send the most tourists to Turkey,

has not been included in the survey. The reason for this is that authors dominate German and English languages and do not know Russian language. In addition, the effects of economic incomes, personal characteristics, habits and past experiences, which are influential in decision making of destinations and purchasing tourist products, are ignored.

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