

Akdeniz University
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Mahsum ÇALAN

The Difference between Turkish and European Sustainable Tourism and
Recommendations to Improve the Turkish Sustainable Tourism

Joint Master's Programme European Studies Master Thesis

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Mahsum ÇALAN'ın bu çalışması jürimiz tarafından Uluslararası İlişkiler Ana Bilim Dalı Avrupa Çalışmaları Ortak Yüksek Lisans Programı tezi olarak kabul edilmiştir.

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Tez Başlığı : The Difference between Turkish and European Sustainable Tourism and Recommendations to Improve the Turkish Sustainable Tourism

Türk ve Avrupa Sürdürülebilir Turizm Arasındaki Fark ve Türk Sürdürülebilir Turizminin Geliştirilmesi İçin Öneriler

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LIST OF ABBREVIATIONS

European Charter for Sustainable Tourism in Protected Areas (ECSTPA)

European Federation of Protected Areas (EUOPARC)

European Travel Commission (ETC)

European Union (EU)

Gross Domestic Product (GDP)

Non-Governmental Organizations (NGO)

Turkish Industry & Business Association (TUSIAD)

Tourism Promotion Law (TPL)

Tourism Sustainability Group (TSG)

United Kingdom (UK)

United Nations (UN)

United Nations Conference on Environment and Development (UNCED)

United Nations Conference on Human Environment (UNCHE)

United Nations World Tourism Organization (UNWTO)

World Commission on Environment and Development (WCED)

ÖZET

Türk ve Avrupa Sürdürülebilir Turizm Arasındaki Fark ve Türk Sürdürülebilir Turizminin Geliştirilmesi İçin Öneriler

Turizm, ülkelerin ekonomik kalkınmalarına çok sayıda pozitif katkı sağladığından dolayı ülkeler turizmin gelişmesi konusunda çok sayıda politika ve planlama yapmışlardır. Fakat turizmin plansız ve hızlıca gelişmesi sonucunda, turizmin gelişmesini sağlayan kültürel ve doğal kaynaklar hızlı tükenmiş ve tahrip olmaya yüz tutmuştur. Türkiye de bu örneklerin görüldüğü ülkelerden biridir. Türkiye de turizmin gelişmesi için hazırlanan 2634 numaralı Turizm Teşvik Kanunu sonucunda çok sayıda korunan alan tahrip olmuştur. Doğal ve kültürel kaynaklar yok olma riskiyle karşı karşıya kaldıkları için gelecek kuşaklara aktarma problemi doğmaktadır. Kısaca sürdürülebilir turizm konsepti ülkelerin ekonomik çıkarlarıyla çatışmıştır.

Bu nedenle bu çalışmanın amacı Türk Turizminin daha sürdürülebilir olmasını sağlamak, Avrupa Birliğinin sürdürülebilir turizm alanındaki geliştirilmiş politikalar ile Türkiye Turizm politikaları incelenerek aralarında farklılıklar tespit edilerek Türk Turizminin geliştirilmesi için politikalar önermektir.

Anahtar Kelimeler: Sürdürülebilirlik, Turizm, Avrupa Birliği Sürdürülebilir Turizm Politikaları, Türkiye Turizmi, Sürdürülebilir Turizm

SUMMARY

The Difference between Turkish and European Sustainable Tourism and Recommendations to Improve the Turkish Sustainable Tourism

Due to the tourism's direct and indirect positive impacts on countries' economies, the governments have formed a large number of policies for tourism developments. However, as a result of unplanned and rapid development of tourism, cultural and natural resources which enable the development of tourism have been rapidly depleted and destroyed. Turkey is also one of these countries which consume the natural and cultural resources for tourism development. In consequence of Tourism Promotion Law numbered 2634, which aims to boost the development of Turkish Tourism, most of protected and forested areas have deteriorated. Shortly, because of the fact that natural and cultural resources have faced the risk of being destroyed, the problem of transferring the resources to next generation arises. Sustainable Tourism concept has been conflicted with the country's economic benefit.

Therefore, the aim of this study is to examine the differences between Turkish Tourism Policy development and European Sustainable Tourism Policies and to recommend policies in accordance with these differences for improving Turkish Sustainable Tourism.

Key Words: Sustainability, European Union Sustainable Tourism Policies, Turkish Tourism, Sustainable Tourism

INTRODUCTION

In our era, Tourism industry is greater than automobile, electronic and agricultural sector. Nowadays, because of tourism's positive effects on economy such as foreign exchange earnings, employment opportunities, high value infrastructure impact in the economy of related sectors, tourism has been an indispensable sector for many developed and developing countries. It is due to the positive effects of tourism that the governments have used it as an economic instrument to overcome foreign exchange shortages, unemployment problems, and to start to implement tourism development policies and strategies.

Along with economic, social, political and technological developments and as a result of rapid industrialization, natural resources were rapidly depleted. Unplanned tourism development has contaminated water and natural resources. In order to prevent or reduce the damage on environment and on natural resources, the United Nations and various organizations have held meetings. As a result of these meetings, the notions of sustainability and sustainable development have emerged. Sustainable development approach described as 'development that meets requirements of the present without compromising the ability of future generations to meet their own requirements'. Many sectors such as tourism have changed their principles according to sustainable development principles. As a result of this adaptation, the concept of sustainable tourism has been established.

The sustainable tourism concept is an understanding of tourism that is sensitive to natural and cultural environment, protects biodiversity, aims at availing the next generations of tourism, requires to think long-term not short-term and supports to give local societies a share out of tourism as well.

Tourism activities in the world have been increasing day by day and will go on continuously. Right along with the numerous influences of tourism, irreversible negative impacts will appear if development of tourism is not controlled properly. For that reason, the only prospect for continuance of tourism shall be actualization of sustainable tourism. For making sustainability possible for tourism industry, it should protect and develop indispensable factors such as nature, culture, environment, history, folklore; and it should hand down these factors to the next generations. By this means, resources can be protected and developed into services for the next generations.

Tourism industry has been one of the most important propellant powers behind the economic development that has happened in Turkey by the means of its new employment opportunities and its supports for pay balances. Therefore tourism industry has been supported with incentive acts such as Tourism Promotion Law numbered 2634. As the result of these policies, seaboard of the country, especially Mediterranean and Aegean Seaboards, have been submitted to service of private sector by means of these promotions for construction of touristic facility. As a result of tourism policy in Turkey, natural and cultural resources have been destructed in order to provide much revenue. Shortly, in Turkey, sustainability of the natural and cultural resources has been ignored for gaining more revenue. The aim of this thesis is to compare the Turkish Tourism development with European Sustainable Tourism Policy in order to improve Turkish Sustainable Tourism. Consequently, some policies will be recommended to improve Turkish sustainable Tourism.

In this context, the first chapter of thesis is dealt with the concept of sustainability, and historical development of the concept, environment, and social, cultural and economic aspect of sustainability, and relationship between sustainability and tourism.

The second chapter consists of two parts: Firstly, the improvement of European Sustainable Tourism will be explained under the title of European Sustainable Tourism and Policy Improvements. At the Second part will be explained the improvement of Turkish Tourism Policy and effect of these policies on Kemer, Belek and Cappadocia, tourism regions of Turkey, in the meaning of sustainability.

In the last chapter of this study, it will be explained the differences between European Sustainable Tourism and Turkish Tourism and it will be given some suggestions of policy in accordance with these differences for improving Turkish Tourism.

CHAPTER 1

SUSTAINABILITY

1.1 The Sustainable Development

As the history showed us, because of the industrial revolution many problems had emerged such as poverty, disease and unemployment. The economist, Thomas Robert Malthus (1766 – 1834), is called as the first scholar who predicted restricts of the growth as a result of resource scarcity because of industrial revolution.¹

After the World War II, as the prolongation of Keynesian economics, it was indicated such short time political priority as speed of economic development, preventing the unemployment or controlling the inflation by the governments. For development and growth policy within this scope, the priority was given to speed-up of production. This situation has caused the time lag of raising environmental awareness both in developed and in developing countries. By 1960s, local-scaled environmental problems were viewed as tolerable issues to endure for the sake of welfare and the development; that is why destruction of the environment was not questioned. In this term, the production in the world had increased much more in comparison with beginning of the century, however, the extinction of natural resources over their capacity of self-perpetuation, and population growth and proliferation of poverty, deforestation, decreasing bio-diversity and climate changes have attended this process. For this reason, the environmental problems showed an increment tendency in the close of 1960s and in the beginning of 1970s.²

Countries have faced with the fact which they had consumed natural resources unconsciously in their economic developments by 1970s. In 1970s they noticed that the development had been not only economical but also social, humanistic and environmental. The countries which were facing natural problems as a consequence of fast consumption of the natural resources concluded that the natural resources, environment and local societies were very important for economic, social and humanistic developments, and these resources had to be protected.

¹ Desta Mebratu, 'Sustainability and Sustainable Development: Historical and Conceptual Review', Environmental Impact Assessment Review, Review 18, (1998), 493-520 (p. 498).

²Şafak Kaypak, 'Küreselleşme Sürecinde Sürdürülebilir Bir Kalkınma İçin Sürdürülebilir Bir Çevre', KMÜ Sosyal ve Ekonomik Araştırmalar Dergisi 13 (20), (2011), 19-33 (p. 22-23).

For this reason, the classical development perspective which took account of the economical side of development instead of protecting the environment started to be criticized by world public opinion and academicians. Instead of classical economical understanding, it was understood that it needed providing precautions, new strategy, and policy so that the sustainability could be supplied. It was pointed out that the precautions, policies and strategies should have been taken not only nationally, but also globally. Thus sustainable development term rose. It was emphasized that it should be given up the old classical perspective and created new processes of production.

It has started to acquire currency frequently consuming the natural resources countless, extinction of species, increasing the pollutions of air, water and soil, wastes, acid rains, ever-increasing unemployment and poverty.

Extinction danger of natural environment, rapid increase of world population, the international anxieties about solution of environmental pollution lead the countries to organize for coming up with in the international arena. Therefore the nations considered sustainable development as very important during the last third of 20th century.

The sustainable development term acquired currency for the first time in the Conference of The United Nations (UN) on Human Environment in the city of Sweden, Stockholm, in June, 1972. The first international document known as “Stockholm Declaration” and accepted as the starting point of sustainability was admitted on June 6, “the UN World Environment Day”. The basic foundations of sustainable development which took care of carrying capacity of the environment; which oversaw the intergenerational justice on sourcing; which forged a link between economic and social development and the environment; which stated the association of the development and environment.

1.1.1 1972 The Stockholm Conference

The word of sustainable development was not used directly Environment Conference of the UN on the date of June, 1972 but it was mentioned the relation of environment and economics which constituted main theme of sustainable development term.

The relation of development and environment was emphasized frequently in this meeting. In the meeting, the classical production model of the countries, which is just overusing the unrenowable natural resources at levels above the regeneration limit of these resources was criticized and sustainable development of the countries was advocated for.

When we look at 1970s, we can understand that the terms of economical development sustainability and environmental sustainability were poles apart. It was mentioned as a general acceptance that a higher growth rate meant a lower environment quality.

Along with Stockholm Document, the transition process from growth perspective against the environment to growth perspective in accordance with the environment; and it was mentioned clearly that it needed to make a point of protecting the nature including wild life in the economical development planning.

When we read Stockholm Document, we realize directly in the entrance paragraphs that “progressing and protecting the human environment is the main issue affecting the economical development all around the world.”³ In addition, it was mentioned that this issue should be dealt with not only for environmental purposes but also for social and economical development and peace in worldwide.⁴ The issues mentioned were protecting natural resources involving air, water, soil, flora and fauna, protecting the capacity of producing renewable resources, protecting unrennewable resources against the extinction danger by being used extremely and unconsciously, not polluting seas.

After Stockholm Document was published in 1972, the number of meetings, panels and conferences relating to this issue increased by the reason of the fact that the relation of development and environment gradually amplified. During the Stockholm Conference some recognized scientist and worried societies met in Rome for global environmental crisis having been growing up concerned alarm. They, who will be called as the Club of Rome, prepared a detailed report about the natural environment. According to this report, supposing that the economical growth proceeded such as in 60s and 70s, the problems caused by industrial society would go beyond the ecological limits in the next decades.⁵ Along with the 1972 the United Nations Conference on the Human Environment (UNCHE), the war between development and environment would not continue apparently hereafter. As a result of this conference the words of environment and development shifted to “development without destruction” and “eco-development.”⁶

³United Nations, Declaration of the United Nations Conference on the Human Environment (1972)
<<http://www.unep.org/Documents.Multilingual/Default.Print.asp?documentid=97&articleid=1503>> [accessed 3 October 2013].

⁴Ibid

⁵Donella H. Meadows, Dennis Meadows, Jorgen Randers, William W. Behrens , *The Limits to Growth* (New York,: Universe Books, 1972).

⁶ Mebratu, 'Sustainability and Sustainable Development: Historical and Conceptual Review', p. 501

UN World Commission on Environment and Development (WCED) was established in 1983 to research how many decisions taken were actualized or not within the scope of Stockholm Conference and also the problems relating to environment and development were specified much inclusively and the solution suggestions were offered. The declaration, “Our Common Future”, was published in 1987 in consequence of commission’s researches and studies.

1.1.2 1987 Brundland Report (Our Common Future)

While the conflicts between development and environment were still continuing worldwide, the declaration named Our Common Future was published in 1987 by WCED. In the declaration, it was aimed at generating a global agenda for actualizing the exchanges necessary within the scope of sustainable development conception.

According to the approach in declaration relating to environmental and development problems threatening the world, these problems are common and the solution of these problems needs various collective activities rather than the countries adopting a policy themselves for their national interests.⁷

When we look at Brundtland’s approach to this issue, it is worthy for what the sustainable development means and for how the Commission commented on its own mandate. If we look at the discussions in the Commission in 1982, there was an opinion that the declaration was to be about only environmental issues. If this opinion had been actualized we might have come across a great trouble. We cannot single out the environment from human attractions in order to protect the environment.⁸ Pursuant to Commission’s approach, only the policies to be actualized on the environment for a sustainable development are not enough.

In the Declaration, it was mentioned that a change in the approach towards development in the society was necessary for a sustainable development and it was emphasized that main changes in human actions and values were imperative. The sustainable development by having been defined comprehensively was dealt within the context of such issues as saving cultural heritages, health, usage of energy and poverty.⁹

⁷World Commission on Environment and Development , Our Common Future, Thirteenth impression 1991 edn (New York: Oxford University Press., 1987), p.56.

⁸Ibid

⁹Nüzhet Kahraman & Oğuz Türkay, Turizm ve Çevre (Ankara: Detay Yayıncılık, 2006), p. 90.

The countries were called by the General Assembly of UN in order to formulate “a global agenda for change” which was the WCED. The main issues on the agenda were listed as following:¹⁰

- For the aim of actualizing long-term environmental strategies in order to reach sustainable development until 2000 and after;
- Environmental proposals may allow bigger collaboration between developed countries and developing countries in different stages of economic and social development and may provide success in common aims that take into consideration the mutual affinity among environment, development, resources and people;
- To consider methods and tools that are able to pay attention to environment concerns; and
- It was aimed at describing a long-term agenda to be acted for the next decades, and common conceptions about long-term environmental and adequate efforts which were necessary for overcoming environmental problems.

1.1.3 1992 Rio World Summit and Agenda 21

United Nations Conference on Environment and Development (UNCED) were met in Rio de Janeiro, capital of Brazil, by attendance of more than 100 Prime Ministers, 170 government authorities, 2.400 representatives of NGOs and about 10.000 journalists. At the end of this Conference named as World Summit as well, it was published a framework including main principles about forests protection, biodiversity and climate change and Agenda21 including 120 action plans.

In Agenda 21 there were comprehensive 40 chapters which integrated development and environment, it was providing to perform essentials, raising life standards like well saved and operated ecosystems and more reliable and livable future.¹¹

The main vision of Agenda 21 could actualize social aspect of responsible economic development in protecting environment and natural resources so the posterities will be able to

¹⁰World Commission on Environment and Development , Our Common Future, p.x

¹¹United Nations Conference on Environment & Development, Agenda 21 (Rio de Janeiro, Brazil, 3 to 14 June 1992) <<http://sustainabledevelopment.un.org/content/documents/Agenda21.pdf>> [accessed 2 November 2013].Chapter 1: Preamble. 1.1.

profit from them through harmonizing the current policies and plans of variety economics, social and environment.¹²

When we follow Agenda21 in detail, it binds the local government to participate in various programs about strategic sustainable development and makes them take initiative for relevant problems. Besides, in chapter 28, it makes them (local governments) deliberate with their societies on local issues such as their anxieties, social, economics, environment and development. It makes these governments responsible for promoting a local understanding of global problems in their societies, and makes them involve community in order to solve the local problems. In other words, the local governments are enforced to arrange their visions as the understanding on “Think Global, Act Local!” and to comply by acts of Rio Summit.

Since an act anywhere in the world may cause suffrage of people living in other places, the philosophy of “Think Global, Act Local” takes place.

Rio Summit provided that environmental policy purposes went into specific and concrete actions; that public awareness was generated on problems relating to sustainable development in terms of social along with the environment aspects. At the same time, Agenda 21, a concrete production of Rio Summit, enriched connections and content of sustainability term. The national and global actors who managed the sustainable development got the opportunity of collaboration about global environmental issues. Due to the fact that Summit was found upon the national governments being main actor of sustainable development, they could agree with each other on the importance of the environment problems.¹³

Agenda 21 is a set of non-binding principles; however it has an ethical sanction. But many countries are restricted with their budget problems when they wish to apply the decisions taken because their strong financial tools offered are not enough. In other word, it will not be realistic that underdeveloped countries which have such priority problems as poverty, hunger, disease can struggle with the problems relating to the world without any financial support.¹⁴ This subject can be search under another topic.

¹² Ibid p67

¹³ Murat Ali Dulupçu , 'Sürdürülebilir Kalkınma Politikasına Yönelik Gelişmeler', Dış Ticaret Dergisi, 20, (2000), 46-70 (p. 47-48).

¹⁴ LütfüÖztürk, SürdürülebilirKalkınma (Ankara: İmajYayıncılık, 2007), p. 25.

27 points of Rio Declaration to be called as main principles of sustainable development are related to protecting the environment and the declaration evokes the responsibilities of each country by emphasizing the right to development of each country.¹⁵

Rio Declaration emphasizes that peace, development and protecting the environment are inseparable parts and emphasized again the necessity of collaboration between business environment and non-governmental organizations (NGO).

27 point principles generating the declaration are such as to lead to application and making of policy about sustainable development a good while. Thank to Rio Summit, the scope of Sustainable Development term has widened and the term has gained a place in many disciplines. On the Document named Agenda 21 accepted in the Conference, it was accented comprehensively upon such terms and issues as sustainable human settlement, mountain development, encouragement of sustainable agriculture and rural development, sustainable forest development as well as Sustainable Development term. It is understood that these new terms mentioned in the Conference indicate necessary activities for environment, economics, urbanization and management in order to reach a sustainable development, and are in relation with the term of Sustainable Development.¹⁶

1.2 The Notion of Sustainability

The theme of sustainable development covers a lot of issues concerning ecological, economic, social and human dimension. This theme has hundreds of descriptions. The sustainable development term existed globally as a result of environmental problems, poverty, unfair distribution of the resources and the people's anxiety for a healthy future.¹⁷

There are two descriptions of sustainable development: what the development means and the requirements of sustainability.¹⁸ In general, development refers to situation striving for the people can live on better conditions. Development means behavioral changes that any person

¹⁵United Nations, Report of The UNCED(Rio de Janeiro, 3-14 June 1992) Annex I Rio Declaration on Environment and Development (12 August 1992) <<http://www.un.org/documents/ga/conf151/aconf15126-1annex1.htm>> [accessed 12 November 2013].

¹⁶Recep Boğazlayan, 'Sürdürülebilir Gelişme Düşüncesinin Tarihsel Arka Planı', Sosyal Siyaset Konferansları Dergisi, İstanbul Üniversitesi, İktisat Fakültesi Yayını, , 50. Kitap.ISSN: 1304-0103, (2005), 1011-1028.

¹⁷Bill Hopwood, Mary Mellor, Geoff O'Brien, Sustainable Development: Mapping Different Approaches, Volume 13 edn. (Online: Wiley-Blackwell, 4 Feb. 2005), p. 38-52 in , <http://nrl.northumbria.ac.uk/9387/1/Mapping_Sustainable_Development.pdf> [accessed 15 October 2013].

¹⁸Cevat Tosun, 'Challenges of sustainable tourism development in the developing world: The case of Turkey', Tourism Management, 22(3), (2001), 289-303 (p. 290).

understands the other's world; just economic growth is not enough to generate development. Accordingly development covers human and corporate alteration along with economical growth. This term includes concerns of the quality of life as nutrition, future concern, life expectancy, giving opportunity for basic freedom, education. We ought to understand that development is not a mechanic scientific term and is about actualities of history, society, economics, policy and culture. Besides, we can understand the conception of sustainable development as providing a more livable world in which the future generations will not be left worse off in terms of the environment.

Sustainable development term started to gain importance and be discussed thanks to WCED published in 1987 and called Brundtland Report shortly. According to WCED sustainable development is described as 'a development that meets the needs of the present without compromising the ability of future generations to meet their own need'.¹⁹

According to Repetto, sustainable development means development strategy. That is; it aims to enlarge long-reaching welfare and well-being by directing natural and human resources along with financial and moral and material value.²⁰

Pearce, Markandya and Barbier described sustainable development more generally. According to their description, sustainable development involves the generation of a socioeconomic system ensuring the purposes that enhance levels of income, education, human health and life quality.²¹

Sustainable development means refusing policies and practices promoting life standards and natural resources by destroying natural resources, and devolving the next generation much worse social and economic conditions in proportion compared to now. When we analyze sustainable development, few significant points are disclosed as touchstones. Firstly, sustainable development is a long-reaching way for protection of environment without overlooking the current situation. Secondly, sustainable development aims inter- and intra-generational equalized welfare level. Thirdly, it can be effective universally and applied in all countries no matter what their development level, socio-cultural and political conditions are.²²

¹⁹World Commission on Environment and Development , Our Common Future, p42

²⁰Robert Repetto, *World Enough and Time* (New Haven: Yale University Press, 1986), p. 15.

²¹David Pearce, Anil Markandya, Edvard Barbier, *Blueprint for a Green Economy* (New York: Earth Scan, 1989). quoted in: Remigijus Ciegis , Jolita Ramanauskiene , Bronislovas Martinkus, 'The Concept of Sustainable Development and its Use for Sustainability Scenarios', *Inzinerine Ekonomika-Engineering Economics*, 2.ISSN 1392-2785 , (2009), 28-37 (p. 29).

²²Tosun, 'Challenges of sustainable tourism development in the developing world: The case of Turkey', p.290

In another description, sustainable development ought to refer that the next generation will not be as bad as the current generation according to Pearce, Barbier and Markandya. And also, it is the fact that society had better prevent reduction of its welfare through time.²³

Sustainable development is an approach that leaves a natural, physical and social environment for generations in the future, and provides the rational management of natural resources with a system that allows a continuous economic development by preserving natural balance and human health. An approach like this requires that economic and social policies are considered together with environment policies on each stage of development, and they can be applied in an integrated way.²⁴

If we say that sustainability is an approach as a connected scope system in terms of cultural, social, environmental and economic even if the descriptions about it are different from each other, it is not wrong. For this reason, supposing that sustainability is approached from these interlocked aspects, a more holistic policy can be generated. In the next chapter, the components generating sustainability terms will be stressed on individually.

1.2.1 Economic Aspect

Economic development aims to maximize the human welfare that is extremely important for governments by increasing the amount of services and material production. As mentioned before, growth can be limited as well because of resources to be occurred due to consuming the natural resources.

The ability of economic sustainability for continuing productivity is not only in agricultural property but also all around the country. At this stage, productivity is understood as the number of useful product outputs for each input unit.²⁵

The main aim of reaching sustainable economic development should be increasing the life standard and reducing poverty all around the world by means of supplying living means,

²³ David Pearce, Anil Markandya, Edvard Barbier, *Sustainable Development: Economics and Environment in the Third World* (Washington: Earthscan, 1990), p. 1.

²⁴ Kerry B. Godfrey, 'Towards Sustainability? Tourism in the Republic of Cyprus', in *Practising Responsible Tourism: International Case Studies in Tourism Planning, Policy and Development*, ed. by Lynn C. Harrison, Winston Husbands (Toronto, Kanada: John Wiley & Sons, Inc, 1996), p. 58-79, p. 60.

²⁵ Remigijus Ciegis, Jolita Ramanauskiene, Bronislovas Martinkus, 'The Concept of Sustainable Development and its Use for Sustainability Scenarios', p. 29

decreasing environmental demolition, preventing degradation of resource, cultural degeneration and social imbalance.²⁶

Since the resources are scarce and the requirements of societies increase, it is not possible to provide the society with all its necessities. If the scarce resources are consumed unconsciously and rapidly by individuals, we will encounter especially depletion danger of non-renewable resources. For this reason, we can comment that continuing growth; in other words, reaching a sustainable development is a difficult situation without any natural resources.

Neo-classical economists define economic sustainability as providing a continuance trend of economic capital. According to this approach, economic sustainability depends on the continuation of income and consumption.²⁷

If the present generations decrease their consumption and transfer human capital accumulation consisting of financial resources and accumulation of knowledge by considering the generations in the future, the next generations' life standards will be able to reach higher level in comparison with the present generations or be at the same level. Therefore, the present generations should decrease their consumptions, produce more than their consumptions, and make enough investments to be able to satisfy the needs of generations in the future and to reach enough level of consumption.²⁸

Providing economic welfare, social justice, environment preservation and development need some means which complete and strengthen each other. In the future, due to continuation of population growth and economic activities, it is expected that the environmental problems will become much graver at local, national, regional and global levels. Supporting economic development models that damage much less detrimental for environment has priority. For this, more strong political will and vision, effective environment policies at national level and regional and global collaboration in increasing scale are needed.²⁹

²⁶Lobna Bousrih, 'Social capital, human capital and sustainable economic development', Poznań University Of Economics Review, Volume 13 Number 3 2013, (2013), 42-54,(p.44) in <http://www.puereview.ue.poznan.pl/2013v13n3/3_Bousrih.pdf> [accessed 15 October 2013].

²⁷ Robert Goodland , 'The Concept of Environmental Sustainability', Annual Review of Ecology and Systematics, 26, (1995), 1-24.

²⁸ Şafak Kaypak, 'Küreselleşme Sürecinde Sürdürülebilir Bir Kalkınma İçin Sürdürülebilir Bir Çevre', p. 23.

²⁹Ibid

1.2.2 Environmental Aspect

Nature supplies all nutritional and vital resources for the people, natural materials and energy for economic and technological processes; however it takes just waste in exchange as a result of production processes.

The meaning of environment is not just a cow to milk for entrepreneurs; besides, it is fresh air and water, pleasing panoramas, resources of oxygen, absorbers of carbon dioxide and other wastes, investment chances for countless economical activities and also a biological scope for all alive.³⁰

When we look at sustainable development ecologically, it focalizes a stable biological and physical system. The viability of subsystems is critical for the global stability of the comprehensive ecosystem. That is a key point of preserving bio-diversity.³¹

As I mentioned before, mankind has caused depletion of resources, environmental degradation and pollutions by using natural resources continuously and changing the environment as to threaten the future of humanity and the other living beings for its own welfare.

It needs to provide the continuity of environment and natural resources as well, if enhancing the human welfare constantly in the long run is desired. In this context, sustainability comes to prominence and means providing the continuity of natural resources. It is the fact that the using level of resources should not exceed the level of self-perpetuation speed and also the contaminants' rate should not exceed the operationalising these contaminants speed of natural resources too. Preserving biodiversity, the quality of human health and air, water and soil, and life of animal and plant takes part in this environmental sustainability.³² Sustainability for environment is to act in particular manner to keep the environment in its the most natural state, and means struggling for recovering environment which is destroyed or disappeared in consequence of human activities.³³

³⁰StefaănescuFlorica, 'Aspects of The Sustainable Development in Romania', Annals of the University of Oradea, Economic Science Series, Vol. 17 .Issue 2, (2008), 492-500 (p. 494).

³¹Mohan Munasinghe, Environmental Economics and Sustainable Development, Third Printing 1997 edn (Washington: The International Bank for Reconstruction and Development/ The World Bank , 1993), p. 3.

³² Kaypak, 'Küreselleşme Sürecinde Sürdürülebilir Bir Kalkınma İçin Sürdürülebilir Bir Çevre', p.26

³³ Mehmet Fatih Kaya, Necati Tomal, 'Sosyal Bilgiler Dersi Öğretim Programı'nın Sürdürülebilir Kalkınma Eğitimi Açısından İncelenmesi ', Eğitim Bilimleri Araştırma Dergisi, Cilt 1 Sayı 2, (Aralık 2011), 49-65 (p. 50).

There are three important factors that affect environment and its sustainability. These are industrialization, urbanization and rapid population growth. Rapid population growth prompted to environment problems. Along with technological development, usage of resources increased. At first nature had been accepted as unlimited and free. However, later nature turned into a limited capital with help of production activities in modern societies.³⁴ Environment was influenced substantially by the exploitation expressed as economical based attack that had developed especially after industrial revolution.³⁵

In the scope of renewable resources in sustainability of environment and ecosystem, usage level of the resources should never exceed the regeneration of the resources. The main rule in protection of natural capital is that resource stocks should be permanent in the course of time. Renewable resource stock should not decrease in the course of time, in case of finishing exhaustible resources, renewable resources and human-made capital amount should be increased, in this way, it should compensate the resources depleted.³⁶

In this respect, for providing the continuity of economic development, it appears necessary to provide protection and continuity for the ecological system. The development to be provided for human life has revealed the necessity of using the natural resources in a balanced and conscious way, and improving a development model to supply compatibility with the environment. In this point, the compatibility of industrialization objectives and methods and physical opportunities of earth, and a sustainability to be able to assure that both people in today's world will attain fairly the development pace, and the resources to enable for development in the next generations' world will exist as well by preventing excessive waste of resources.³⁷ This development model engages providing both a sustainable development and sustainability of environment.³⁸

³⁴ Aykut Toros, Mahir Ulusoy, Banu Ergöçmen, *Ulusal Çevre Eylem Planı: Nüfus ve Çevre* (Ankara: Devlet Planlama Teşkilatı, 1997), p. 39.

³⁵ Hasan Yaylı, 'Çevre Etiği Bağlamında Kalkınma, Çevre Ve Nüfus', Süleyman Demirel Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, Sayı:15, (2012), 151-169 (p. 159).

³⁶ Murat Çetin, 'Teori ve Uygulamada Bölgesel Sürdürülebilir Kalkınma', C.Ü. İktisadi ve İdari Bilimler Dergisi, Cilt 7, Sayı 1, (2006), 1-20 (p. 4).

³⁷ Toros and others, *Ulusal Çevre Eylem Planı: Nüfus ve Çevre*, p. 38

³⁸ Hayrettin Tıraş, 'Sürdürülebilir Kalkınma ve Çevre:Teorik Bir İnceleme', Kahramanmaraş Sütçü İmam Üniversitesi İktisadi ve İdari Bilimler Dergisi, Cilt 2, Sayı 2, , (Aralık 2012), 57-73 (p. 66).

1.2.3 Social Aspect

Considering a social viewpoint, especially human welfare is not able to maintain apart from a healthful environment; and it is only possible in a dynamic economy. Sustainability in the public sphere depends on the fact that everybody shall take advantages of social rights such as equality among the individuals in a society, fair distribution of access to resources, education, health and security. Intergenerational distribution of resources is as important as the fair distribution of them among social groups and a sustainable system involving equality of opportunity.³⁹

According to Woodcraft and his colleagues, social sustainability means a process to generate sustainability and enriching grounds where provide welfare by supplying people's requirements.⁴⁰ Social sustainability integrates the pattern of physical place with the pattern of infrastructure in order to support cultural vita and social amenities.

According to McKenzie, social sustainability can take place on condition that official and nonofficial processes, systems constructions and relationship actually promote the capacity of present and next generations to generate healthy and habitable communities. Socially sustainable communities are fair, diverse, interconnected, democratic, and supply for a better life quality. Furthermore, according to McKenzie, these are some necessary principles for reaching social sustainability; he asserts the necessity of carrying out these principles:⁴¹

1. **Equity:** the community supply equitable possibilities for its members, especially the poorest and the most vulnerable. Although equity is added on the list as an independent principle, it cannot be considered apart from the others. Equity leaches the others.
2. **Diversity:** the community supports and sustains diversity.
3. **Interconnectedness:** the community supplies processes, systems and constructions that promote connectedness in and out of the community at the official, nonofficial and institutional level.
4. **Quality of Life:** the community makes sure that the basic needs are supplied and enhance life quality for all members at all levels.

³⁹Sherri Torjman, 'The Social Dimension of Sustainable Development', Caledon Institute of Social Policy, .ISBN 1-894598-00-8, (May 2000), 1-11, in <<http://www.caledoninst.org/publications/pdf/1-894598-00-8.pdf>> [accessed 29.11.2013].

⁴⁰ Saffron Woodcraft, Tricia Hackett, Lucia Caistor-Arendar, Design For Social Sustainability: A framework for creating thriving new communities (London: Young Foundation, 2012), p. 16.

⁴¹Stephen McKenzie, 'Social Sustainability: Towards Some Definitions', Hawke Research Institute Working Paper Series, No 27 , (2004), 1-29, in <<http://w3.unisa.edu.au/hawkeinstitute/publications/downloads/wp27.pdf>> [accessed 19 November 2013], p. 18-19.

- 5. Democracy and governance:** the community supplies democratic processes and governance constructions.

1.2.4 Cultural Aspect

Culture shows not only historical heritage or religious specialties relating to a society but also lifestyles, beliefs, ideologies, traditions of people living in that society, cultural diversity among people, interactions and behaviors of people among each other and their environments, ethnic or denominational differences.

Cultural attributions have an indirect link with sustainability concept. Firstly, culture generates itself by being stored and passed on from the previous generation to the next generation. Within this process, culture accrues progresses and transformations, yet it might extinct as well. Secondly, there are varieties of culture which are different from each other. Therefore, culture personalizes a space over different time phases. It is one of the significant specialties of culture relevant to sustainable development concept that “culture is the means by which man adapts to his environment and secures things that he needs for his survival”.⁴² Since the culture of a society is connected with the natural environment, it plays a key role in environmental sustainability of that society and thus cannot be singled out from sustainability concept.

The notion of cultural sustainability is not well constituted like the notions of environmental and economic sustainability, and due to its interconnectedness to the social; it is frequently included in the scope of social sustainability. Nonetheless, Hardoy has shortly emphasized two significant cultural sustainability comments.⁴³

Firstly, cultural specialties such as shared values, attitudes and perceptions contribute to the success of sustainable development. The second one expresses the sustainability of a culture itself, and at this stage, the focus is on the culture as a critical comment of development. Hence, culture had better evolve with socio-economic developments in the course of time, and the evolutionary course of it ought to be identified by preserving the cultural heritage.⁴⁴

⁴²Jorge Enrique Hardoy, Diana Mitlin, David Satterthwaite, *Environmental Problems in Third World Cities* (London: Earthscan Publications, 1992). quoted in: Rebecca L. H. Chiu, 'Socio-Cultural Sustainability of Housing: a Conceptual Exploration', *Housing, Theory and Society*, Volume 21, Issue 2, (2004), 65-76 (p. 67), in Taylor Francis Online <<http://www.tandfonline.com/doi/pdf/10.1080/14036090410014999>> [accessed 20 November 2013].

⁴³Ibid

⁴⁴Chiu, 'Socio-Cultural Sustainability of Housing: a Conceptual Exploration', p. 67-68

In order to be able to provide cultural sustainability, handing the existential values and cultural richness down to the next generations are essential. Customs, traditions and lifestyles define on the one hand the way people in a society connect with the environment and the nature and on the other hand are themselves affected by the globalization of cultures in the course of time. This interact may lead to gradual disappearance of some cultural features of societies that keep them connected to their past. In the scope of sustainability, this connection between past and future through cultural values should be preserved specially in the cases of local communities whose existence is in danger of extinction.

1.3. Relationship between Sustainability and Tourism

As a result of developments in tourism along with increase in demands for tourism in 1990s, a close relation raised between sustainability and tourism. The sustainability process which started with Brundland report has got involved in this process in time because of damage on the environment.

The concept of sustainability has been adapted to tourism sectors as a result of nations' putting this term on their agenda and adapting laws and principles of this concept to all sectors. Sustainable tourism was propounded as an approach that tried to reduce the problems which appeared as results of the complicated relations between tourism industry, tourists and the environment. It was formed with the consciousness that the main source of tourism is natural, cultural, social, historical and environmental sources. It is concluded from this approach that sustainability of natural resources has to be supplied and they should not be destroyed so that the next generations will able to use these resources.

Developed and developing countries adopted policies in the name of enhancing tourism due to the fact that it generates employment as a labor intensive sector, and due to its foreign exchange inflow which meets the currency deficit and contributes to national economy. Due to these positive effects on the economy, the negative effects of tourism on the environment have largely been ignored. The delicate subjects such as destroying the nature, depleting the exhaustible resources on the levels impossible to be re-achieved has been in the shadow of economic plans of the countries.

Along with tourism based on the environment, the rapid and mass development caused by tourism affected the environment quality negatively. Especially agricultural qualified soils are being lost in some regions because of the land usage in tourism. Destroying natural

environment and flora results in getting aesthetically ugly seaboard and losing its function due to the buildings discrepant from the natural environment. The pollution occurring by the sewage over the present substructure and waste problem and dumping of these wastes in the seas cause a lot of disturbances in the nature such as destroying historical and protected areas, deteriorations and changes in the behaviors, social life and traditions.⁴⁵

The rapid impairment of the natural and cultural resources caused by the tourism policies which applied by the governments will cause the depletion of natural and cultural resources providing availability of tourism. The governments make new plan, project and policy in order to prevent this depletion. As a result of these policies, they underlined that not only the development is subject to an economic purpose but also they need to intensify on social, environmental and cultural issues. We can say that the sustainable tourism can occur in the light of this approach.

When we look at tourism in the scope of sustainability, we can say that economic and social benefits generated from tourism can provide regional and local scale development. However, as a negative effect of these developments, the overuse of the tourism resources can harm the environment and cultural resources. The cultural and natural assets can lose their specialty overtime. Therefore tourism has to be sensitizing with interaction materials such as natural and cultural resources, and it has to aim to reach the regional development of the tourism destination at the same time.

In other words sustainable tourism covers a planning process that provides consolidation of economic development, protection of environment and culture. There are three noteworthy main constituents in this planning process. In order to reach the social aims of sustainable development, life quality of the population in the destinations has to be improved in the short and long terms. Tourists' demands have to be met by the destinations for reaching the economical aims; and in order to reach environmental aims, the damages which arise as a result of tourism activities have to be diminished and protect the nature and natural resources.

There are a lot of researchers who tried to identify tourism (or sustainable tourism) and define its context. One of them is Avcıkurt. According to Avcıkurt, the term sustainability is

⁴⁵Emel Can, 'Turizm Destinasyonlarında Sürdürülebilir Turizmin Sürdürülebilir Rekabet Açısından Değerlendirilmesi', Istanbul Journal of Social Sciences, Summer Issue 4.ISSN: 2147 - 3390 , (2013), 23-40 (p. 25).

expressed as providing the continuation of attractiveness of a tourists' destination by developing and protecting "regional/local specialities" being a resource for tourism.⁴⁶

In another description, Kuntay evaluates the sustainable tourism as an understanding that new perspectives are developed without ignoring the future, that the demands of local public and tourists are regarded, that the whole resources along with economic, social and cultural requirements are dealt in a body without ignoring the cultural integrity and ecological processes of ecosystem, biological environment and natural life.⁴⁷

As in the description of United Nations World Tourism Organization (UNWTO), the sustainable tourism is a development model that the cultural integrity, ecological protection and economic purposes meet in the same circle. All resources has to satisfy the economic, social and aesthetical needs of tourists and the people who live in visited region and to satisfy the same needs of the next generations as well. Sustainable tourism development is described as "long term and uninterrupted meeting of the requirements of property-owners in tourism sector and tourists by protecting values in the future of resources existing today".⁴⁸

Sustainable tourism development essentials and running experiences can be applied to all tourism manners in all types of destinations as well as mass tourism and the several niche tourism sections.

Therefore, requirements of application of sustainable tourism are as follows:

- Using the environmental resources optimally, pursuing basic ecological processes and supporting to preserve natural heritage and biodiversity.
- Showing consideration to the socio-cultural reality of host community, preserve their sturdy and existing cultural heritage and traditional values, and supporting the intercultural perception and toleration.
- Guaranteeing livable, long-term economic actions, supplying fair socio-economic benefits for all participants, containing steady employment and income-earning chances and welfare services to host communities, and contributing to decreasing poverty.⁴⁹

⁴⁶Cevdet Avcıkurt, 'Turizm ve Sürdürülebilirlik', Adnan Menderes Üniversitesi Kuşadası Belediyesi, I. Uluslararası ve VII. Ulusal Turizm Kongresi. 29Kasım- 3 Aralık 1996

⁴⁷ Orhan Kuntay, *Sürdürülebilir Turizm Pazarlaması* (Ankara : Alp Yayınevi, 2004).

⁴⁸UNWTO, *Guide for Local Authorities on Developing Sustainable Tourism* (World Tourism Organisation, 1998), p. 22.

⁴⁹ United Nations Environment Programme, *Sustainable Tourism: Definition* (UNEP, 2004).

If we consider that essential resources generating tourism are natural and cultural resources, we can see clearly that tourism is very suitable for the term of sustainability. In this context, it should be indicated that growth should have an optimal limit and should be a long-term process in established policies in order the tourism to be sustainable. For providing a sustainable tourism, the most important thing that is worth stressing is the understanding of effective protection. Protection of ecological balance, preservation and renovating of natural resources is covered by this understanding.

As I mentioned before, economy-environment relation in tourism is not poles apart within the context of sustainability. There is not inverse relationship between tourism and the environment. On the contrary, tourism and environment support each other; it is possible that they exist simultaneously. Cultural, environmental and natural resources are essential attractions of tourism. Natural attractions based on natural resources and environment and cultural attractions generated by interactions and activities of people constitute the attractions of a touristic region. Attraction elements of a destination are not eternal and indefinite. Thus, we should apply the understanding of sustainable tourism in order to maintain the elements that make the destination attractive. An understanding of sustainable tourism should be developed that improves the life of local people, that does not contravene with local culture, that makes a point of protecting environment and natural resources; that attaches importance to both preservation of the tourism resources specific to the region and to the attractions of those resources.⁵⁰

While the understanding of protecting the attractions is contributing to sustainable tourism, it should be specified as the most important priority that environmental resources can renovate themselves and should be handed down to the next generations by being used long-term in a balance between protection and usage.

In order to reach this goal, one of the most important steps required is to define the carrying physical and social capacity of regions to avoid exceeding these limits. In this context, “carrying capacity” will make easy for a region to serve both the present and the future generations by providing the limit below which using that region’s natural, public, economy and culture resources would neither create a negative effect for the region nor decrease the satisfaction level of visitors.⁵¹

⁵⁰Emel Can, 'Turizm Destinasyonlarında Sürdürülebilir Turizmin Sürdürülebilir Rekabet Açısından Değerlendirilmesi', p28

⁵¹ Ibid

CHAPTER 2

THE EVOLUTION OF TURKISH AND EUROPEAN SUSTAINABLE TOURISM

2.1 European Sustainable Tourism and Policy Improvements

The world's first tourists' destination has been held by Members of European Union (EU). In 2011, number of international tourists increased by more than 20 million compared to the previous year. Total tourist arrivals to the EU have exceeded 380 million in 2012.⁵² According to the first results of 2012, it is reflected that the nonstop growth has been maintained.

After the trade and distribution sector and building sector, tourism takes the third place in European economy. The European Travel Commission (ETC) in its 2010 communication underlined the significance of tourism as follows: tourism creates over 5% of EU gross domestic product (GDP) in company with 1.8 million businesses, employment of about 5.2% of the total labor force (almost 9.7 million jobs, with an important ratio of young people), and these figures are continually getting high.⁵³

Tourism sector includes many businesses within the scope of itself as travel organizers, hotels, restaurants and transportation companies. There are several micro and medium sized enterprises and lots of international enterprises active in tourism. Indirectly, tourism takes part in the sectors which constitute over 10% of Europe's GDP and which also supply for almost 12% of the work force.⁵⁴

European Union is conscious of the importance of tourism sector in regional development and employment generation and has arranged continuously new policies in the course of time in order to prevent social or environmental problems caused by tourism. For instance, it aims for the sustainability of tourism by specifying local strategies and policies in order to solve

⁵²UNWTO World Tourism Barometer, (May 2012) <<http://www2.unwto.org/en/pressrelease/2012-05-10/international-tourism-strong-start-2012>> [accessed 7 February 2013].

⁵³ Risk & Policy Analysts Limited, Study on the impact of EU policies and the measures undertaken in their framework on tourism: Final Report Volume 1: Measures (September 2012)
<https://www.google.com.tr/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&ved=0CDgQFjAB&url=http%3A%2F%2Fec.europa.eu%2Fenterprise%2Fnewsroom%2Fcf%2F_getdocument.cfm%3Fdoc_id%3D7651&ei=3TTmUvPeL4Xp4wSt8ICwCg&usq=AFQjCNFlpM1lip53KtVaAu9Rd_2y9sh5Q&sig2=pXkO6Z1x0HhkoAOXxQzsBA> [accessed 20 November 2013],p.1.

⁵⁴ Ibid

seasonality problems appearing due to the fact that tourism is intense in specific periods of time. Continuous researches have been done to decrease and remove negative effects that might be caused due to the relation of tourism and the environment; some arrangements are needed on sensitive issues such as protecting biodiversity and making sure of the continuity of ecological life is considered in these researches. In order to provide sustainability of protected areas and tourism destinations, development plans have been made by considering sustainability aspects (economic, environmental, cultural and social). To support and actualize these plans, Europe has demanded participation of local institutions like universities, NGOs, governmental bodies, local public etc. In this chapter, the EU's policies about sustainable tourism will be explained.

2.1.1 Birds Directive, Habitats Directive and Natura 2000

The natural and wild life at the EU is protected by two directives; the Council Directive on the protection of wild birds and on conservation of natural habitats and of wild fauna and flora. These two directives are aiming to not only prohibit the hunting of the wild life but also preserve the nature, wild fauna, flora and habitat types in the European Countries.

The bird directive is aiming to ensure and control the conditions needed for the survival of all bird sorts in their natural life and place in Europe.⁵⁵ This directive is also controlling the birds' proliferation and exploitation including their habitats. In the Annex I of the bird directive the bird kinds, which must be protected and observed, has been listed. Besides, this Annex is regulating migratory species in the protected areas. In order to protect the endangered bird kinds and wild birds, a special protection area that can maintain their existing habitats and regulate the exploitation of these kinds, is needed.

The habitats directive is aiming to protect the biodiversity, wild fauna and flora in Europe.⁵⁶ In the Annex I of habitat directive, natural habitat conservation hosting areas is listed. Moreover, the Annex II of the directive lists habitat of the species. In order to manage and conserve natural habitats in member states of European Union, a special area for conservation is needed.

In the light of birds and habitats directive, the Natura 2000 network has been established in order to preserve wild life and nature conservation. With this network, Europe wants to

⁵⁵ European Commission, *The Birds Directive* (27/03/2014)
<http://ec.europa.eu/environment/nature/legislation/birdsdirective/index_en.htm> [accessed 30 March 2014].

⁵⁶ European Commission, *The Habitats Directive* (27/03/2014)
<http://ec.europa.eu/environment/nature/legislation/habitatsdirective/index_en.htm> [accessed 30 March 2014].

provide better conditions for important and endangered species in the long term. Natura 2000 “is not a system of strict nature reserves”; it agrees that “most of the land is likely to continue to be privately owned and the emphasis will be on ensuring that future management is sustainable, both ecologically and economically.”⁵⁷ As a consequence of habitat directive Special Areas of Conservation and as a consequence of bird directive Special Protection Areas have been established. These two areas are aiming to ensure the survival of the natural habitats and bird species in the light of these directives and Natura 2000.

2.1.2 1995 European Charter for Sustainable Tourism in Protected Areas

The protected areas have a crucial role in protecting and sustaining biodiversity and providing a biological cycle. Specific areas have been protected to preserve existence of ecosystem, environment and cultural values, for contributing to sustainable development, and for promoting sustainable tourism.⁵⁸ In this respect, European Charter for Sustainable Tourism in Protected Areas (ECSTPA) was established in Europe.

The European Federation of Protected Areas (EUROPARC), which preserves over 350 protected areas in Europe, developed The ECSTPA in 1995.

The underlying purposes of the European Charter for Sustainable Tourism are:

- To enhance consciousness of protected areas as a main section of Europe’s heritage where the present and next generations should protect and savor.
- To advance the sustainable development and operate tourism in protected areas which consider the requirements of environment, local publics, local occupations and tourists.

It undertakes the responsibility to apply a local tactics for sustainable tourism which was described as:

“any shape of tourism development, operation or service that makes certain of preserving natural, cultural and social resources and conduces affirmative and fair process to the economic development and human welfare for those who live, work, and inhabit in protected areas.”⁵⁹

⁵⁷European Commision, *Natura 2000Network* (27/03/2014)

<http://ec.europa.eu/environment/nature/natura2000/index_en.htm> [accessed 30 March 2014].

⁵⁸ Hasan Tezcan Yıldırım, Seçil Yurdakul Erol, 'Korunan Alanlar, Ekolojik İşlevleri ve Geleceğe Yönelik Tahminler', *Biyoloji Bilimleri Araştırma Dergisi*, 5 (2).ISSN: 1308-3961, (2012), 101-109 (p. 101).

⁵⁹EUROPARC Federation, *European Charter for Sustainable Tourism in Protected Areas: The Charter* (2010) <<http://www.europarc.org/uploaded/documents/460.pdf>> [accessed 13 December 2013].

The ECSTPA is called as a reformist projection organ whose target is to develop the sustainable tourism in protected areas. Managements of these protected areas have applied local tactics for developing collaboration and applying collective actions with local participants in order to reach sustainability of the areas.

The European Charter process unites economic, cultural, social and environmental aspects as a foundation to identify the future plans of local development. Economic, social, cultural and environmental features of specific area are identified and attention is paid to particular potentialities, to processes concerning local beneficiaries; and description of action tactics for sustainable tourism development is produced and, finally, application of these tactics in the Charter's stages. By designing the consultation process, it is aimed to develop cooperation and capacity building among local collaborators, both in the public and private sectors.⁶⁰

2.1.3 1997 Berlin Declaration on Biological Diversity and Sustainable Tourism

The German Federal Environment Minister presented the International Conference of Environment Ministers on Biodiversity and Tourism in Berlin in 1997. Along with national governments, there were lots of national and international organizations who represented their local areas as substantial destination for international tourism. The conference aimed in fact to incite a global treaty for sustainable development called "Berlin Declaration", the first international ministerial declaration about sustainable tourism.

There were two essential purposes of the conference: primarily, to determine environmentally adaptable tourism types which applied corresponded policies of sustainable development declared at the Earth Summit in 1992; secondly, to generalize sustainable tourism for preserving the nature, landscape and cultural heritage by considering the necessities of their preservation and the profits of local publics as well as environment.⁶¹

It is mentioned in the declaration that tourism progressively gravitates towards the naturally undisturbed areas in order to develop in the remainder natural areas in the world. Furthermore, the declaration states that tourism has the potentiality of making important contribution to socio-economic development; however; it can disturb the natural environment, social construction and cultural heritage. The declaration confirms the idea that sustainable

⁶⁰ Vittorio Castellani, Serenella Sala, 'Sustainable Performance Index for tourism policy development', *Tourism Management*, Volume 31, Issue 6, (December 2010), 871–880 (p. 872).

⁶¹ United Nations World Tourism Organization The Institute for Domestic and International Affairs, by Whitley Harris, *Promotion of Sustainable Tourism* (2008), p.4. <<http://www.idia.net/Files/ConferenceCommitteeTopicFiles/240/PDFFile/U08-UNWTO-PromotionofSustainableTourism.pdf>> [accessed 13 December 2013]

types of tourism can make a contribution to preservation of bio-diversity in or out of the protected areas.⁶²

2.1.4 2001 Working Together for the Future of European Tourism

Since tourism has a seasonal character, the employment levels in it, alter in different times of the year and the workers who work in tourism are obliged to look for different jobs or suffer unemployment during the off-seasons. An EU document expresses that one of the main problems of seasonal tourism in Europe is that it concentrates on a definite season of a year. This situation affects negatively the qualification levels of the workers, quality of service and rivalry of business as well as the vitality of communication infrastructure and tourist plants.⁶³

Thus, high level of staff turnover, a scarcity of qualified employees and the low level of abilities and qualities that cause competitive disadvantages personify the sector. The high levels of undeclared work in tourism's several sub-sectors reduce the employment security of the sector's labor force. Also, part-time jobs are common in tourism industry. According to a report in United Kingdom (UK), 64% of hotels and caterings had their employees work part-time in 1989.⁶⁴

Therefore, the social aspects of tourism were covered by "Tourism and Employment" process. The process ensures more integrity between European regions as well as the most peripheral areas of the Union in which tourism frequently represents the essential source of income and employment. Tourism has a major place in European economies' integration and in increment of their cultural and natural resources. This process mentions substantial effects which are going to unite new market chances for European occupations and are going to make a contribution to near the European citizens. A collaborator Presidency Commission Conference on Tourism and Employment was organized in Luxemburg (Employment and Tourism: Guidelines for Actions) in November 1997. Another High Level Group on Tourism and Employment was arranged with the agenda to research provisions where tourism can contribute greatly to growth and stable employment in Europe and to advise on that.⁶⁵

⁶²Castellani&Sala,'Sustainable Performance Index for tourism policy development', p.25

⁶³ Commission communication to the Council, the European Parliament, the Economic and Social Committee and the Committee of the Regions, Working together for the future of European tourism (2001) <<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:52001DC0665:EN:HTML>> [accessed 15 January 2013].

⁶⁴Konstantinos Andriotis, 'European Union Influence over Tourism Employment', *Hospitality & Tourism Complete*, 52 .3, (2004), 277-284 (p. 279).

⁶⁵Cosimo Notarstefano, 'European Sustainable Tourism Context, concepts and guidelines for action', *International Journal of Sustainable Economy*, 1, (2008), 44-59 (p. 45).

After these attempts a high level review group was assigned to manage a proposed process in tourism and employment. The European Commission submitted its opinion about how to take the best advantage of the European tourism industry's competitive power in the Communication *Working Together for the Future of European Tourism* in November 2001. The Communication was the last turning point of the tourism and employment process that had began during the conference in 1997. Communication supported many main activities; some of them are as follows:

- To encourage the exchange of ideas among the tourism sector and the other stakeholders by arranging an Annual
- Tourism Forum and to widen the area of Tourism Advisory Committee
- To feed networking services and support functions, for example proficiency stations (observatories, study and research stations) at national, regional and local levels
- To promote good and effective use of the EU's financial and non-financial instruments for the interests of tourism sector, in collaboration between national and regional authorities and operators
- To support sustainable development by insisting on much detailed and applying the Agenda21 guidelines
- To describe and propagate evaluation procedures and instruments (quality indicators and benchmarking) which are necessary for searching the quality of tourist destinations and services.⁶⁶

2.1.5 2003 Basic Orientations for the Sustainability of European Tourism

Through the resolution accepted unanimously by the Council of Minister on the date of 21.05.2002, it is aimed to increase the pace more than in the synergetic attitude for the tourism industry in Europe. This resolution observes the effect of EU Legislation on tourism industry, and recommends promoting Europe as a destination, and asks the sector to fortify the exertions which are stipulated by the European Community and Member States.

The European Commission issued a call for EU wide-drive in order to develop the economic, social and environmental sustainability of European tourism in the Communication "Basic orientations for the sustainability of European tourism" that stressed the requirement for

⁶⁶Peter Lane, The European Union Approach to Sustainable Tourism (2008)

<<http://www.insights.org.uk/articleitem.aspx?title=The%20European%20Union%20Approach%20to%20Sustainable%20Tourism>> [accessed 25.10.2013].

ensuring the coherence between policies and dimensions that influence the sustainability of tourism and the sector's competitiveness.⁶⁷

The Communication is a detailed record which identifies the effect of tourism on a huge variety of sectors; accepting that policy decisions of other stakeholders of the Commission and other establishments play an important role on the distribution of tourism movements. Collaboration with organizations inside or outside Europe was accepted as an important practice.

Three main areas of movements were as follow:

- Utilizing appropriate structures for developing the contribution of Community Policies to the sustainability of European tourism, and to ensure consistency.
- Boosting stakeholder collaborations as well as teaming up with World Tourism Organization and founding a Tourism Sustainability Group (TSG).
- Helping the encouragement of sustainable models of tourism consumption and production, and more healthy conveyance of attitudes, enterprises, tools and means practice to activists on the area, to promote competitiveness.

The Communication symbolizes:

- A shift from a concentration on tourism employment and competitiveness to a much detailed attitude having reflected on the three pillars of sustainability, environmental, social and economic, as described in the Communication.
- The development of a Community attitude about sustainability.

In 2004, right after the Communication, the TSG was founded and has since been working. TSG consists of multilateral agencies, the governments of member states, regional and local authorities, the tourism sector, professional associations, environmental organizations, trade unions and research and training authorities that are specialists and have knowledge about sustainability of tourism.⁶⁸

⁶⁷Notarstefano, 'European Sustainable Tourism Context, concepts and guidelines for action', p.46

⁶⁸Peter Lane, The European Union Approach to Sustainable Tourism.

2.1.6 2006 Renewed EU Tourism Policy -Towards a Stronger Partnership for European Tourism

On February 2005, the Commission offered a new beginning for the Lisbon Strategy which consolidated EU's efforts upon two major assignments: delivering stronger, lasting growth and more and better jobs. In this sense, globalization, demographic changes and the evolution in transport are inflexible factors in the speedy growth of this sector.

Three essential purposes were decided upon by the Commission when considering the Lisbon Strategy:

- To make Europe a much more affinitative destination for employing and investment.
- To increase the capacity of development with knowledge and innovation.
- To generate much better and newer jobs.⁶⁹

In order to promote these purposes an integrated European policy was demanded to animate the competitiveness and generate further growth and jobs. The essential purpose of policy was be to advance the competitiveness of European Tourism Sector and generate further jobs via the sustainable development of tourism in Europe and worldwide.

The Commission suggested a renovated European tourism policy in the Communication under the title "*A renewed tourism EU policy: towards a stronger partnership for European Tourism*" to answer the modern problems in using the available resources well and exploiting all of the probable collaborations.

For instance, a further arrangement in lots of policy areas may have an especial significance for the competitiveness of tourism sector and tourist destinations. A considerable amount of policies which effect tourism are required to actually support further arrangements, not only at European level but also at national level. A lot of activities of the Community which are designed to promote the competitiveness of European tourism are conducted via the Enterprise policy tools. On the other hand, more European policies out of these have an effect on tourism.⁷⁰

The essential areas on which the policy will focus are:

⁶⁹Communication to the Spring European Council, Working together for growth and jobs A new start for the Lisbon Strategy Communication from President Barroso in agreement with Vice-President Verheugen (2005) <<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:52005DC0024:EN:NOT>> [accessed 15 October 2012].

⁷⁰Notarstefano, 'European Sustainable Tourism Context, concepts and guidelines for action', p. 46.

1. Preventing the actions which influence the tourism widespread (by way of further regulations, collaboration of policy and advanced use of economic tools.).
2. Supporting tourism sustainability (creating a European Agenda 21 for tourism and applying particular promoting activities for European tourism sustainability.).
3. Improving the conception and visibility of tourism (developing conception of European tourism by means of more comprehensive statistics, promoting the presentation of European destinations, riding the European destination of Excellence awards, supporting to the marketing of Europe and resolving the effect of actions and advancing the visibility of tourism.).⁷¹

2.1.7 2007 Agenda for Sustainable and Competitive European Tourism

The Agenda for sustainable and competitive European tourism which was signed by the European Commission in October 2007 defines the future perspectives of the sustainability of European tourism and promote the application of improved Lisbon Strategy for Growth and Jobs and of improved Sustainable Development Strategy. It was based on the suggestions about the TSG arranged in February 2007.

Thereby defining the targets and guideline for the sustainability of tourism and problems which will be struggled with, this Communication appeals to all participations that have a place in European tourism and invites them to conduce to the sustainable and competitive development of tourism in the EU. It is required from them to undertake their liabilities at the levels in which they largely manage, and to suggest advices as a possible contribution factor for novelty and growth.⁷²

With the 2007 Agenda, it is intended to reinforce the sustainability process. It had to be supported by all parts of tourism in Europe: such particular levels of government as local authorities, destination operation organizations, regions, Member States, and the European Commission itself, companies, visitors and all the other authorities (civil or official parts along with independent powers) that are able to contribute, promote and affect the tourism. The important feature is to rely on the norm of solidarity through the involvement of all

⁷¹Castellani& Sala, 'Sustainable Performance Index for tourism policy development', p.18.

⁷² Commission of The European Communities, Agenda for a sustainable and competitive European tourism (19.10.2007) <<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:52007DC0621:EN:HTML>> [accessed 19 December 2013].

participants, who are capable of acting and are willfully subscribing to application of the Agenda.⁷³

It is a possible difficulty to discover the right balances among the development of the destinations and the preservation of their environment on the one hand and the development of a financial competitiveness on the other hand. Tourism Sustainability Group (TSG) researches show that tourism is strongly linked to economies; this specialty of tourism should contribute to enhancing collaborations with the environment and society. That is the reason why the destinations' development is intimately connected to their natural environment, cultural apparentness, social relations, security and local public welfare. These features give the role of operating force to tourism for the protection and development of the destination – via increasing environmental consciousness and income support to the local residents.

A consistent and holistic policy attitude is necessary which makes all parts serve the sustainability purpose while keeping the right balance among visitors' welfare, natural requirements, cultural environment and development, competitiveness of destinations and businesses.

In order to reach the targets of this agenda including distribute financial welfare, social equality and solidarity, and environmental and cultural conservation, EU policies for development of financial, social environmental policies are declared through the “Partnership for Growth and Jobs” and “to the Sustainable Development Strategy”. Hence, the “*Agenda for a sustainable and competitive European tourism*” which was introduced in the Communication represents a long standing commitment taken by the European Commissions and further promoted by other European organizations.

Commission Vice-President Verheugen submitted a draft of this policy in his opening speech at the 2007 European Tourism Forum⁷⁴. According to Verhuegen the key points of this policy are as follow;

1. Under the light of Commission's modern policy, the Commission is willing to mobilize the activities for producing and sharing information. The Commission desires to reach more transparent and recognizable practices by the European society

⁷³Notarstefano, 'European Sustainable Tourism Context, concepts and guidelines for action', p.47

⁷⁴ Vice-President of the European Commission responsible for Enterprise and Industry Günter Verheugen, Europe moves forward for competitive and sustainable tourism (26 October 2007) <http://europa.eu/rapid/press-release_SPEECH-07-700_en.htm> [accessed 21 December 2013].

and desires to reinforce the knowledge of practices that connects sustainability and competitiveness.

2. Supporting tourism destinations is the next priority of the Commission. The testing project, “European Destinations of Excellence”, supports European destinations in which the development in tourism leads to ensuring social, cultural and environmental sustainability.⁷⁵ The Commission will, however, strengthen the public opinion and sense of Europe as a tourist destination qualified by high quality and sustainability.
3. The third significant working area of the Commission will be to engage the EU economic tools. Financial assistance to stakeholders is provided with a vision that boosts the application of the Commission’s Agenda. There have been opportunities at the European level, in the Member States and at the Regional level in order to financially support tourism projects via the European Regional Development Fund. Sustainable and modernist tourism exercises have been underlined as precedence criteria in the several targets of the diverse European economic tools, especially the Cohesion Policy funds (the European Regional Development Fund and the European Social Fund).
4. Last but not least is that: the Commission will continue making the sustainability and competitiveness widespread in Commission policies. There are many European policies and activities that can potently affect the tourism and its sustainability and can significantly contribute to dealing with the key challenges. Policy areas such as environment, employment or transport have their own personalities; because of their characteristic features they can influence different territories and thus the Commission is going to take the needs of different areas into consideration.

2.1.8 2013 European Tourism Quality Label

The competitiveness of destinations is going to rely on the dimensions relating to the sustainability of natural, financial and cultural resources in the future. It is obvious that the environmental quality is very substantial; for instance, the descent of beach quality at sea, sun and sand holiday resorts carries an adverse influence on the number of visitors, number of boarders and the quantity of re-visiting and, thereby creates a downfall in tourism income. It is shown that hospitality classification schemes, quality scaling systems and environmental operation systems are parts of national or international equivalent which measures facilitator’s

⁷⁵Notarstefano, 'European Sustainable Tourism Context, concepts and guidelines for action', p.48

market competitiveness in different destinations. Criteria were proposed to evaluate and label these characteristics. The new EU political document about the development of European tourism led to a Commission Communication approved and came into force in 2010, through 21 initiatives where the European Tourism Quality Label was introduced. The aim of this Label is improving transparency and harmony in tourism quality across the EU and preservation of the benefits of European tourism. The initiative comprised by the European Tourism Quality Label study finally conducted to the generation of a Europe brand for completing national and regional promotional efforts.

The proposed activities are detailed as follows:⁷⁶

1. It should foster the trust of customers as for the quality of European tourism services and contribute to more conscious choices through safe quality labels.
2. It should increase the tourism company productivity via advancing the consciousness of significance of high quality and sustainable operation best exercises, and encourage businesses for putting these keynotes into practice. It should reinforce the promotion of these best exercises among the diverse parts included as well.
3. It should protect all the verities of EU tourism including seasonal and health tourism and its loyalty to sustainability principles in order to advance quality and sustainability in tourism and strengthening the international sense of Europe as a group of sustainable, responsible and high-quality destinations.

We can hardly count how many quality systems are there at present in Europe. If we count roughly, we can plausibly assume that there are as far as a hundred labels connected with quality comprising such aspects as culture, reaction, hygiene and others throughout the quality value chain; and an equal number of environment – or sustainability – concerning labels. For instance, some of these quality diagrams are Spain's Tourist Quality Plan (Q), Finland's Quality 1000 and the British Quality in Tourism (QIT).⁷⁷

European quality label is an umbrella framework similar to a quality guarantee diagram applied at the European level, having originated from those practiced at national level in many member states; however, it has a more holistic approach to tourism products and activities.

⁷⁶ Centre for European Policy Studies (CEPS), Estimated Impacts Of Possible Options And Legal Instruments Of The Umbrella European Tourism Label For Quality Schemes (Brussels: Centre for European Policy Studies (CEPS), 2012), p. 40.

⁷⁷ Centre for European Policy Studies (CEPS), Estimated Impacts Of Possible Options And Legal Instruments Of The Umbrella European Tourism Label For Quality Schemes, p.40

The large number of tourism schemes concerning quality labels across the EU has made comparability across borders very complicated for tourists. According to the EC, the present labels prevent the generation of competitive benefits for European tourism and strengthening the sense of Europe as a group of sustainable, responsible and high-quality destinations. The idea of the EC is that a pan-European label would uphold the available ones, advancing tourists' sense of trust and contributes to tourism professionals who supply quality tourism services. It would contribute to Europe's competition power to rival effectively in international tourism markets.⁷⁸

2.2 Turkish Sustainable Tourism and Policy Improvements

Tourism industry has been one of the most important propellant powers behind the economic development that has recently happened in Turkey through its employment opportunities and its supports for pay balances. The acceleration starting in 1980s has been continuing without any stall and while the global share of visitors who came to Turkey was at the level of 1.1% in 1990, it rose to 2.9% in 2011. Thus, Turkey was the 6th country most visited in the world in 2011. Likewise the country's share of tourism revenues which was 1.2% in the global tourism GDP in 1990 has increased to 2.2% in 2011.

The investments rates followed these developments as well. Tourism investments in Turkey with 24 billion TLs comprised 8.6% of the total investments in 2011. According to Tourism Sector Report of World Travel Council, it was anticipated that tourism investments will continue with the annual rate of increase of 4.9% in 2012 and also later on decade.⁷⁹

In a general consideration of Turkey's tourism, we can see that Tourism Promotion Law (TPL) 2634 came into force in 1982 and has remained on the agenda of tourism since that date, and developed the sectors including accommodation, food, beverage, entertainment prerequisites for the tourism. For instance, since 1982 when the TPL 2634 came into force, visitors' number has increased approximately 22 folds, and tourism revenue has increased by approximately 62 folds.⁸⁰

⁷⁸ International Association of Amusement Parks and Attractions (IAAPA), European Union Tourism Policy (2013) <<http://www.iaapa.org/safety-and-advocacy/europe/en/government-relations/european-union-tourism-policy>> [accessed 1 January 2014].

⁷⁹ Tüsiad, *Sürdürülebilir Turizm* (İstanbul: Tüsiad, 2012), p. 60.

⁸⁰ T.C. Kültür ve Turizm Bakanlığı Yatırım ve İşletmeler Genel Müdürlüğü, Türkiye'de Turizm Sektörüne Sağlanan Teşvik ve Destekler (Ankara: T.C. Kültür Ve Turizm Bakanlığı Yatırım Ve İşletmeler Genel Müdürlüğü, Şubat 2012).

It is not wrong to say that the policies for tourism in Turkey serve the economic purposes in general. Even if the understanding of preserving the natural, cultural and historical wealth existed in the five-year development plans, it would have never been reflected in practice as there is no local authority with the sanction power for enforcing sustainability principles in tourism sector. The governments have provided significant promotions like TPL 2634 so that the tourism contributes to the balance of payments and to employment. As the result of these policies, seashores of the country, especially Mediterranean and Aegean Seaboards, have been submitted to private sector for building touristic facility to promote tourism in these areas. Therefore, we face intensively reinforced concrete constructions in seaboards as a consequence of promoting tourism. Natural life and seaboard were destructed. They were put into tourism's disposal in order to provide much more revenue, and thus they began to disappear as a result of high consumption. Shortly, in general, the sustainability concept falls behind the economic aims in the policies, and it can even be said that it was consciously ignored. In this chapter, the policies and plans generated for the development of tourism in Turkey will be investigated. And at the end of the chapter, the effects of these tourism plans will be examined in Kemer, Belek and Cappadocia tourism regions of Turkey, from the sustainability criteria.

2.2.1 Incentive Acts

Tourism Institutes Promotion Law numbered 5647 passed in 1950 was the first legal regulation in order to develop tourism in Turkey. Thanks to this law, some regulations were made according to which specific businesses would be named "Tourism Enterprises". These establishments could take advantage of incentive schemes that was the subject of the law, and the principles concerning controlling tourism institutes, and the conditions of utilization from the promotions applied to them.

A new law passed in 1953 with the aim of promoting and encouraging investments in the sector. With the Tourism Industry Promotion Law numbered 6086 private institutes were promoted in various fields and tourism professionals were supported. The most important change presented by this law was that the tourism investments were provided a tax allowance for a period of a decade.

One of the milestone laws that encouraged tourism development in Turkey was passed on 20.06.1980. Tourism Promotion Framework Decision numbered 8/1133 regulated a legal framework for development of tourism industry. In this framework, it was generally dwelled on specifying some areas to be invested, making planning studies in order to develop these

areas, generating financial resources to develop the sector, and providing convenience for foreign capital. “Tourism Coordination Board” was organized to reach these aims.⁸¹

The leading contribution that supplied the development of tourism was provided by the TPL 2634 made in 1982. The public lands located in tourism centers and areas were defined and covered by this law were allocated for the tourism investments. The tourism investments have significantly increased since 1982 due to the favorable conditions of this law. 20 million square meters of public land was allocated to tourism investments as a consequence of the TPL having been started in 1983 and the “Regulation of Allocating Public Lands to Tourism Investments” based upon this law.⁸²

The government was providing extremely attractive incentives particularly allocating the public lands for 49 years to tourism investments along with this law. These incentives were to allocate the public lands to tourism, tourism development fund, low interest and long-term loans for tourism enterprises, opportunity of employing foreign staff, customs exemption, investment allowance, incentive credits, tax reductions, finance fund, incentive pays, discounts of electricity, coal, gas, water and communication charges.⁸³

Thanks to these incentives, qualified facilities were founded and a significant raise in bed capacity happened in 1980s. In this period, foreign investors were very interested in Turkey’s tourism sector. These rapid developments influenced the increase in supply and demands, and also broadened Turkey’s tourism share in the international market. See the Table 2.1 next page

⁸¹Boran Toker, 'Türkiye’de Turizm Sektörü Teşviklerinin Değerlendirilmesi', *Celal Bayar Üniversitesi İBFF Dergisi (Yönetim ve Ekonomi)*, Cilt:14 Sayı:2, (2007), 81-92 (p. 82).

⁸² Ibid

⁸³ 2634 Tourism Promotion Law (1982)

Table 2.1 ⁸⁴Number of Licensed Facilities in 80's

Years	Enterprise Licensed Tourism Facilities	Investment Licensed Tourism Facilities
1980	511	267
1981	529	278
1982	569	339
1983	611	376
1984	642	412
1985	689	501
1986	731	638
1987	834	892
1988	957	1268
1989	1102	1662
1990	1260	1921

TPL 2634 has increased, speeded up and eased the utilization of the environment for economic benefits. No prospect was envisaged as to assess the impact of the law. Consequently, TPL 2634 was a destroying law for environment and environmental values. As a result of article 8 of the TPL 2634 especially in Mediterranean – Aegean seaboard the woodland area allocated to tourism reached 2000 hectares in 1996. In short, the law did not pay attention to the environmental impacts while inserting the provision. The private enterprises whose objectives are profit maximization depleted the nature by the help of the law.⁸⁵

2.2.2 5-Year Development Plans

When we investigate the policies about development of tourism in Turkey, we can separate the development process into the period before the planned era (1923-1962) and the planned

⁸⁴ TÜRSAB Association of Turkish Travel Agencies, Turkey's bed capacity (2012)
<http://www.tursab.org.tr/tr/istatistikler/turistik-tesis-ve-isletmeler/turkiyenin-yatak-kapasitesi-1966-_77.html>
[accessed 29 October 2013].

⁸⁵Boran Toker, 'Türkiye'de Turizm Sektörü Teşviklerinin Değerlendirilmesi', p.82

era (since 1963).⁸⁶ If we observe in general, we can understand that tourism industry had never been supported until 1960.⁸⁷

In 1963 the tourism sector was incorporated into Five-Year Development Plans. While planning, the main objective was decided to be increasing the tourism capacity of the country with the aim of maximizing tourism incomes without ignoring social, cultural and environmental values of tourism because the basic thought was “Development and Improvement.”

1st Five-Year Development Plan (1963-1967):

The preferential target of the planning was to provide currency inflow into the country; therefore to close the gap in balance of payments. Along with this aim, it was intended to use the natural and historical places of country. Significant goals were set and in order to reach them the present situation of tourism was evaluated. Therefore, pilot projects such as camps and holiday villages were ran in order to establish stopover destinations and service facilities. It was aimed to develop transportation network that connects Turkey with its neighboring countries for development of tourism. This plan was inclusive of actualizing this project, changing the provisions of the present law and implementing new provisions in favor of the development of tourism, and establishing an organization that would be managing the whole actions consistently.

2nd Five-Year Development Plan (1968-1972):

The preferential target in this planning was attracting more tourists as “the more tourists, the more tourism revenue”. Hence, a policy for raising bed capacity and tourist facility numbers was decided upon. Accordingly, necessary substructures and sample public utilities were constructed by the state and it was also expected that private sector would build the other facilities. It was tried to pave the necessary way for mass tourism. The destruction of coast and forest, and natural life was ignored while making these preparations because the economic profit was at the forefront.

3rd Five-Year Development Plan (1973-1977):

It is worth mentioning that necessary regulations in order to prepare Turkey for mass tourism were made at this stage. Due to the fact that if the investments were made all around the

⁸⁶ Muhteşem Öztürk Sözen, '1982 sonrasında Türkiyede Uygulanan Turizm Politikalarının Çanakkale Turizmine Etkileri', *Sosyo Ekonomi Dergisi* , 2, (2007), 64-88 (p. 66).

⁸⁷ Münevver Soyak, 'Uluslararası Turizmde Son Eğilimler Ve Türkiye’de Turizm Politikalarının Evrimi', *Marmara Sosyal Araştırmalar Dergisi*, Sayı 4, (Haziran 2013), 1-18 (p. 2).

country, no efficiency was to be obtained, the investments were intensified only in specific areas. Within this scope, the investments were made in such areas as Uludağ, Göreme, and as for the planning studies, they were made in coastal regions of Mediterranean, Aegean and partly Marmara. It can be said that coastal areas are shown as preferential areas for the development of tourism; as a matter of fact, in the Article 1193/4 of the plan it was expressed that “a regulation would be prepared to preserve the coasts, their touristic characteristics and national parks and to use them for the public wealth, in doing so the priority would be given to the localities whose physical plans were made, or where the tourism rapidly developed.”⁸⁸

4th Five-Year Development Plan (1979-1983):

In this planning period, policies were made about tourism as a “smokeless industry” implying that it is a capital generating sector that is not like other economic sectors such as factories. In Article 18 and under the title of the Plans relating to Economic Aims it was expressed that historical and natural places of Turkey would be evaluated in order to provide high currency revenue and that the mass tourism would develop in a short time and on a large scale.⁸⁹

Some legal arrangements in the Regulation about allocating Public Lands to Tourism Investments were made and conjunction with the TPL 2634 accepted 1982, for accelerating the investments of necessary substructure and superstructure for the development of tourism sector, tourism area, and identifications of tourism center.⁹⁰ It can be seen in the development of tourism in parallel with these developments that mass tourism centers and various transportation and substructure projects have been put into practice in many seaboard, especially in Southwest Aegean (Antalya and Muğla).

5th Five-Year Development Plan (1985-1989):

Along with this plan, it is indicated that natural, archaeological and cultural features and tourism potency of Turkey would be evaluated in the direction of the principles of preserving the ecological balance and keeping the environment clean and healthy. In Article 431⁹¹, that indicates the strategies of tourism development and of preserving the cultural environment values have to be combined. In addition, through this plan, firstly historical, cultural and

⁸⁸ State Planning Organization (SPO), Third five year development plan (Ankara/Turkey: State Planning Organization, 1972).

⁸⁹ State Planning Organization (SPO), Fourth five year development plan (Ankara/Turkey: State Planning Organization, 1979).

⁹⁰ Ibid

⁹¹ State Planning Organization (SPO), Fifth five year development plan (Ankara/Turkey: State Planning Organization, 1984).

archaeological wealth of the country had to be evaluated and hunting and water sports, festival, health and youth tourism along with the other present tourism potentiality had to be directed to sustainable tourism. This plan is important, in the sense that it is the first plan that makes development of alternative tourism types and the tourism policies intended to adopt sustainable tourism out of mass tourism.

6th Five-Year Development Plan (1990-1994):

In the period of this planning, the balance of protection-usage of natural resources was emphasized and so was principle of planning the tourism investments and activity. Thereby the principles for protecting efficiently values in case of cultural and natural heritage of mankind and for landscape of environment and culture in Article 729 were emphasized.⁹² In addition, it was pointed out that the protection of natural beauties and cultural values had to be prioritized; and promoted so to open significant places for tourism by preserving such resources; that it efforts be increased the efforts of integration of tourism protection approaches.

7th Five-Year Development Plan (1996-2000):

In this plan, within the scope of the policy and principles of regional development, it was indicated that the issues of natural heritage conditions and ecological balance would be dealt with for the specification of choosing the habitations and development areas in order to minimize the destruction of the environment and of cultural and natural wealth. A regional development approach that preserved not only the eco-systems but also the cultural and natural wealth; that was based on the approach of sustainable tourism development, and that could flourish local resources was portrayed in this plan. Meanwhile the “sustainable development” concept featured in Rio Summit which was published by the United Nations in 1992 and got involved in the principles of regional development, and in the national policy along with the Development Plan 7.

The plan aimed to be able to develop a productive tourism the competitive capacity of which was high, to satisfy the expectations of local community and tourists, and to enrich the natural and cultural values and to provide their sustainability.

8th Five-Year Development Plan (2001-2005):

Here the development of tourism in the last two decades was mentioned and it was underlined that a reform should be made about marketing and advertising issues. It was mentioned that

⁹²State Planning Organization (SPO), Sixth five year development plan (Ankara/Turkey: State Planning Organization, 1989).

unbalanced developments of mass tourism had not only physical effects on natural and historical environment, but also had negativities on the economic resources of the community living in that locality.

In the Article numbered 152 of the Plan⁹³, a nature-friendly tourism was emphasized which would preserve, develop and look after the natural and social environment.

In Article 1567⁹⁴, developing the necessary substructure of transportation, especially airports were emphasized for continuation of development of tourism. Based on this Article, we can say that the aim was still development of tourism and continuation of the investments.

In Article 1578⁹⁵, the local governments and local communities were to participate in the decision-making process about the tourism in the areas where the tourism is intensively takes part. Thus the plan aims for the local community to govern its own future about tourism in the scope of sustainability by allowing it to enter into the process of decision-making. However, this policy has not been actualized even now.

9th Development Plan (2007-2013)

In this phase, a long-term development plan covering 7 years was issued for the first time. It was aiming to diversify the tourism investments to be made in this period. In addition, it aimed at spreading the tourism activities to the whole year by moving the tourism investments from the developed regions to the less developed ones. It was intended to generate an approach that protected natural, historical, social and cultural environment for the sustainability of present facilities. The marketing and advertising studies were mentioned also in this plan parallel with the previous plans in order to reach a higher number of tourists and to get a bigger share from the world tourism revenue. Policies to develop human resources, to strengthen the quality in tourism services, to make up the differences of regional development, to enhance physical substructure, to reinforce economic competitiveness, and to provide sustainable development were put on the agenda.

In this term, Turkey Tourism Strategy 2023 that is the most important document of tourism policy and that was published in 2007 by the Ministry of Culture and Tourism in order to catch new tendencies in international tourism and to promote the new tourism styles instead of mass tourism has been put into practice. In the next chapter, this strategy is going to be evaluated.

⁹³ State Planning Organization (SPO), Eighth five year development plan (Ankara/Turkey: State Planning Organization, 2000).

⁹⁴ Ibid

⁹⁵ Ibid

2.2.3 2023 Tourism Strategy of Turkey

The Strategy Document⁹⁶ sights that Turkey will be among the first five countries with the highest number of tourists and tourism revenue in the international market, and will reach an international brand by the time 2023. The Strategy Document, besides, has a large importance because it adopts the sustainable tourism as key element for the vision.

In the Strategy Document, it is foreseen that the tourism sector in Turkey can reach its aim of development toward competitive, innovative and research based sustainability principles. In this way, it is aimed that the environmental and ecological problems caused by regional development and mass tourism will be solved with taking sustainable tourism approach into consideration.

The activities in which the sustainability approach can take place are composed of the implements that aim at removing the deficiency of substructures in order to resolve the environmental problems arising from especially the infrastructural problems of tourism. Additionally, it involves various activity plans which support the different activity types to diversify the tourism. At the same time, it also involves practices toward removing the environmental pressures cause by sea tourism. Turkey Tourism Strategy offers long range strategies about the issues of Investment, Organization, Domestic Tourism, Research and Development (R&D), Service, Reinforcing the Transportation and Infrastructure, Advertising and Marketing, Education, Branding as Municipal, Diversification of Tourism, Rehabilitation of the Present Tourism Areas and Development of Destinations.

In the planning chapter, it was emphasized that planning in tourism industry should be based on strategic planning understanding which is flexible, transparent, accountable, participant in the stages of management and implement and qualified for sustainable developments. In organization chapter, it is recommended to establish national and regional councils and a focal point for well governance for the sector, and for making the plan more dynamic. However, the mentioned councils have not been established by 2014. In the Domestic Tourism part of the strategy, the importance of codifying the statistics related to domestic tourism and on campaigns promoting domestic tourism is insisted upon. In the R&D Chapter, suggestions about establishing an organization responsible for research and development in tourism industry at the national level and about the duties of such organizations are made. In the Transportation and Infrastructure Chapter, the importance of various implements to minimize

⁹⁶T.C. Kültür ve Turizm Bakanlığı, Türkiye Turizm Stratejisi 2023 (Ankara: T.C. Kültür ve Turizm Bakanlığı, 2007).

public expenditure and to bring the private sector to forefront in the areas of diversifying transportation and increasing its qualification is emphasized. This is due to the fact that along with advancing the infrastructure, diversification of transportation and increment of its qualification are one of the indispensable conditions of development and diversification of tourism. In the advertising and marketing chapter, the importance of advertising campaigns, branding and its image is underlined.⁹⁷

Some of the activities connected directly with the sustainability perspective are the legislative arrangements relating to service quality. Making the legislative arrangements within the context of protecting-using balance, preventing threats to the sustainability were incorporated in preferential areas. The legislation about Plans for Protected Areas understood as an output of the activities related to legislative arrangements was published in Official Journal (Resmî Gazete) of the government numbered 28842, on 23.03.2012.⁹⁸

The Tourism Strategy Document and Tourism Activity Plan 2007 – 2013 are very important when they are evaluated as aiming to increasing the power of competition of Turkey in the international market. However, examining the strategy document along with action plans, we can see that the understanding of sustainability which holds an important place in strategy is not given the same value when action plans are to be implemented. It is sighted hereby that the main target of the government is to bring revenue in the country instead of the sustainability factor.⁹⁹

2.2.4 Master Plans

As the planned period started in 1990s the government aimed to develop favorable places for tourism and thus the State Planning Organization and the Ministry of Tourism and Recognition provided country-scale Tourism Master Plans.

In this section, the impacts of tourism on a region will be studied. The case study is the impacts of the Master Plans of South and East Antalya and Cappadocia Environmental Master Plan on the applied regions of the projects within the scope of sustainability.

2.2.4.1 Project of Tourism Development in South Antalya

The Project of Tourism Development in South Antalya was accepted as Environmental Plan in 1976. The project covered the seaboard for 80 km length from Antalya Port to Cape

⁹⁷Ibid

⁹⁸ Resmi Gazete Sayı : 28242, Korunan Alanlarda Yapılacak Planlara Dair Yönetmelik (23 Mart 2012)
<<http://www.resmigazete.gov.tr/eskiler/2012/03/20120323-20.htm>> [accessed 26 December 2013].

⁹⁹ Türk Sanayicileri ve İşadamları Derneği (TÜSİAD), Sürdürülebilir Turizm

Gelidonya and the region covering Olympus – Beydağları National Park borders. It is observed that it covered an area much smaller than the areas engaged in tourism nowadays.¹⁰⁰

The Area of Kemer Master Plan is located in Antalya Gulf's Western Seaboards in the direction of North – South. At the beginning of 1970s, this area was a locality with magnificent view of Beydağları, pine forest cover to the sea, small villages in the forest and orange gardens and greenhouses of vegetables being major economic activities of local public. It included large and small beaches, bays, historical protected areas, and numerous tourist attractions.¹⁰¹

Within the scope of the plan, protecting forest lands and the agricultural areas, notably the greenhouses and citrus gardens in the sense of especially preserving the economic benefits of the local public was planned and anticipated. However, the Project of Tourism Development in South Antalya was revised in 1988, 1990 and 1996 because of such promotions as tax reduction, land allocation, tourism credits arising from the Law of Tourism Promotion in 1982. These changes in planning resulted in the natural resources having been overused for intensive tourism structuring and speculative usage of new areas instead of protecting those areas.

With the Project of Tourism Development in South Antalya planned for supplying a capacity for 25 thousand beds for the domestic and foreign tourists, it was aimed at contributing to the balance of payment by providing foreign currency inflow. Although as a consequence of revisions of the plan, the region reached a capacity of 63 thousand beds in the year 2012.¹⁰²

The region lost its natural features in large scales because the foreseen capacity was almost tripled due to the high rate of return on investment. The shift in the government's approach from protecting the environment in the first Master Plan of Kemer (Environmental Plan scaled 1/25000) to having a higher profit from tourism led to an incremental loss its flora, fauna and cultural values because of the mass tourism.¹⁰³

¹⁰⁰ Mimarlar Odası Antalya Şubesi, Güney Antalya Turizm Gelişim Projesi
<<http://dergi.mo.org.tr/dergiler/4/562/9309.pdf>> [accessed 2 January 2014].

¹⁰¹ Ibid

¹⁰² Antalya İl Kültür ve Turizm Müdürlüğü, *Kültür ve Turizm Bakanlığından Belgeli Tesislerin İlçeler Bazında Dağılım Tablosu*(2012)
<http://www.antalyakulturturizm.gov.tr/Eklenti/8312,ilcelertablopdf.pdf?0&_tag1=095E79DFA868FB9451017F228F17D8906669005B&crefer=BE3E694955EA34677A22A2C8C7FE7DA1E2F9384BB017D3993F2F8E8E1632EC7D> [accessed 5 January 2014].

¹⁰³ Hülya Örs, 'Güney Antalya Turizm Gelişim Projesi (South Antalya Tourism Development Project)', Turizm Araştırmaları Dergisi, Cilt 16, Sayı 2, Güz: 204-210, (2005), 204-210 (p. 210).

Olympus – Beydağları National Park was exposed to lose its area for 35.375 hectares thereby decreasing from 69.800 to 34.425 hectares with the Cabinet Decree numbered 13.268 and dated 23.12.1988.¹⁰⁴ The reason of this problem was that the Tourism Promotion Law enacted in 1982 provided tax reduction, allocation of area and credits.

It is stated that coastal dunes and forest areas for 519.3 hectares have been converted to touristic facility with the development since 1970. For example, the coastal dune for 20.1 hectares in Beldibi, for 32 hectares in Göynük, and for 40.5 hectares in Kemer disappeared; similarly, forest areas for 111.4 hectares in Beldibi, for 43.1 hectares in Göynük, for 46 hectares in Kemer, and for 12.2 hectares in Tekirova have disappeared.¹⁰⁵

One of the long term objectives of the project is to get tourism to contribute to economic and social development of the destinations. Very important developments have happened since 1970s, but the contribution of tourism to the developments of local economy and local employment has been debated.

The local population doing mostly agriculture did small-scale stockbreeding, greenhouse, and citrus. The community who sold their lands to provide areas demanded for the tourism left the agricultural activities and has been employed as un-qualified staff in tourism¹⁰⁶ where they are paid much less than farmers still having their land and agricultural activities. This has caused social inequality with tourism not giving the community a fair share of its gains from expanding the industry in these local areas.

The main reason of leaving the usage of traditional land is the prices of real estates in the region. The demands for land usage to develop tourism having started in 1970s increased the real estate prices and caused a pressure on agriculture lands and especially on citrus gardens. These have led to abandoning traditional agricultural production in order to open a space for touristic facilities and secondary residences.¹⁰⁷

¹⁰⁴ Meryem Atik, Türker Altan, Mustafa Artar, 'Turizm ve doğa koruma "Güney Antalya Bölgesi": Gelişmeler ve sonuçları', Akdeniz Üniversitesi Ziraat Fakültesi Dergisi, 19(2), (2006), 165-177 (p. 168).

¹⁰⁵ Meryem Atik, Güney Antalya Bölgesindeki Turizm Gelişmelerinin Doğal Çevre Üzerine Etkileri ve Sürdürülebilir Turizm Olanakları (Tez Özeti) (2003)
<http://www.umatkenanbingol.com/ekitaplar/turizm_ve_do_al__evre.pdf> [accessed 15 January 2014].

¹⁰⁶ Ibid

¹⁰⁷ Ibid

2.2.4.2 East Antalya Master Plan

The Scandinavian Planning and Development Associates designed East Antalya Project under the name of State Planning Organization in 1967. It was the first master plan of Turkey. In the project involving an area of 1.000 km of Muğla and Antalya, Belek was selected as preferential development area and the bed capacity was stated as 5000.

After the TPL 2634 came into force in 1982, a rapid increment in mass tourism was observed. The terms of “Tourism Region, “Tourism Area” and Tourism Centre” were on the agenda firstly though this law and Antalya-Belek Tourism Centre was stated as “tourism development area” in this scope.

Belek Region of Antalya was announced as “tourism centre” in 1984 and as “tourism investment area” in 1986. Along with the East Antalya Master Plan scaled 1/25.000 prepared in the same year, 13 000 beds were added to the capacity. The plan received a prize from UN Economic and Social Works Group’s competition of the most successful and patterned projects. However, after many changes of plan made until nowadays, the bearing capacity of touristic facility has been exceeded, and that the region has grown away from the sustainable tourism development. Belek Tourism Centre went through important changes compared to the first planning in the direction of the plans made by central governments. 24 facilities and 15.600 bed capacity was anticipated in the plan made in 1986; 24 facilities and 20.400 bed capacity in the plan made in 1994; 39 facilities and 41.700 bed capacity in the plan made in 2002; 44 facilities and 48.200 bed capacity in the plan made in 2004,¹⁰⁸ and in 2013 these numbers has reached 105 facilities and 85000 bed capacity in the region¹⁰⁹. As a consequence of revised plans for many times, the region has exceeded the bed capacity. For this reason, the region was exposed to natural hazard because of the intensity of reinforced concrete constructions.

One of the changes in plans is the decisions about increasing the golf course numbers. The golf courses have reached totally 7 along with the plans before 2004. New golf courses were

¹⁰⁸ Ersin Acar İnâm, Deniz Erinsel Önder, Sürdürülebilir Turizm Gelişiminden Uzaklaşan Bir Bölge: Belek Turizm Merkezi (2010)
<<http://www.mimarlikdergisi.com/index.cfm?sayfa=mimarlik&DergiSayi=368&RecID=2436>> [accessed 17 January 2014].

¹⁰⁹ Antalya İl Kültür ve Turizm Müdürlüğü, *Kültür ve Turizm Bakanlığından Belgeli Tesislerin İlçeler Bazında Dağılım Tablosu*.

added by making changes in the plans in 2004 and 2005. Together with the last changes, the region has 10 golf facilities and 15 golf courses.¹¹⁰

Association for the Conservation of Nature Turkey in Antalya Branch President Hediye Gündüz explicated that “there were stone pine in 18 thousand hectares, eucalyptus tree in 5 thousand hectares. There were 600 – 700 thousand trees, 500 thousands of them were cut for touristic facility and golf courses.” This was done under the legal regulation that announced this region a “tourism region”.¹¹¹

Since this was not an environmentally-conscious tourism planning; the environment was exposed to destruction. When we look at the project socially, the contribution of the region to local employment and the economy are disputable. The local culture of region was defeated against the development of tourism and was degenerated. The community left agricultural activities and started to work as staff in tourism industry.

Consequently, the plans prepared for Belek Tourism Centre remaining in between economic benefit and protection of environment show that the bearing capacities were forced in natural environment and regions due to economic reasons and the region grew away from the sustainable tourism development.

Therefore, a sustainable planning should be made to be able to regulate the relation between tourism industry and the bearing capacity of eco-systems, development of social environment, transposition of cultural values to the next generations, and contribution of tourism to the local economy in the region.

2.2.4.3 Cappadocia Environmental Master Plan

Cappadocia region is located between Nevşehir, Aksaray, Nigde, Kayseri and Kırşehir. The famous rocky and fairy chimneys area is surrounded by Üçhisar, Ürgüp, Avanos, Göreme, Derinkuyu, Kaymaklı and Ihlara Valley. This region has been managed with Cappadocia Environmental Master Plan since 1981.

The area of Cappadocia, unlike sun, sea and sand trio tourism type, is very attractive for different kinds of tourism demand. The erosional forms of soft rocks which are called fairy

¹¹⁰ Betuyab - Belek Turizm Yatırımcıları Ortak Girişimi, 4 mevsim golf, 4 mevsim belek (2013) <<http://betuyab.com.tr/tr/24/golf>> [accessed 21 January 2014].

¹¹¹ Hasan Alaybeyoğlu, Murat Öztürk , Golf sahası için 500 bin ağaç kesildi (2007) <<http://www.milliyet.com.tr/2007/10/31/yasam/axyas01.html>> [accessed 31 October 2007].

chimneys are very interesting areas for eco-tourism visitors. At the same time, the curved underground and fairy chimneys which are used as residential places, churches and monasteries are famous demanded places for the cultural and religious tourism types.

In 1950, Göreme valley has opened as open-air museum and Derinkuyu underground city has opened as museum for visitors. In 6 December 1985, the Göreme and Zelve valleys have been included to UNESCO World Cultural Heritage List.¹¹² Also 9,572 hectares of the region has been protected under the name of Göreme Historical and National Park in 1986.

The tourism activities which were done from cultural tourism visitors have diminished tourism development's negative effect on the region of Cappadocia. For the development of the tourism in the region, the priority was given to the construction of the accommodation facilities and transportation ways in 1970. Carrying capacity of the region is taken under control as the region is named as Culture and Tourism Preservation and Development of the Region which is established by the government in 2004.¹¹³

The historical and natural features of the region and cultural specialties of Anatolian culture are attracting the attention of tourists. As a result of demand of the tourists, investors have respected the nature and cultural values and have constructed tourism facilities in accordance with these values. The careful and respectful attitude of tourists to the natural and historical beauties of the region has led to construction of small sized hotel facilities in the region. The demand of tourists, responsible attitude of the local resident and NGO's in the region has blocked the construction of the big hotel facilities in the region. If a project carries a threat to the cultural and natural assets in the region, there will be no demand for it in the region. Unlike the Mediterranean and Aegean seashores of Turkey, local public and investors are aware of that danger and that is why protection of natural and cultural specialties is important for them. Thanks to cultural tourists' attitudes and their demands, the historic fabric of the region has not been destructed. In addition the location of the region has kept the region rather isolated and thus less affected by mass tourism. As a result, sustainability of region is not directly related with the tourism policy of Turkey.

¹¹²UNESCO, *World Heritage List* (2013) <<http://whc.unesco.org/en/list>> [accessed 30 March 2014].

¹¹³T.C. Kültür ve Turizm Bakanlığı Yatırım ve İşletmeler Genel Müdürlüğü, *Kültür ve Turizm Koruma ve gelişim Bölgeleri ile Turizm Merkezlerinin İlanı* (2004) <<http://www.ktbyatirimisletmeler.gov.tr/TR,9547/kultur-ve-turizm-koruma-ve-gelisim-bolgeleri-ile-turizm-.html>> [accessed 30 March 2014].

However with 2023 Tourism Strategy of Turkey, government aims to promote the construction of several golf courts, conference centers and big hotel facilities in the Cappadocia.¹¹⁴ With this policy, government aims to increase the visitor numbers to the region. However, these unpleasant constructions and exceeding the carrying capacity will harm the nature and cultural landscape of the region. Economic ambitions of the government policies put the region in the danger of losing its characteristic landscape and becoming a victim of mass tourism construction. As result of these developments, which are planning to be implemented in the region, it can lose its sustainability features.

¹¹⁴T.C. K lt r ve Turizm Bakanlıđı, T rkiye Turizm Stratejisi 2023 (Ankara: T.C. K lt r ve Turizm Bakanlıđı, 2007).

CHAPTER 3

THE DIFFERENCES BETWEEN EU AND TURKISH SUSTAINABLE TOURISM POLICY AND POLICY RECOMMENDATIONS FOR TURKEY'S SUSTAINABLE TOURISM DEVELOPMENT

3.1 Lack of Planning and Political Instability

The sustainable development as a result of sustainable planning is expressed to satisfy today's expectations and requirements without making any concessions of the next generations' requirements and expectations. The main view is to provide sustainability of natural and cultural systems in time, and to prevent disappearance of them; because, the careless planning and mismanagement of resources causes negative impacts on tourism, environment, community and cultural values.

It has been already discussed whether the tourism policies having intended sustainable tourism in Turkey would resolve the problems posed by mass tourism. One of the important critics to these policies is wrong planning. Republic of Turkey had had 56 governments in the first 75 years from the founded date. Unfortunately, the office term of these governments was 1.3 year average. After tourism was decided to be planned, the Ministry of Tourism passed into other hands 30 times between 1963 and 1996. Between these dates, the persistency of Minister of Tourism was 1.1 year average. The so much interchanges of the governments and ministers caused an instability and political uncertainty in the management of plans.¹¹⁵

Policies should contain a stable political understanding of priorities to be able to resolve the problems posed by tourism or to prevent all kind of problems as in the EU. Turkey was a sample of instability for the tourism. When we look at the tourism planning in Turkey, there was a focus on income indexed policies in the short term, instead of an understanding which continually takes Turkey's tourism further. As a consequence of these policies, the tourism areas have swarmed with reinforced concrete constructions. The physical bearing capacities of tourism areas were exceeded and natural resources and environment were destroyed.

We can say that the European Union has a stable political understanding in the planning to that take contributes to sustainability and development of tourism over time. That stability in attention to sustainability in tourism is portrayed in the European Charter for Sustainable

¹¹⁵ Cevat Tosun, 'Challenges of sustainable tourism development in the developing world: the case of Turkey', p. 293.

Tourism, the Berlin Declaration on Biological Diversity and Sustainable Tourism, Working Together for the Future of European Tourism, Basic Orientations for the Sustainability of European Tourism, Renewed EU Tourism Policy -Towards a stronger partnership for European Tourism. The five year development plans could provide only economic sustainability of Turkey's Tourism but did not insist on social, cultural and environmental sustainability as European Union policies do. The sustainable tourism policy should become a government policy and it should be a stable planning. It should not be continuously revised for economic goals. In addition, the new plans should involve long periods and be holistic and integrative, at the same time, the sustainability should be inclusively dealt with and it should be insisted on cultural social and environmental sustainability in plans.

3.2 Participation

Tourism planning in Turkey is made with mentality of centralized management in general. While making development plans related to tourism, the involvement of local based contributions in the preparation of plans and policies was mentioned. However, contrary to the practices in European Union, in Turkey NGOs, universities or local communities were never practically involved in the planning stage of the decision-making process. The developed countries in the world have put the participatory tourism development approach into practice as a means to actualize sustainable tourism development; on the other hand Turkey has not been able to practice what it has stated in its Strategy. As I mentioned, with the European Union policy making process involving local participatory for all the policies about tourism in the EU, Europe has generated more sustained, protected areas, culture, bio diversity and ecology. However this situation is quite opposite in Turkey, it is nearly impossible to reach sustainable tourism development without the political will to re-structure the public administration system towards decentralization and community empowerment.¹¹⁶

If the individuals or groups attend the processes as in EU, they can increase their social inclusion. Besides, the more social groups attend in these processes the more legitimacy of the government policy in society will be accepted. In order to provide more collectivity and sustainability in society for tourism industry, more voices should be included and public engagement should be provided for. According to multiplexed supervisors, local participation has a significant place to reach environmental aims. Community should contribute more to decision-making process so that they bring less damage to their own environment and provide

¹¹⁶Cevat Tosun, 'Challenges of sustainable tourism development in the developing world: the case of Turkey', p. 295

the sustainability of environment.¹¹⁷ The income generated from tourism should provide more contribution for local economies, therefore new investment places for tourism can be more objectively evaluated according to the need of the local development not for the demands of central governments.

Therefore, the participation of local community (NGOs, Universities, and Local Publics) to tourism planning and decision-making process in Turkey should be considered. If tourism development could be controlled by local community, local support and tolerance for tourism may increase along with the ideal usage of local resources and achieving economic and social benefits. These results are going to reveal a more competitive tourism industry and a more sustainable tourism approach and an increase in the satisfaction of tourists. Just as the potential benefits of tourism in a region will be able to be increased by including local actors to tourism planning, it is possible to be able to resolve the problems most effectively in the region. Local participation helps to provide the continuity of cultural heritage and of local community's economic, cultural and social vitality.¹¹⁸

3.3 Establishment of the Regional and National Tourism Councils

One of the most significant differences between the understanding of tourism in European Union and in Turkey is also that there is not any national or regional councils or groups related to deciding for development of tourism in Turkey as opposed to the EU. The Union has got the Tourism Sustainability Group (TSG) since 2004. Representatives from international organizations, member state governments, regional and local authorities, professional bodies, environmental organizations, trade unions and research and educational bodies who are experts and experienced in the sustainability of tourism are present in the TSG. TSG is generating a framework to be acted upon by several parts and to be promoted by local destination management and by usage of observers and monitoring systems. Since Turkey does not have any establishments like TSG, the participation of different stakeholders for tourism planning has not been provided for. The planning has been made from central perspectives till today, and as a result of that, it has not paid enough attention to local problems about tourism. Turkey also needs local and regional councils that gather the tourism establishments, local government bodies, regional and local tourism organizations, NGOs and

¹¹⁷ Kevin Murphy, 'The social pillar of sustainable development: a literature review and framework for policy analysis', *Sustainability: Science, Practise, & Policy*, volume 8 .Issue 1, (2012), 15-29, in *Sustainability: Science, Practise, & Policy* <<http://sspp.proquest.com/archives/vol8iss1/1008-041.murphy.html>> [accessed 15 January 2014].

¹¹⁸ Alper Aslan, 'Turizm Planlamasına Yerel Toplumun Katılımı: Saklı Bahçe Akyaka Üzerine Bir İnceleme', *Anatolia: Turizm Araştırmaları Dergisi*, Cilt 19.Sayı 1, (2008), 71-83 (p. 73).

the establishments in tourism industry together. Hereby, it will go into a more productive, active and sustainable planning process for the tourism in Turkey. The councils to be created can have an important role to actualize the decisions made in the previous plans, because as it is also sighted in tourism plans, the decisions have never been applied in reality. The local councils can be an active power for applying the present tourism policy by removing the management gap. They also can be helpful for the sustainable development of the region by preparing a development strategy for local tourism. At the same time, they can also manage the region with a sustainable approach, put such delicate issues for local region as protecting the natural life, providing to preserve historical areas, creating land planning to provide the development of the region for sustainable tourism, providing the duty of local tourism information office, contributing to touristic product development based locally¹¹⁹, sustainability of the region and protecting cultural features of the region.

As specified in Article 10 of 2007 -2013, the First Activity Plan for 2023 Turkey Tourism Strategy that came into force officially in the year of 2007, it is foreseen that Local Tourism Councils would be founded in each tourism area; that it would put each tourism stakeholder together; that all of the stakeholders shall do original industry-specific organization studies. It is herewith pursued that detailed and large studies shall be necessary for Regional Tourism; that the tourism will be organized and managed contemporarily, efficiently in accordance with the coordination between national and local bodies creating local tourism strategies.¹²⁰

The Application Regulations foreseen as a loud and clear strategy provision of 2023 plan to be enacted by the Ministry of Culture and Tourism have been delayed for 7 years and have not been applied yet. This indicates the fact that sustainability in tourism in Turkey though a priority in strategy documents is never put into action.

Zeynep Silahtaroğlu, the head of Turkish Industry & Business Association (TUSIAD) Tourism Study Group emphasized that the Ministry of Culture and Tourism behaved passively about this issue; the councils are required to support sustainable tourism. She stated that it is required to pass necessary laws for this. She also mentioned that it is required as well that the Tourism councils should develop the tourism plans towards tourism standards in cooperation with private sector, NGOs, local governments and community.¹²¹

¹¹⁹ Aleksander Panasiuk , 'European Union Funds in the Development of Regional Sustainable Tourism Economy in 2007-2013', *Tourism in Southern and Eastern Europe*, , (2013), 267-277 (p. 271).

¹²⁰ Zafer Cengiz, 'Türkiye turizm konseyleri', *Tourism News*, 25 March 2013.

¹²¹ *Turizm Gazetesi*, 'Tüsiad Sürdürülebilir Turizm Raporunu Açıkladı', *Turizm Gazetesi.com*, 13.09.2012 .

3.4 Sustainable Tourism Charter for Protected Areas

As well as in all country, rapid depleting of natural resources and increasing pollution in every passing day are important problems in Turkey, too. The situations of protected areas right along with such important matters as preservation of natural resources in Turkey should be discussed. According to the law of natural parks that was put into action in 1983, there are four different protected areas in Turkey. With regard to these identifications, there are 39 national parks, 26 natural parks, 32 nature reserve and 104 natural monuments in Turkey. These areas are under protection but they face the danger of extinction because of abuses of groups such as hotel facilities. The private sector is not the only subject to have shattered these protected areas in Turkey. The TPL enacted by the state in 1982, encouraged submission of protected areas with natural beauties to the private sector for constructing tourism facility in order to gain more income. Because of TPL, Olympus – Beydağları Natural Park area was reduced from 69.800 hectares to 34.425 hectares in 1988.¹²² The TPL resulted in the loss of half of Olympus-Beydağları National Park area. Here indirect impacts of tourism right along with direct impacts on protected areas shall be observed. Consequence of tourism activities done for more income is being observed in air pollution, water pollution in protected areas and negative impacts on flora, fauna and coastal band. Besides, not having managed effectively the protected areas has influenced the sustainability of flora, fauna and wildlife as well.¹²³ The main goal of having Natural Parks should not be to derive the highest profit from nature, but to allow developments and usages that provide protection-usage balance. Although the main goal of international natural parks is mentioned above, nowadays many natural parks are under pressure because of mismanagement, structuring and activities not in accordance with the construction of these parks.¹²⁴ Tourism and recreation activities not in accordance with ecological structures of protected areas are among the most important activities causing to destroy natural structures of protected areas. The not well-planned activities of tourism and recreation leave important negative environmental impressions on flora, fauna, air, water and coasts of national parks.

Turkey needs an establishment like the European Charter for Sustainable Tourism in Protected Areas. Just as the charter applies to the protected areas in Europe, the protected

¹²² Atik and others.. 'Turizm ve doğa koruma "Güney Antalya Bölgesi": Gelişmeler ve sonuçları' (p. 168).

¹²³ Sezgin Ayan, Sevgi Öztürk, Nurcan Yiğit , 'Karadeniz Bölgesi MilliParklarının Korunan Alan Ağı Sertifikalandırma Sistemine Uygunlukları', Kastamonu Üni. Orman Fakültesi Dergisi, 9 .1, (2009), 66-79 (p. 76).

¹²⁴ Cengiz Demir, 'Turizm ve Rekreatyon Faaliyetlerinin Olumsuz Çevresel Etkileri: Türkiye'deki Milli Parklara Yönelik Bir Uygulama', *D.E.Ü.İ.İ.B.F.Dergisi* , Cilt:17 .Sayı:2, (2002), 93-117 (p. 113).

areas in Turkey should also be managed with the innovative planning perspective gathered from the views of all the stakeholders of tourism for management and development of the area and providing the continuity of development of region and of natural and wild life. Thus, it a sustainable tourism strategy and action plan for protected areas should be made and applied in Turkey, as in Europe. Including the local partners to making decision processes as in the Charter and raising awareness about the protected areas and protection-usage understanding can contribute the sustainability of the environment engaged in tourism.

3.5 Financial Assist

The increasing of investments for Turkish tourism has recently attracted attention. According to the data declared by the Ministry of Culture and Tourism, the number of certificated tourism facilities exceeds 3,800 in the first half of 2013. 2,885 of this number are accommodation facilities.¹²⁵

According to the information in the statistics, we can say that Turkey is continuously constructing touristic facility to keep gaining revenues from tourism industry. As a consequence of these investments, unless Turkey makes necessary provisions for sustainability, the tourism industry will be affected negatively in forthcoming periods due to the resource scarcity. For that reason, financial institutions should consider the sustainability criterions when giving credit for new investments, and that they should give low interest and long-term loans for investments in accordance with the sustainability criterions.¹²⁶

Considering EU policies, as it was also stated on Agenda for a Sustainable and Competitive European, financial instruments have been mobilized in a lot of areas in order to promote and develop tourism in the EU, like European Regional Development Fund and European Social Fund. By taking the applications in EU as a sample, it can be cashed up for development of sustainable tourism in Turkey, and it can be provided that the organizations or investors take advantage of this fund. Therefore, the destinations and investments shall be promoted for reaching a sustainable structure.

3.6 Labeling

So many ecolabels are being used in different areas, such as demonstrating importance of natural life, preserving ecology, providing sustainability of natural resources and also marketing study in tourism. In general, when ecolabels are used at national or international

¹²⁵Sabah Gazetesi Online, 'Türkiye turizmi yükselişte', *Sabah*, 17.10.2013 .

¹²⁶Turizm Gazetesi, 'Tüsiad Sürdürülebilir Turizm Raporunu Açıkladı'

level indicating sustainability of natural and ecological life, they also influence preferences of consumers as a market mechanism. While they ease destination choices of environmentally-conscious tourists, they also provide a comparing opportunity with present destinations. After the ecolabel which have no obligatory application, it is said that the destinations which have ecolabel enhances competitive capacity in marketing.

The applied labels may not remain only limited to environmentally-conscious customers. A labeling application in tourism as a whole can be designed as a framework system to prevent all negative effects caused by tourism, and to provide the sustainability in tourism as well. A labeling application, including cultural and social values in this framework for providing the sustainability of destination, can raise quality in the region or facility and competitively keep them ahead in comparison with other regions or facilities. Hereby, cultural and natural resources characterized as main resources generating tourism have to be protected and sustained under labeling systems.

European Tourism Quality Label study is expected to be applied soon in the EU. This quality label intends to manage the destinations in sustainable management perspective. As well as there are labeling applications applied in many departments in EU, it is planned that the labeling application to be formed will take on a framework task. This study to be applied in many areas of tourism contains aim of producing a quality certificate in general sense by contributing to present labelings without putting them aside. Herewith, they are planning to make Europe sustainable, responsible and high quality destination.

As well as there is quality standard used for tourism in Turkey; there is no certificate of quality to be generally used in tourism. A typically quality scheme that has international recognisability, that will be used in tourism destinations and firms, that will save tourists the trouble of comparing among many quality certificates, and that base the demand to generate a sustainable destination is required. A quality certificate gathering such quality certificates as environment, culture, recreation, hygiene under a single roof according as in EU can resolve many problems about sustainability in Turkey as well. In this way, a general comprehensive quality certificate provides opportunity of comparing and having knowledge more easily about the firms related to destination, hotel or travel agency for tourists. Consequently, it helps the country to enhance its image and to provide competitive advantage.

3.7 Turkey's Touristic Destination Image

One of the most important problems of the Turkish tourism in marketing is lack of touristic destination image. Destination image is an important factor in tourism marketing that requires

careful conducting because of its impact on destination by travelers.¹²⁷ Due to the fact that the tourism product is similar with other touristic destinations, the comparison among destinations is actualized per images. Marketing a city or region for tourism first of all depends on creating variety of services and attractions to be bought by visitors, and making that place sustainable.¹²⁸

According to a survey of the Ministry of Culture and Tourism, tourists consider Turkey to be a cheap holiday paradise that provides quality service, has delicious food and drink opportunities, comes to the forefronts with its natural beauties, provides sea-sand-sun trio altogether.¹²⁹

It is witnessed that the tourists, even taking vacation for only sea-sand-sun trio, spend significant times for experiencing culture, lifestyle, religion, traditions and historical heritages of the region where they go to. According to UNWTO, 37% of international tourists take a vacation for culture and this rate will increase by 15% in each year.¹³⁰ For this reason, the countries can make a holistic image including natural beauties, historical heritages and cultural values, when they would like to develop their own national images. When we look at EU's policies for this issue, we can say that the Europe has made a European Image by supporting natural beauties, cultural differences, historical heritage and linguistic differences in sustainability concepts. Through the Lisbon Strategy, European governments have applied strengthen supportable policies in this area.

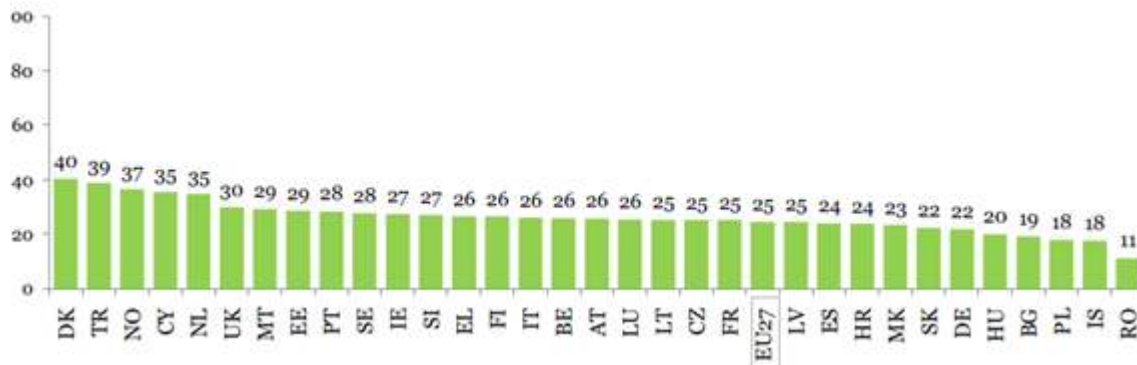
According to a research done by Euro barometer, Turkey is the second attractive country in Europe in the area of cultural heritage attractions influencing the choice of destination as the table below demonstrates:

¹²⁷ Nur Ersun, Kahraman Arslan, 'Turizmde Destinasyon Seçimini Etkileyen Temel Unsurlar ve Pazarlama Stratejileri', *Marmara Üniversitesi İ.İ.B.F. Dergisi* , 31.2, (2011), 229-248 (p. 238).

¹²⁸ Nur Ersun, Kahraman Arslan, 'Kongre Turizminin Geliştirilmesinde Kongre ve Ziyaretçi Bürolarının Rolü ve Önemi', *İstanbul Ticaret Üniversitesi Sosyal Bilimler Dergisi*, 8.15, (2009), 89-114 (p. 96).

¹²⁹ T.C. Kültür ve Turizm Bakanlığı, Hedef Pazarlarda Türkiye İmajı Ve Seyahat Memnuniyeti (2012) <<http://www.kultur.gov.tr/Eklenti/3950,2012turkiyeimajipdf.pdf?0>> [accessed 20 January 2014].

¹³⁰ World Tourism Organisation News, Ecotourism now on-fifth of market <<http://media.unwto.org/>> [accessed 22 January 2012].

Table 3.1¹³¹ Attractions Influencing the Choice of Destination: Cultural Heritage

Taking this table into consideration, Turkey can change its destination image as a cheap holiday country into an image which highlights its cultural and historical wealth, hospitable and friendly behaviors and natural beauties. A country image which reveals natural, historical, local, cultural features and differences of the country, can contribute to sustainability of tourism too.

Just as when someone mentions about France, directly the images of France comes to our minds; such as French Riviera, Paris, the city of romanticism, and love, Eiffel Tower and wine; the same visual image has to be created for Turkish destination image; such as Ottoman architecture and culture which has an exotic and mystic history, centuries old historic fabric, Turkish cuisine, and natural beauties. An image which gathers the cultural and historical features under a single umbrella will help the marketing studies of Turkey.

¹³¹European Commission, Euro Barometer., *Survey on the attitudes of Europeans towards tourism, Analytical report Wave 3* (Hungary: The Gallup Organization, 2011), p. 34.

CONCLUSION

With its natural, cultural and historical valuable features, Turkey is one of the most fortunate tourism destinations in the world. Tourism industry has been one of the most important forces behind the economic development of countries through its contribution to employment and its supports for balance of international payments. As a result of tourism positive effects on the economy, tourism has gained importance in Turkey since 1980s.

However as a result of TPL and inconsistent five year developments plans, tourism has been pushed towards an unplanned development. Turkey's historical, cultural and natural resources have been rapidly destructed as a consequence of policies such as TPLs. To sum up in Turkey, the sustainability concept falls behind that of economic aims in the policies, and it can even be said that it was consciously ignored. For instance, the TPL 2634 which led to a rapid development in tourism has caused rapid exhaustion of protected areas, cultural and natural resources. Because of TPL, Olympus – Beydağları Natural Park area was reduced from 69.800 hectares to 34.425 hectares. The TPL caused the loss of half of Olympus-Beydağları National Park area. However some destinations such as Cappadocia are much more protected than seashores of Turkey. The sustainability of Cappadocia is not directly maintained as a consequence of from Turkish Tourism Policy. Demand of cultural tourists and the protective behaviours of local public have led the region to reach sustainability while developing tourism.

In order to achieve a more sustainable tourism in Turkey, Turkey needs to establish similar policies as established in the EU. European Union is conscious of the importance of tourism sector in regional development and employment generation and has continuously arranged new policies in the course of time in order to prevent social or environmental problems caused by tourism. It has been observed that the participation of the local partners for making decision and in management process of governmental units has contributed to the local development and sustainability of European tourism. Some units such as TSG have been established aiming to solve the problems that can occur as unintended negative consequences of tourism, or even before they occur, and help management of planning process of the tourism. The plans such as the Charter for providing sustainable Tourism in protected areas have been arranged for better protection and sustaining protected areas which are managed with long term action plans and which help development of local destination. In addition, the

plans, which aimed to support the sustainability of local destination, have to be founded with various regional and national funds.

These policies which are applied in Europe to achieve the sustainable tourism can be a model for Turkey. In order to assure the preservation of protected areas and to sustain tourism in the these areas, plans such as European Charter are required, to ensure the protection of the natural and wild life, protection of diversity of biology and the ecosystem, and contribution to local development. Establishments of the local and regional units are also required to support the social, cultural and environmental sustainability in the regions, and to ensure participation of local stakeholders. The projects which aim to reduce the negative effects of tourism on natural, cultural and social life should be supported by the funds to be generated from governmental bodies. In addition, the establishment of local councils is required to ensure the development of sustainable tourism in the regions, to implement and manage action plans and to ensure local participations.

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Bachelor Diploma : 2003 – 2007 Akdeniz University- School of Tourism and Hotel Business Management– Accommodation Department

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16.11.2010 – 27.03.2011 Sherwood Hotels Breezes Resort Kundu, Antalya, Turkey
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01.06.2007 – 01.10.2008 Arya Tours Travel Agency Antalya, Turkey
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DECLARATION OF AUTHORSHIP

I declare that this thesis and the work presented in it are my own and have been generated by me as the result of my original research.

None of the part of this thesis has previously been submitted for a degree of any other qualification at this University or any other institution

The written Document matches completely to the CD version.

Where I have quoted tom the wort of others, the source is always given within the reference part of my thesis.

Place

Antalya

Date

21/03/14

Signature

