

The Importance of Marmaris Tourism Industry on Development and the Causes That Influence the Russian Tourists Coming to Marmaris

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Turkey, thanks to its natural and cultural tourism resources, is an international tourism destination characterized by intense mobility. The purpose of this study, to determine the contribution of the tourism sector in the country's economy and Russian tourist profile, was examined and investigated. Survey data collection techniques were used in the study. National and international researches were supported by literature. In this study, it was aimed to determine the role and the importance of Marmaris in the development of tourism in economy. It was also aimed to determine the cause of Russian tourists preferring Marmaris. The 12 questions in the questionnaire are to determine the demographic and travel characteristics, four questions are to determine the resources of accommodation and information of Russian tourists, and the questionnaire was completed with a question which was asked to determine the reason of preferring Marmaris, It was graded with the five-point Likert scale. The results of the study show the profile of Russian tourists who prefer Marmaris. It was examined that they have come up with all-inclusive system, they have two-week holiday term, they gather information through travel agencies, and Marmaris has an intensive revisit frequency. Marmaris is expressed as a great holiday destination by Russian tourists. Accordingly, Marmaris is popular among Russian tourists as a tourist destination and is considered to be quite suitable for the holidays.

Keywords: Russian tourist, tourism, Marmaris, choice, economic development, tourism economy

Introduction

Tourism is the combination of the events in which individuals travel from their permanent residence and work to another region, not for the purpose of settling or making money, but to benefit from the goods and services provided by tourism businesses (Barutçugil, 1998). According to data from 2012, international tourists' numbers have increased about 4% and reached up to 35 million from 1 billion. It has been expected that the tourism industry will increase about 3%-4% in 2013. This shows that this industry has become a constantly

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evolving and growing sector in the world economy. It is a relatively major action area in which economic, social, and physical issues arise. The countries, regions, cities, of which tourism is the main economic activity, are called tourism destinations (Retrieved from <http://www.kultur.gov.tr/Eklenti/2140,turizmverileripdf.pdf?0>). In this regard, Turkey, thanks to its centers of attraction, has many tourism destinations. One of these destinations is Marmaris. Most tourists come to Marmaris during the summer months, and secondarily during the autumn months. These people use mainly air and land transport for travel to Marmaris. The majority of tourists come from England, Germany, France, and Russia (Uzun & Avcı, 2007). Nowadays, tourism plays a great role in the national economy by increasing foreign exchange income and providing employment. It's a huge sector which also contributes to the world peace through international interaction social and cultural communication. It is also an indispensable part of the Turkish economy. By all governments that try to solve trade deficit, inflation, and unemployment problems, great importance is given to tourism (Çımat & Bahar, 2003).

In this research, the quality of the Russian tourism market profile and the strong market of Marmaris as a tourist destination have been studied. Particular interest was paid to that why Russian tourists prefer Marmaris. Survey data collection techniques are used in the study. A random sample of Russian tourists who stay in three-, four-, and five-star accommodations was chosen. Then some suggestions were offered to build the Russian tourism market of Marmaris which can be useful in further studies.

Data

With the help of appropriate advertisement and planning, tourism income has made a positive contribution to the national economy. Countries which want to develop their tourism sectors and provide for their continuity can do so via a range of tourism policies.

Table 1

The Changes in Tourism Income and Numbers of Tourists in Turkey

Years	Number of foreign tourists	Tourism income (billion \$)
2005	21,124,886	18.2
2006	19,819,833	16.9
2007	23,340,911	18.5
2008	26,336,677	22.0
2009	27,077,114	21.2
2010	28,632,204	20.8
2011	31,456,076	23.0

Source: Retrieved from <http://www.tanitma.gov.tr/TR,22898/dunya-ve-turkiye-turizmi.html>.

As Table 1 and 2 are examined, it is obvious that Turkey's international tourism numbers and income have seen an increase.

As it is seen in Table 3, the rate of growth in Turkey in world tourism income was measured as 0.31% in 1980, but it rose to 2.23% in 2011. Although the number of tourists fluctuates, there seems to have been an increase. The reason it goes up and down is that tourism can be affected easily by the other sectors and complications in the world. However, thanks to the natural beauty and cultural features of Turkey, varying tourism products have emerged.

Table 2

Tourism Incomes and Expenses in Turkey

Years	Tourism income			Tourism expense		
	Tourism income	Number of tourists	Average spending	Tourism expense	Numbers of citizens	Average spending
2005	20,322,111	24,124,501	842	3,394,602	4,124,829	823
2006	18,593,950	23,148,669	803	3,270,947	4,063,180	805
2007	20,942,501	27,214,988	770	4,043,283	4,956,069	816
2008	25,415,067	30,979,979	820	4,266,197	4,892,717	872
2009	25,064,481	32,006,149	783	5,090,440	5,561,355	915
2010	24,930,996	33,027,943	755	5,874,520	6,557,233	896
2011	28,115,694	36,151,328	778	5,531,486	6,281,972	881
2012	29,351,446	36,776,645	798	4,593,390	5,802,950	792

Table 3

The Rate of Tourism Incomes and Number of Tourists of Turkey in Worlds Share

Years	Foreign visitors	Tourism incomes
1980	0.4	0.31
1990	1.1	1.22
2000	1.4	1.60
2005	2.6	2.68
2006	2.3	2.30
2007	2.5	2.16
2008	2.8	2.34
2009	3.0	2.49
2010	3.0	2.26
2011	3.2	2.23

Source: Retrieved from <http://www.tanitma.gov.tr/TR,22898/dunya-ve-turkiye-turizmi.html>.

Marmaris' Placement and Contribution to the Tourism Sector and Economy

Location of Marmaris

Marmaris is located in the Southwest of Muğla. It is surrounded by Reşadiye Peninsula and Kerme Bay at the West, Balan and Karadağ mountains and Günlük hills at the East, Ula at the North, and the Mediterreanean at the South. It is hot and dry in summer and very rainy in winter. The Mediterreanean climate is dominant in this area. Marmaris National Park, Marmaris city center, İçmeler, Armutalan, Nimara Peninsula, Yalancıboğaz, Turunç, Kumlubük, Günnücek, and Aksaz cover a large area. Additionally, it has two protected regions: Gökova Private Environment Region and Datça-Bozburun Peninsula Private Environment Region. These regions are the richest in plant diversity in Turkey (Retrieved from <http://www.marmarismarmaris.com/default.asp?sayfa=3&id=4>).

Due to its location, Marmaris is a very important port and coastal city at the border of the Mediterreanean and the Aegean. For that reason, it has been a very important stopover point throughout history. Both Marmaris and its surrounding have very craggy coastlines and well-protected bays and ports which have great importance of being bridge among Asia, Europe, and Africa (Retrieved from <http://www.marmarismarmaris.com/default.asp?sayfa=3&id=4>).

Tourist Attractions of Marmaris

Sea, sand, woods, beaches, famous pine honey, and ancient cities like Pykos, Loryma, Amos, and Hydas are some of its significant beautiful attractions. When considering Marmaris' assets as a tourist center, one can easily see that it has both natural and historical features (Retrieved from <http://www.marmaris.bel.tr/index.asp?s=Icrk&IcrkID=5>):

- Marmaris Castle: It is an iconic symbol and located right behind the Marmaris Yacht Harbour. It was restored in 1991 and converted to the Marmaris Museum. The ancient artifacts from Hellenistic Rome and Byzantium have been put into exhibits;
- Hafsa Sultan Kervansarayı: This is an Ottoman structure that was founded in 1545. It is on the way to the castle and currently it is privately owned and used as a hotel and souvenir shops;
- Halıcı Ahmet Urkay Museum: It is located 10km away from Marmaris on the way to Muğla. It is privately owned. It has 3,000 m² area that is divided into two parts as ethnography and archeology museums;
- Beaches: Both Marmaris city center and its neighborhoods have beautiful beaches like İçmeler, Turunç, Cennet Island, Sedir Island, Uzunyalı, and Boncuk Bay;
- Bays: Bördübet, Kumlubük, Abdi Reis, Ayın, Kızıkuşu, Marmaris Boncuk, Turunç, Hisarönü, and Selimiye, are some examples of its bays;
- Ancient ruins: Phykos, Loryma (Bozukkale), Amos, Cedrae, Hydas, Erine, Castabus (Pazarlık), Saranda (Söğüt), Bybassios, and Euthenna (Altınsivrisi) are examples of ancient ruins in the Marmaris area.

Marmaris' Contribution to Tourism Industry

The major factor in world tourism is still mass tourism understanding which has a great portion in whole tourism incomes. Additionally, an alternative tourism looking for culture, adventure, authentication, and unspoiled nature has been rising. This kind of tourism products makes a lot of money day by day (Purkis, 2009).

Table 4

Marmaris Tourism Profits

Years	Tourism Incomes (1000 \$)	Visitors Number
2006	11,050,877	1,376,199
2007	11,492,072	1,492,477
2008	13,589,597	1,657,268
2009	12,896,863	1,647,109
2010	13,973,389	1,850,780
2011	13,955,725	1,793,795
2012	16,574,787	2,077,041

Sources: Retrieved from <http://www.mto.org.tr/haberler/detay/308>.

As Table 4 shows, the number of visitors to Marmaris is increasing. Marmaris has a special image, thanks to its cultural and natural features. These features should be advertised more effectively to supply a certain market share.

According to Table 5, Marmaris has a potential to support the tourist accommodation needs. The increasing number of accommodation institutions serves the needs of tourists and offers employment in the high season. It should be spread throughout the year instead of just the season to provide year-long employment.

Table 5

Tourism Business and Investor Licensed Accommodation Institutions and Their Bed Outputs in Marmaris

Types of Tourism Business Licensed Institutions				Types of Investor Licensed Institutions		
Sorts	Number of institution	Number of room	Number of bed	Number of institution	Number of room	Number of bed
5-Star T.K.	2	695	1,444	1	367	836
4-Star T.K.	1	120	240	1	80	160
5-Star	13	4,212	8,995	6	1,355	2,838
4-Star	24	3,788	7,698	5	443	886
3-Star	33	2,721	5,541	5	275	552
2-Star	24	1,225	2,492	3	159	314
1-Star	2	81	166	2	48	96
Apart	28	1,579	3,378	3	123	274
Pensions	2	29	58	1	28	56
Butique Hotel	1	26	52	1	43	86
Others	2	-	-	4	0	0
Private Ins.	3	15	30	32	2,921	6,098
Total	135	14,491	30,094	1	367	836

Source: Retrieved from <http://www.muglakulturturizm.gov.tr/TR,73736/isletme-ve-yatirim-belgeli-tesisler-oda-yatak-kapasites-.html>.

Table 6

Ministry Licensed Marinas (December 2012)

Town	Number of Marina	Capacity
Bodrum	7	2,441
Marmaris	6	1,567
Fethiye	7	1,378
Köyceğiz	1	63
Datça	1	302
Milas	3	165
Toplam	25	5,916

Source: Retrieved from <http://www.muglakulturturizm.gov.tr/TR,73740/seyahat-acentalari-yat-isletmeleri-ve-marinalar.html>.

Table 7

Ministry Licensed Marinas (December 2012)

Town	Number of Marinas	Capacity
Marmaris	2	320
Fethiye	4	330
Total	6	650

Source: Retrieved from <http://www.muglakulturturizm.gov.tr/TR,73740/seyahat-acentalari-yat-isletmeleri-ve-marinalar.html>.

Table 6, 7, and 8 indicate that Marmaris hold significant importance for water sports. In recent years, it has become a very popular destination for yacht and marina tourism. Due to its wonderful beaches and sea, Marmaris has the second highest amount of sea and yacht-marina tourism in Muğla.

Table 8

Blue Flag prized Beaches and Marinas (December 2012)

Town	Beach	Marina	Yatch	Total
Bodrum	43	3	4	50
Fethiye	5	2	2	9
Marmaris	18	2		20
Datça	6	-		6
Ortaca-Sarıgerme	3	-		3
Ula-Akyaka	1	-		1
Total	76	7	6	89

Source: Retrieved from <http://www.muglakulturturizm.gov.tr/TR,73740/seyahat-acentalari-yat-isletmeleri-ve-marinalar.html>.

Reasons for Tourists Preferring Marmaris

Because of the potential high demand tourism in Marmaris, it is a significant destination for international tourism. Most tourists come to Marmaris during the summer months and secondarily during the autumn months. These people use mainly air and land transport for travel to Marmaris. As it is seen in Table 9, the majority of these tourists come from England, Holland, Germany, France, and Russia.

Table 9

Variety of Nationalities and Number of the Tourists Coming to Marmaris

2012 Top Five Countries	2010 January-July	2011 January-July	2012 January-July	Variety 2012-2011
England	916,806	800,643	718,441	-10%
Holland	105,432	126,038	148,695	17%
Russia	8,227	11,047	115,249	4%
German	87,382	85,573	95,019	11%
France	61,804	90,502	70,811	-21%

Source: Getob (2012).

According to the research of Uzun and Avcı in 2007, there are five factors that affect tourists' decision to come to Marmaris. These are age, income level, education level, the price of accommodation, and historical and cultural values. These findings are in line with the understanding that wealthy people prefer EU countries like France, Spain, Italy, England, and Greece (Uzun & Avcı, 2007).

Methodology of the Study

This study concerns the place and importance of Marmaris national profits. It aims to determine the reasons why Russian tourists prefer Marmaris. A detailed appropriate literature research has been made according to the aim and competence of the study. The base of the study is determined as simple random coincidence samples. The basic technique of finding data is surveying. Fifty people have been subjected to the survey. The accuracy of the research has been provided by the help of accuracy analyses. Data were transferred to a computer and the required analyses have been made by the means of SPSS 14.0.

Preparation of the Survey

All national and international surveys that are related to the subject have been examined and a survey has been created. The survey by Demirci Orel and Memmedov (2004) was adapted and the method of gathering

data was formed. Twelve of the questions concerned demographic and journey facilities, four concerned Russian tourists' accommodations and resource of knowledge, and the last five sought to determine the reasons why tourists prefer Marmaris. The research concludes with five-point Likert measurements.

Gathering the Data

After verifying the validity and reliability of the survey, it proceeds to the gathering data stage. Simple random coincidence sample technique is used to gather data from Russian tourists who stayed at three-, four-, or five-star hotels. Data have been gathered face to face, and as such, none of the subjects is eliminated. The survey has been written and administered with the help of professional guides who speak Russian fluently. This has prevented any misunderstanding of the survey. The target of the study is Russian tourists who prefer Marmaris, specifically those who come to Marmaris in May. As it is outlined in Table 10, the number of the samples is between 381 and 384.

Table 10

Numbers of Samples

Size of the target	±0.03 sample fault			±0.05 sample fault			±0.10 sample fault		
	(d)			(d)			(d)		
	$p = 0.5$ $q = 0.5$	$p = 0.8$ $q = 0.2$	$p = 0.3$ $q = 0.7$	$p = 0.5$ $q = 0.5$	$p = 0.8$ $q = 0.2$	$p = 0.3$ $q = 0.7$	$p = 0.5$ $q = 0.5$	$p = 0.8$ $q = 0.2$	$p = 0.3$ $q = 0.7$
100	92	87	90	80	71	77	49	38	45
500	341	289	321	217	165	196	81	55	70
750	441	358	409	254	185	226	85	57	73
1,000	516	406	473	278	198	244	88	58	75
2,500	748	537	660	333	224	286	93	60	78
5,000	880	601	760	357	234	303	94	61	79
10,000	964	639	823	370	240	313	95	61	80
25,000	1,023	665	865	378	244	319	96	61	80
50,000	1,045	674	881	381	245	321	96	61	81
100,000	1,056	678	888	383	245	322	96	61	81
1,000,000	1,066	682	896	384	246	323	96	61	81
100 million	1,067	683	896	384	245	323	96	61	81

Source: Yazıcıoğlu and Erdoğan (2004).

There were some difficulties while doing the survey. The survey was administered in Marmaris' high season and most of the tourists considered the survey a waste of time, so most of the surveys did not receive a response. For that reason, authors had a limited variety of subjects: Only 176 surveys can be evaluated.

Evaluating the Data

Table 11

Result of the Reliability Analyses

No.	Cronbach Alpha
176	0.903

Cronbach Alpha is an important criterion to measure the reliability of the survey. After examining Table 11, it has been concluded that it has a very high reliability.

The demographic data of the study is evaluated by frequency and percentage analyses.

Most of the Russian tourists are married women, 30 to 39 years old, educated, working for a private company, and earning \$ 1,000 or more (Table 12).

Table 12

Defining the Demographic Data

Feature	Group	No.	%
Sex	Woman	132	75
	Man	44	25
Age	Younger than 20	20	11.4
	Between 20-29	28	1.9
	Between 30-39	64	36.4
	Between 40-49	28	15.9
	Between 50-59	32	18.2
	60 and over	4	2.2
Marital Status	Married	92	52.3
	Single	76	43.2
	Other	8	4.5
Education	High school	20	11.4
	Associate degree	44	25
	Bachelor's degree	72	40.9
	Master-Ph.D.	40	22.7
Occupation	Civil Servant	12	6.8
	Private Servant	60	36
	Trade	32	18.2
	Firm	24	14
	House-wife	28	15.9
	Retired	12	6.8
	Student	4	2.3
	unemployed	-	-
Other	4	2.3	
Salary	Less than \$ 250	20	11.4
	\$ 250-499	20	11.4
	\$ 500-749	36	20.5
	\$ 750-999	32	18.2
	More than \$ 1,000	68	38.5
Whom are you with at this vacation?	Alone	36	20.5
	Husband or wife	52	29.5
	Family	44	25
	Friends	32	18.2
	Other	12	6.8

When the variations of tourist accommodation are examined, it is seen that most of them (90.9 %) prefer all-inclusive accommodation (Table 13). This situation can be understood as an indicator that all-inclusive accommodation services are the most economic.

When the length of holiday is examined, it is seen that Russian tourists prefer two-week long holidays (Table 14).

Table 13

Tourists Accommodation Types

Accommodation Type	No.	%
Half Board	8	4.5
Full Board	8	4.5
All Inclusive	160	91

Table 14

Length of Tourists Holiday

Length of Holiday	No.	%
1 week	40	22.7
10 days	44	25
2 weeks	80	45.5
Others	12	6.8

Table 15

Frequency of Visits

Frequency of visits	No.	%
1st time	44	25
2nd time	48	27.3
3rd time	20	11.4
4th time	16	9
5th time or more	48	27.3

Frequency of second time visits is more or less equal to the fifth or more visits (Table 15). Russian tourists have a high ratio of repeatedly returning to Marmaris.

Table 16

Affective Source of Information for Russian Tourists

Source of Information	No.	%
Travel Agencies	80	45.5
Adverts	12	6.8
Internet	48	27.3
Experiences	4	2.3
Advice	16	9.1
Brochures and Catalogues	8	4.5
Others	8	4.5

Russian tourists, who prefer Marmaris, usually get information from travel agencies (Table 16). They usually buy all-inclusive packages, so they seek advice from travel agencies.

When the reasons why Russian tourists prefer Marmaris are examined, it can be seen from the responses that 59.1% agree that Turkey has an easygoing friendly society. It can be determined that there has been a more easygoing friendly society from the point of different tourist profiles in Marmaris. In addition to this, the sea-sand-sun holiday concept, hospitality, and natural-historical-cultural beauties appeared as other reasons for their preference (Table 17).

Table 17

Reasons Why Tourists Prefer Marmaris

Factors	1 Totally Disagree		2 Disagree		3 It's OK		4. Agree		5. Totally Agree	
	No.	%	N	%	No.	%	No.	%	No.	%
Sea, Sand, and Sun	20	11.4	4	2.3	8	4.5	52	29.5	92	52.3
Night Life	24	13.6	8	4.5	24	13.6	52	29.5	68	38.8
Available Accommodation Opportunities	28	15.9	4	2.3	16	9.1	56	31.8	72	40.9
Turkish people's Way of Thinking	20	11.4	12	6.8	16	9.1	56	31.8	72	40.9
Natural, Historical and Cultural Beauties	20	11.4	4	2.3	12	6.8	56	31.8	84	47.7
Hospitality	16	9.1	4	2.3	4	2.3	60	34	92	52.3
Various Tourism Activities	24	13.6	4	2.3	20	11.4	48	27.2	80	45.5
Easy-going, Friendly Society	16	9.1	8	4.5	4	2.3	44	25	104	59.1

Table 18

Previous Holiday Experience

Previous Holiday Experience	No.	%
Yes	140	79.5
No	36	20.5

From Table 18, it can be seen that most of tourists have taken holidays before and can afford it.

Table 19

Tours That Tourists Consider Joining

Tours	No.	%
Disco	40	22.7
City Tour	36	20.5
Diving	20	11.4
Aqualand	12	6.8
Turkish Night	24	13.6
Jeep Safari	12	6.8
Yatching	4	2.3
Rafting	4	2.3
Others	24	13.6

Marmaris has various tourism activities due to its various features. Russian tourists who prefer Marmaris think about joining different activities. The night life in Marmaris excels a bit more in the foreground than other tourist cities (Table 19). For that reason, disco tours have the most participation compared to others among considered Russian tourists.

The top two items that tourists spend most on are sightseeing and shopping (Table 20). Because they buy all-inclusive package tours, they don't spend much on food. Many opportunities of entertainment and transport lower their expenses.

Half of the tourists (50%) say that their next holiday destination will be Marmaris again (Table 21). In this term, it has seen that they have great tendency to visit Marmaris again. Another conclusion is that 22.8% Russian tourists declared that they haven't decided their next destination.

Table 20

Items of Expenditure

Item of Expenditure	No.	%
Food and Drinks	20	11.4
Shopping	52	29.5
Accommodation	16	9.1
Transport	4	2.3
Sightseeing	64	36.4
Entertainment	16	9.1
Others	4	2.3

Table 21

Tourists Next Holiday Destination Preference

Destination Preference	No.	%
Antalya	4	2.3
Australia	4	2.3
Undecided	40	22.6
Bodrum	4	2.3
Bulgaria	8	4.5
France	4	2.3
Croatia	4	2.3
Marmaris	88	50
Thailand	4	2.3
Turkey	8	4.5
Ukraine	4	2.3
Greece	4	2.3

Table 22

What does it (Marmaris) Mean to You?

Expression	No.	%
Nature	12	6.8
Heaven	8	4.5
Sea, Sand, Sun	20	11.1
Disco, Entertainment	28	15.9
Beauty	8	4.6
Food Culture	4	2.3
A Wonderful Holiday	68	38.8
Nothing	4	2.3
Pearl	8	4.5
Luxury	4	2.3
Passion	4	2.3
Turkey	4	2.3
Unforgettable	4	2.3

When Russian tourists are asked what Marmaris meant to them, the most common response was “a wonderful holiday” (Table 22). The other responses include the terms disco-entertainment, sea-sand-sun, and nature.

Conclusions

Tourist destinations have tourist attractions and are supported by institutions that produce touristic products and services. They are easy access. Tourism destinations serve all touristic products in one time. Sometimes, the term destination or region refers to a small local area and sometimes, it refers to a geographic region or a country or even a continent (Kılıç, 2011). Moreover, a tourist destination means a large area smaller than a country but bigger than a city, with a certain image of significant attractiveness for tourists. It also has various activities, a perfect transportation network and great potential to improve. Furthermore, there must be enough area for developing new accommodations and entertainment businesses (Hosany, Ekinci, & Uysal, 2006).

Due to its natural and cultural resources, Marmaris is a significant sea-sand-sun destination. In Muğla, Marmaris as a destination has great importance in terms of international tourism activities. However, it is obvious that the socio-demographic qualities of current tourists are not yet diverse enough.

To conclude this, the profiles of the tourists who prefer Marmaris have been determined. Most of the tourists are middle-aged, married, and people who work for private companies, earn \$1000 or more monthly, and prefer a holiday with their spouse or partner. Moreover, they buy all-inclusive for night holiday packages and get information by means of travel agencies. Their frequency of returning to Marmaris is very high. Furthermore, it was observed that they spend money on shopping, sightseeing, and mainly disco-tours. As for Russian tourists, the name of Marmaris means a wonderful holiday destination. In terms of this, Marmaris is one of the most loved and available destinations. Most of the tourists declare that they would choose Marmaris as a holiday destination again.

As for the new understanding of tourism, while the marketed areas are getting more and more share in world tourism incomes, the ones which don't adapt to new concepts like Marmaris begin to lose their place and share day by day (Purkis, 2008). Generally, Marmaris has an important place in the Russian tourist market. But in terms of the numbers of tourists who prefer Marmaris and their incomes, significant efforts must be made to create a variety in tourism and construct better quality infrastructure and superstructure services. Different tourism activities likewise must be advertised to attract tourists' attention and to get a more diverse market of visitors. These changes can help to increase Turkey's share of income in terms of country of origin and income in the world's tourism market.

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