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How to manage yacht tourism in Turkey: A swot analysis and related strategies

Mehmet Sariisik^{a*}, Oguz Turkey^b, Orhan Akova^c

^{a,b}*Sakarya University, Faculty of Business Administration, Tourism Management Department, Esentepe, Sakarya, 54187 Serdivan/Sakarya, TURKEY*

^c*Istanbul University, Vocational School of Social Sciences, 34452 Istanbul, TURKEY*

Abstract

The main object of this study is to present current situation and to analyze managerial conditions of yacht-tourism in Turkey by conducting a meta-analysis and qualitative view. Yacht tourism one of the most developing niche tourism sectors around the world. As one of most important tourism forms by creating higher revenues, providing sustainable development opportunities and ensuring product differentiation, yacht-tourism may be evaluated more strategic options for Turkish tourism. Turkey has greater potentials that can be used in yacht tourism as long coastline, natural beauties, and quality accommodations facilities. In order to assess all industrial conditions, yacht tourism has been taken in hand in a SWOT view. Depending upon SWOT outputs, some relevant strategies were discussed. Estimations were interpreted in the lights of a case study treated of applications and conditions in two marinas located in Istanbul.

Keywords: *Yachting; competitiveness of Turkey; SWOT; tourism.*

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1. Introduction

Tourism is one of the largest industries in the world getting currencies to global economy and creating new job opportunities as well as providing socio-cultural interactions. Depending upon to World Travel and Tourism Councils' (WTTC) data, in 2009, tourism industry employed 210 million people worldwide and it meant 7,6% of global employment. The industry generated about US\$ 5.5 billion of economic activity, which accounted for 9.4% of global GDP. Turkey is one of the most famous destinations with attracting more than 20 million tourists. The number of tourist arrived to Turkey was 5,3 million in 1990,

* Corresponding author. Tel.: +90 264 295 71 29; fax: +90 264 295 71 30.
E-mail address: msariisik@sakarya.edu.tr

it increased to 11,6 million in 2000 and 27,0 million in 2009 [1]. It generated more than 22 billion US dollars. Depending on these data, Turkey is one of the 10 most important tourist destinations around the world. Turkey has more comparable advantages by comparing its competitors. It has different alternatives to attract more tourists and also to get more revenues from world's tourism pie.

In the beginning of 21st century, people have begun to tendency toward some kinds of special interest tourism. One of the popular forms of them is yachting tourism. Yachting tourism has been greatly developed and began to play an important part in the tourist activities and it has provided more revenues for the general economy while creating new job opportunities. Turkey has more tourism resources and attractions compared with its competitors. As a destination, it is more suitable for much kind of tourism facilities as spa, skiing, golf, yachting and so on in different regions of Turkey. Yachting is one of them with over 8.333 km of coastline along the four seas and its 14000 yachts and circa 19300 yacht mooring capacity and it is an important contributor to the country's tourism revenue [2]. Sailing around the Turkish coastline has featured as a tourism highlight for many visitors over the past 40 years. Long, pleasant summers coupled with an extensive array of coves and beaches to explore, yachting has continued to attract tourists from around the world for a holiday with a difference [3]. Being a peninsula, Turkey is surrounded by four seas as the Mediterranean, the Aegean Sea, the Marmara and the Black Sea. Turkish coasts are very proper [4]. and Turkey is ideally positioned for extensive growth in yacht tourism [2]. However Turkey could not achieve the expected level in the yacht tourism sector, which has a great role in the national economy and employment. But there exist new projects and efforts to create new potential tourism areas and the effectively use of the current areas since the countries (Spain, France, Italy) have reached most of their capacities and the water is so polluted that yacht tourism traffic tends towards eastern Mediterranean [5]. The lack of development in the yachting may influence competitive force of Turkish tourism in the opposition of main rivals in Mediterranean.

The growth of yachting tourism in the popular Mediterranean and Aegean coastlines, coupled with new major projects along the Sea of Marmara and the planned expansion of ports and marinas along the Black Sea coastline, will all assist in converting Turkish yachting into a major tourism boost for the country. With several of Europe's waterways connecting directly to the Danube and into the Black Sea, it is now possible to sail directly from North Europe, through the continent and into the Black Sea Coast. Also expected to assist the nautical tourism of other countries sharing the Black Sea coastline including Bulgaria, Ukraine, Romania, Georgia and Russia, the national and foreign investment aimed at Turkish yachting will enable the country a beneficial head start [3].

The demand of the services of marinas is different depending on the season of the year. During the summer period, the traffic of leisure crafts increases resulting in higher demand for stay at marinas and ports. On the contrary, during the winter period the demand for shelter increases in order for vessels to be repaired and maintained. The cost of some of the services mentioned above in Turkish marinas are lower than the corresponding ones of the North-western Mediterranean, although their high-quality specifications. The prices of the Turkish marinas are %30 lower than the prices of marinas of Greeks, and they are 40-60 lower than North-western Mediterranean and the prices are as same as of former Yugoslavia. However, some of the low-cost Greek marinas offer lower prices than the organized marinas in Turkey [6].

In this study it was aimed to evaluate Turkish yachting in an analytic way that displays strengths-weaknesses and opportunities-threats and rediscovering the appropriate strategies would be suggested

2. Literature Review

As a term, yachting refers to sailing boats which have a keel designed to provide a right movement via its weight. Yachts have built in accommodation [7]. The term "Yacht" means the vessels which are built with yacht form, which are used for travel and sports purposes, which carry maximum 36 persons, which are not cargo or passenger vessels and which are described as "Commercial Yacht" or "Private Yacht" in their tonnage certificates [8]. Yachting is an activity that makes people feel free and it is a relatively expensive pastime. But with increasing welfare standards of a country, it takes its place in the marine

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