

## **Status of Accommodation Sector in Turkish Tourism Industry Academician & Mercaan Tourism DMC CEO**

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**ABSTRACT :** *One of the three main activities in tourism industry is the accommodation sector. Investments in the accommodation sector in Turkey are generally made without planning, lack of control and it is carried out without considering the total tourism demand. This situation leads to growth that is not based on scientific data and increases idle capacity in the sector. In our country focusing on increasing capacity quantitatively rather than qualitatively in international tourism policy, which is tend to the mass tourism and decreased the profit margins of hospitality business as well as Turkey's image abroad is considered as cheap destination. In this study, the temporal development of the accommodation sector was examined and in addition to testing the relationship between supply and demand, it was aimed to analyse the temporal development in business scales. The findings obtained have been quantitative growth starting from 1980 on the scale of three types of facilities (investment certified, business certified, municipal certified), and peaked in 2008 in facilities with investment certification, in 2014 in facilities with business certification, and in 2016 in facilities with municipal certification. With the increase in the scale, monopolization was made in the facilities and mass tourism increased with its all-inclusive model. In addition, according to the findings of correlation analysis, a statistically and theoretically meaningful relationship between annual supply and demand from 2000 to 2019 could not be determined.*

**KEYWORDS:** *Accommodation Sector, Correlation Analysis, Temporal Change and Development, Tourism Policy,*

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### **I. INTRODUCTION**

People travel because they want to see places outside their usual environment, to know other cultures, to relax, to have fun, to see relatives and friends, or even for business. According to the World Tourism Organisation (UNWTO, 1993) Tourism is defined as the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated form within the place visited. Tourism is a group of events and relationships of people outside of their reside, work and routine life circle for at least 24 hours, and benefiting from the goods and services produced by tourism enterprises. (KOZAK et al. 2014: 3).

There are three elements in all tourism activities. Travel to the destination, stay at the destination and participate in activities. Tourism activity is to travel different destinations from usual environment and stay there at least 24 hours or maximum one year, and after staying at the destination return to the usual environment. The most important issue that arises is that the people traveling for tourism purposes contribute economically and socially to the destination. (MENGÜ, 2018: 66)

The accommodation sector is the most basic element of tourism that creates the image concept and brand value. This sector is not for lodging only, but it is the place also provides facilities such as business meetings, events, food and beverage, and various social activities. The change and development of the tourism industry in time largely depends on the optimum use of accommodation capacities. To have accommodation facilities in full balance with the demand temporarily for tourism, it is possible by making both successful macro and micro action plans, which are a different research subject. On the other hand, the accommodation sector, which is one of the basic elements of tourism supply, it is observed that tourism is constantly changing globally and developing in terms of quality and quantity in connection with the development process. (DWYER et al, 2010: 78)

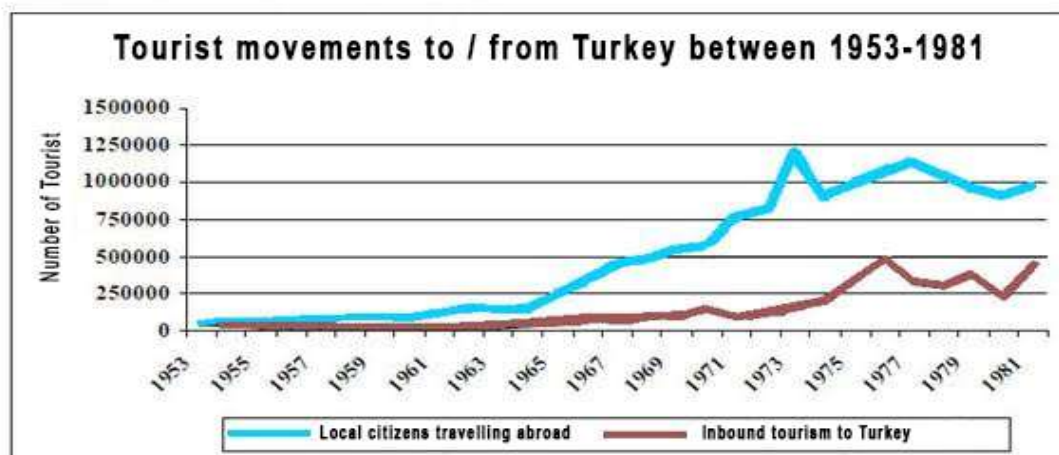
With the acceleration of the tourism industry in the world and the development of information and communication technologies (IT) in recent years, an inevitable development has been achieved in tourism globally, and consequently, a great increase has been recorded in the accommodation capacities. Due to this development, serious efforts have been made by governments over the years in our country and efforts have been made to encourage Turkish tourism with new laws. In this context, the law for the encouragement of tourism has been published in the Official Gazette in Turkey in 1982 with number 2634. The purpose of the law for encouragement of tourism is to ensure that necessary arrangements are made. Necessary measures are taken for

the regulation and development of the tourism sector and for giving this sector a dynamic structure and mode of operation. This new law has made temporal changes in the bed supply of the accommodation facilities of which have business certificate from our Ministry of Culture and Tourism were analysed. As can be seen in the study, it was possible to reduce the idle capacity in the sector with mass tourism and charter operations. The findings were evaluated in the conclusion.

## II. ACCOMMODATION SECTOR BEFORE THE APPLICATION OF THE LAW FOR THE ENCOURAGEMENT OF TOURISM

When looking at the international tourist movements in the period before the law for the encouragement of tourism which came into force in 1982, it showed a similar development in terms of both domestic and international travels. Accordingly, when the tourism movements between 1953-1981 are analyzed, it is noteworthy that the number of Turkish citizens traveling abroad were much higher compared to the tourist arrivals in our country. (Please see graphic 1)

**Graphic 1: Tourist movements to/from Turkey (1953-1981)**



**Source:** Statistical Indicators 1923-2004, TURKSTAT, Ankara, 2006. P. 372-373

The striking point in the graphic above is that there was a significant drop in tourist arrivals due to the oil crisis that negatively affected the world in 1974. Despite the importance given to tourism in the 5-year development plan initiated in 1963, especially in the period before the law for the encouragement of tourism, sectoral development could not be recorded at the desired level.

The accommodation sector in Turkey is documented in two ways. The first one is the "municipally certified" facilities given locally, the classification, criteria and standards of the municipal certified facilities are determined by municipalities and their inspections are carried out by their relevant municipality. The other one is; a) investment and b) business documents provided by the Ministry of Culture and Tourism, which comply with international criteria. Their classification criteria and standards are made by the ministry (Please see Culture and Tourism, R&D).

According to the Association of Turkish Travel Agencies (TÜRSAB) in 1981, in entire Turkey tourism business certified facilities were 529, the total number of rooms were 30 050, the number of beds were 38 224. The tourism investment licensed facilities were 278, the number of rooms 15 159 and the total number of beds were 30 291. (Source: TÜRSAB R & D and TURKSTAT p.377-378.)

## III. ACCOMMODATION SECTOR AFTER THE APPLICATION OF THE LAW FOR THE ENCOURAGEMENT OF TOURISM

With the law for the encouragement of tourism enacted in 1982, the tourism sector has gained great momentum, and tourism facilities, room numbers and bed capacities have increased significantly in our country and there has been a serious development in the accommodation sector. In the accommodation sector, the re-architectured hotels and large-scale hotels that do not belong to a group but operate independently with high number of rooms and beds. The number of beds and rooms is the most realistic measure in the hospitality industry. Considering economies of scale on an enterprise / facility basis, the advantages of chain or other large hotel facilities in a resort area cannot ensure that small-scale accommodation facilities survive or stay out of the market as they cannot respond to all demand in the market, no matter how large the facilities are. (İçöz, 2005: 94).

A comprehensive research the mestudy is requiredtodetermine in whichregionaccommodationfacilities (hotels, motels, resorts) will be established, how theywilldevelop, their presence in the market andtheirsustainability. (Rogerson, 2013: 59).Since theindustryincludesextremelycomplicatedservices together, theanalyzesarealsocomplicated.Forexample, in accommodationsector, besides the main activities such as lodging, comfort, foodandentertainment, socio-culturalactivities such as meetingsandconferencesareprovided(Usta, 2014: 42).

For the development of accommodation sector in Turkey, internationally reputed chain hotels with their brands trenght are extremely effective. However, it cannot be saidthat hotels located in different resort regions meetproportionally tourism types and tourist expectation. LookingthroughTurkey'stourism in thepast, regionaldistributionmadeaccordingtothesun, seaandsandtourism incertainperiodscausedfocusing on masstourism. However, as a result of the rapid increase in the demand for alternative tourism by the 2000s, our country started to take a share from this kind of tourism with its rich natural, his torical and cultural heritage. Turkey also tries to use these advantages, however, could not reach the desired level and stay edlimited incertaingeo graphical areas. (Doganayand Zaman, 2016).

Today, withtheintroduction of new tourism products and attraction center tourism supply tried to be increased. The purpose of this effort is to increase competitiveness in the international tourism market, obtain more market share, receive more tourists and income. (Bahar and Kozak, 2018:79) Therefore, regional distribution of accommodation facilities and investment decisions, which are an important element of any country's supply sources for tourism purposes, should be analyzed in all aspects. (Rogerson, 2013a, Hall and Page, 2009). Considering the development of the facilities with tourism investment certificates, the number of facilities decreased in the period of 1999-2018 in terms of the number of facilities, rooms and beds, and in some years, the number of beds increased approximately 1.5 times. However, according to the TÜİK 2007 report, between the years 1982-1999 there was 4 times increase in the number of facilities, 6 times increase in the number of rooms and 7 times increase in the number of beds. (TÜİK, 2007, op. P. 383; please see table 1).

**Table 1: Temporal Change in the Number of Rooms and Beds in Facilities with Tourism Investment Certificate between the years 1999 and 2018.**

Year				1999 = 100 index		
	Facilities	Room	Bed	Facilities	Room	Bed
1999	1 311	114 840	245 543	100	100	100
2000	1 300	113 452	243 794	99	98	99
2001	1 237	106 683	229 047	94	92	93
2002	1 138	102 972	222 876	86	89	90
2003	1 130	111 894	242 603	86	97	98
2004	1 151	118 883	259 424	87	103	105
2005	1 039	128 005	278 255	79	111	113
2006	869	123 326	274 687	66	107	111
2007	776	112 541	254 191	59	97	103
2008	772	113 487	258 287	58	98	105
2009	754	103 119	231 456	57	89	94
2010	877	114 771	252 984	66	99	103
2011	922	122 364	267 900	70	106	109
2012	960	126 592	273 877	73	110	111
2013	1 056	139 928	301 862	80	121	122
2014	1 117	145 648	309 556	85	126	126
2015	1 125	146 162	314 194	85	127	127
2016	1 135	144 616	312 912	86	125	127
2017	1 051	122 228	263 033	80	106	107
2018	981	104 910	225 421	74	91	91
2019	730	84 736	182 403	67	86	87

Source: Turkish Min. of Culture and Tourism Statistics.

When the table above is analysed, the main reason for the decline over the years is that the facilities with investment certificates have gained the status of facilities with operating certificates within the time. There is also stability in the number of beds in the rooms. On the other hand, there is a significant increase in the average room and bed volume of the facilities, (Please See Table 2).

**Table 2. Temporal Change in Room and Bed Supply Per Facility with Tourism Investment Certificate.**

Years	Room/Facilities	Bed/Facilities	Bed/Room
2000	87,3	187,5	2,1
2001	86,2	185,2	2,1
2002	90,5	195,8	2,2
2003	99,0	214,7	2,2
2004	103,3	225,4	2,2
2005	123,2	267,8	2,2
2006	141,9	316,1	2,2
2007	145,0	327,6	2,3
<b>2008</b>	<b>147,0</b>	<b>334,6</b>	2,3
2009	136,8	307,0	2,2
2010	130,9	288,5	2,2
2011	132,7	290,6	2,2
2012	131,9	285,3	2,2
2013	132,5	285,9	2,2
2014	130,4	277,1	2,1
2015	129,9	279,3	2,1
2016	127,4	275,7	2,2
2017	116,3	250,3	2,2
2018	106,9	229,8	2,1
2019	99.0	204.3	2,1

**Note:** Calculated based on Table 1.

As seen in the table above, considering the development of the facility sizes with tourism investment certificates, it is seen that the number of rooms per facility in 2008 was 334.6 beds and after this year there was a slight decrease. There is a similar structure in the supply of beds per facility.

Considering the development of the facilities with tourism operation certificate, the number of facilities and the number of rooms and beds in the facilities increased by 2 times on the basis of plant and 3 on the basis of rooms and beds in the period of 2000-2018(See Table 3).

**Table 3: Temporal Change in the Number of Rooms and Beds in Facilities with Operating Certificate between the years 2000 and 2018.**

Year	With tourism operation certificate			1999 = 100 index		
	Facilities	Room	Bed	Facilities	Room	Bed
2000	1 824	156 367	325 168	95	101	101
2001	1 998	177 371	368 819	104	115	115
2002	2 124	190 327	396 148	111	123	124
2003	2 240	202 339	420 697	117	131	131
2004	2 357	217 664	454 290	123	141	142
2005	2 412	231 123	483 330	126	150	151
2006	2 475	241 702	508 632	129	157	159
2007	2 514	251 987	532 262	131	163	166
2008	2 566	268 633	567 470	134	174	177
2009	2 625	289 383	608 765	137	188	190
2010	2 647	299 621	629 465	138	194	197
2011	2 783	319 319	668 829	145	207	209
2012	2 870	336 447	706 019	150	218	221
2013	2 982	357 440	749 299	156	232	234
2014	3 131	384 454	807 316	164	250	252
2015	3 309	404 462	850 089	173	263	266
2016	3 641	426 981	899 881	190	277	281
2017	3 771	446 228	935 286	197	290	292
2018	3 925	464 927	974 574	205	302	305
2019	4 116	479968	1.004968	212	313	315

**Source:** Turkish Min. of Culture and Tourism Statistics.

Considering the development of facility sizes with tourism operation certificates, it is seen that the number of rooms per facility peaked in 2014 with 122.8 rooms and the number of beds per facility with 258 beds. It is observed that it has slight decrease after reaching to the peak. (Please See Table 4).

**Table 4. Temporal change in the supply of rooms and beds per facility with tourism operation certificate.**

Years	Room/Facilities	Bed/Facilities	Bed/Room
2000	85,7	178,3	2,1
2001	88,8	184,6	2,1
2002	89,6	186,5	2,1
2003	90,3	187,8	2,1
2004	92,3	192,7	2,1
2005	95,8	200,4	2,1
2006	97,7	205,5	2,1
2007	100,2	211,7	2,1
2008	104,7	221,1	2,1
2009	110,2	231,9	2,1
2010	113,2	237,8	2,1
2011	114,7	240,3	2,1
2012	117,2	246,0	2,1
2013	119,9	251,3	2,1
<b>2014</b>	<b>122,8</b>	<b>257,8</b>	2,1
2015	122,2	256,9	2,1
2016	117,3	247,2	2,1
2017	118,3	248,0	2,1
2018	118,5	248,3	2,1
2019	121,4	253,8	2,1

Source: Turkish Min. of Culture and Tourism Statistics.

Considering the development of facilities with municipality certificates, there has been a limited decrease in terms of facilities in the period of 2000-2018 in terms of number of facilities, number of rooms and beds in facilities. The 48% increase in the number of rooms was also experienced in the supply of beds. (Please See Table 5).

**Table 5: Temporal Change in the Number of Rooms and Beds in Municipal Licensed Facilities between the years 2000 and 2018.**

Year	Municipal Licensed Facilities			1999 = 100 index		
	Facilities	Room	Bed	Facilities	Room	Bed
2000	7 832	156 135	344 736	100	100	100
2001	7 661	152 422	335 825	98	98	97
2002	7 772	178 660	408 005	99	114	118
2003	7 637	174 991	399 369	98	112	116
2004	7 514	171 906	392 582	96	110	114
2005	7 494	171 888	392 338	96	110	114
2006	7 033	174 632	395 671	90	112	115
2007	7 073	175 261	399 110	90	112	116
2008	7 064	174 859	397 684	90	112	115
2009	7 115	176 637	402 289	91	113	117
2010	9 185	232 658	527 712	117	149	153
2011	8 893	223 025	504 877	114	143	146
2012	8 988	226 954	497 728	115	145	144
2013	9 196	224 469	497 728	117	144	144
2014	9 188	224 191	496 697	117	144	144
2015	9 187	224 157	496 574	117	144	144
2016	5 206	159 159	345 267	66	102	100
2017	7 607	230 219	506 934	97	147	147
2018	7 671	231 001	511 076	98	148	148
2018	7 843	233 098	514 079	105	156	158

Source: Turkish Min. of Culture and Tourism Statistics.

Considering the development of the municipal certified facility sizes, the number of rooms per facility peaked in 2016 with 30.6 rooms and the number of beds per facility peaked in 2017 with 66.6 beds. It is observed that there was a limited decrease after the peak situation.(See Table 6).

**Table 6.Temporal change in the supply of rooms and beds per facility with municipality certificate.**

Years	Room/Facilities	Bed/Facilities	Bed/Room
2000	19,9	44,0	2,2
2001	19,9	43,8	2,2
2002	23,0	52,5	2,3
2003	22,9	52,3	2,3
2004	22,9	52,2	2,3
2005	22,9	52,4	2,3
2006	24,8	56,3	2,3
2007	24,8	56,4	2,3
2008	24,8	56,3	2,3
2009	24,8	56,5	2,3
2010	25,3	57,5	2,3
2011	25,1	56,8	2,3
2012	25,3	55,4	2,2
2013	24,4	54,1	2,2
2014	24,4	54,1	2,2
2015	24,4	54,1	2,2
<b>2016</b>	<b>30,6</b>	<b>66,3</b>	2,2
2017	30,3	66,6	2,2
2018	30,1	66,6	2,2
2019	31,3	68,6	2,3

**Source:**Turkish Min. of Culture and Tourism Statistics.

When the total of all the facilities with tourism investment, operation and municipality certificates are considered, it is seen that the number of rooms per facility peaked with 73.2 % rooms in 2016. As of the same date, the number of beds per facility increased to 156.1 %. Each room has an average of 2.1 to 2.2 beds per year.(Please See Table 7).

**Table 7:Temporal change in room and bed supply per total municipality certified facility.**

Years	Room/Facilities	Bed/Facilities	Bed/Room
2000	38,9	83,4	2,1
2001	40,1	85,7	2,1
2002	42,8	93,1	2,2
2003	44,4	96,5	2,2
2004	46,1	100,4	2,2
2005	48,5	105,4	2,2
2006	52,0	113,6	2,2
2007	52,1	114,4	2,2
2008	53,5	117,6	2,2
2009	54,2	118,4	2,2
2010	50,9	111,0	2,2
2011	52,8	114,4	2,2
2012	53,8	115,3	2,1
2013	54,5	117,0	2,1
2014	56,1	120,1	2,1
2015	56,9	121,9	2,1
<b>2016</b>	<b>73,2</b>	<b>156,1</b>	2,1
2017	64,3	137,2	2,1
2018	63,7	136,0	2,1
2019	64,9	138,0	2,1

**Source:**Turkish Min. of Culture and Tourism Statistics.

**IV. DEMAND DEVELOPMENT FOR THE ACCOMMODATION SECTOR**

When the annual demand for the accommodation sector is analysed, it is seen that the foreign tourist arrival was 5.2 million in 2000, and by the year 2018 it reached to 25 million with 4.8 times increase. In the same year the number of domestic tourists increased from 8.9 million to 25.3 million with 2.86 times increase. In the total number of room night stays that constitute the main demand, the volume of foreign tourists increased from 22.6 million to 95.1 million and in domestic tourists increase was from 16.5 million to 49,3 million. Despite the increase in the number of tourists, it is seen that there is a decrease in the average overnight stay. (Please See Table 8).

**Table 8: Demand Development in the Accommodation Sector (2000-2018)**

Years	Number of Arrivals in Facilities			Room Night			Average Duration of Stay			Occupancy Ratio (%)		
	International Tourists	Local Tourists	Total	International Tourists	Local Tourists	Total	International Tourists	Local Tourists	Total	International Tourists	Local Tourists	Total
2000	5 185 866	8 855 902	14 041 768	22 634 549	16 475 699	39 110 248	4,36	1,86	2,79	22,00	16,02	38,02
2001	8 323 430	7 749 622	16 073 052	34 669 423	14 178 389	48 847 812	4,17	1,83	3,04	31,26	12,79	44,05
2002	9 763 992	7 916 796	17 680 698	43 615 298	15 292 445	58 217 743	4,41	1,92	3,29	35,76	12,64	48,40
2003	8 938 658	8 429 868	17 368 526	49 740 617	16 233 902	66 974 519	4,56	1,93	3,28	33,46	13,33	46,79
2004	10 937 636	9 724 913	20 662 549	49 599 519	18 356 597	67 956 116	4,53	1,89	3,29	36,57	13,54	50,11
2005	12 835 962	10 458 386	23 294 348	55 820 827	18 818 631	74 639 458	4,35	1,80	3,20	38,68	13,04	51,71
2006	11 843 254	11 570 101	23 413 355	46 436 420	21 502 638	67 939 058	3,92	1,86	2,90	32,20	14,91	47,11
2008	13 636 613	11 286 396	24 923 009	56 887 639	20 832 444	77 720 083	4,17	1,85	3,12	38,16	13,97	52,13
2009	14 388 664	12 137 822	26 526 486	59 986 066	22 929 508	82 915 574	4,17	1,89	3,13	35,94	13,74	49,68
2010	17 415 364	12 338 602	29 753 966	74 325 670	23 832 337	98 158 007	4,27	1,93	3,30	37,79	12,12	49,91
2011	19 264 058	14 350 129	33 614 187	78 888 865	27 616 616	106 505 481	4,10	1,92	3,17	38,70	13,55	52,24
2012	20 481 231	15 701 931	36 183 162	90 821 953	30 332 132	121 154 085	4,43	1,93	3,35	41,44	13,84	55,28
2013	21 180 495	17 100 785	38 281 280	89 591 559	33 090 923	122 682 482	4,23	1,94	3,20	38,99	14,40	53,40
2014	23 609 916	17 292 422	40 901 438	97 581 075	32 448 842	130 029 917	4,13	1,88	3,18	39,49	13,13	52,62
2015	23 138 428	20 221 542	43 359 970	96 400 316	37 480 990	133 881 306	4,17	1,85	3,09	37,41	14,55	51,95
2016	14 269 376	22 676 261	36 945 637	65 793 307	46 752 171	112 545 478	4,61	2,06	3,05	24,68	17,54	42,22
2017	18 868 600	24 178 981	43 047 581	68 921 870	47 305 826	116 227 696	3,65	1,96	2,70	30,24	20,76	50,99
2018	25 042 076	25 302 742	50 344 818	95 109 378	49 305 889	144 415 267	3,80	1,95	2,87	37,16	19,27	56,43

In order to determine the supply-demand relationship in the accommodation sector, a correlation analysis was applied between 2000 and 2018 compared to the previous year. The findings show that there is a negative correlation between the annual change in the number of rooms and beds in the facilities with tourism operation license and the annual change in the number of domestic tourists, and a positive correlation between the annual change in the total number of tourists and the annual change in the number of facilities, rooms and beds with municipality certificates. However, a statistically significant relationship could not be determined among other variables. (Please See Table 9).

**Table 9: The Relationship between Supply and Demand in accommodation sector (Pearson Correlation Analysis)**

			Tourism Investment Certified			Tourism Business Certified			Municipal Certified		
			Facility	Room	Bed	Facility	Room	Bed	Facility	Room	Bed
Number of Tourists	International	r	-0,145	-0,323	-0,367	-0,059	0,387	0,356	,561*	,484*	,491*
		Sig. (2-tailed)	0,566	0,192	0,134	0,816	0,113	0,147	0,015	0,042	0,039
		N	18	18	18	18	18	18	18	18	18
	National	r	0,089	0,213	0,24	-0,037	<b>-,496*</b>	<b>-,481*</b>	-0,186	-0,191	-0,197
		Sig. (2-tailed)	0,725	0,396	0,337	0,884	0,036	0,043	0,46	0,448	0,434
		N	18	18	18	18	18	18	18	18	18
	Total	r	-0,075	-0,193	-0,236	-0,244	0,082	0,057	<b>,599**</b>	<b>,513*</b>	<b>,519*</b>
		Sig. (2-tailed)	0,768	0,443	0,346	0,33	0,745	0,823	0,009	0,029	0,027
		N	18	18	18	18	18	18	18	18	18
Room Night number	International	r	-0,027	-0,209	-0,254	-0,03	0,408	0,394	0,372	0,31	0,316
		Sig. (2-tailed)	0,917	0,406	0,309	0,906	0,093	0,106	0,128	0,21	0,201
		N	18	18	18	18	18	18	18	18	18
	National	r	0,103	0,179	0,217	0,138	-0,465	-0,437	-0,445	-0,355	-0,356
		Sig. (2-tailed)	0,684	0,477	0,388	0,586	0,052	0,07	0,065	0,149	0,147
		N	18	18	18	18	18	18	18	18	18
	Total	r	0,039	-0,139	-0,186	-0,102	0,273	0,262	0,372	0,326	0,332
		Sig. (2-tailed)	0,877	0,583	0,459	0,687	0,272	0,294	0,128	0,186	0,179
		N	18	18	18	18	18	18	18	18	18

\* Correlation is significant at the 0.05 level (2-tailed).  
 \*\* Correlation is significant at the 0.01 level (2-tailed).

## V. CONCLUSION

In Turkey, accommodation sector, in particular after the application of the law for the encouragement of Tourism has gained great momentum. The increase in the number of international tourism has exceeded the number of domestic tourism approximately five fold. However, in this period, the average overnight stay was shortened for both domestic and international tourists. In the meantime considering the tourism supply, the increase in the supply of beds and rooms have fallen behind the increase in the number of tourists. Nevertheless, with the shortening of the average overnight stay, the decline in the capacity utilization rates also made it inevitable. The decrease in capacity utilization rates brought the spread of all inclusive packages with low incomes.

Another development in this period is the growth in the operating scale of the accommodation facilities. The increase in the number of rooms and beds per facility also increased the potential of tourism enterprises to have more professional and skilful working conditions. On the other hand, the existence of many problems on sector basis is well-known.

Expected growth with scale is the deepening of corporate culture in businesses. However, in general, it can be argued that the facilities that internalize this feature cannot spread to the general. In regard of supply-demand factor, in general it can be argued that supply and demand move separately. As a matter of fact, correlation analysis results support this mismatch. It is possible to overcome this problem by planned and scientific promotional studies and the spread of tourism to 12 months.

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