The Effects of Internet and Innovation on Turkish Tourism Recently

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***Abstract*—Information technology is very heavily used in every aspect of life and also actively used in the field of tourism. Internet undoubtedly one of the most basic indispensable communication element in today's world. Today internet which is used in every aspect of life, not only provide us social opportunities but also employs many people economically. Now very commonly used internet in all areas and has been used extensively in the tourism industry.**

Tourism fact frequently encountered in most parts of the world has become a very large industry with some incentives in Turkey after 1980s and after a short time has been a source of livelihood for most people.Using communication technology is inevitable forpromotion and marketing of the tourism sector which is gaining more important with each passing day in the world economies. In other words, the internet, as well as travel agencies and hotels are among the places where the introduction of tourism and marketing.

The aim of this study was to examine the effect of the internet on the tourism sector, to share and reveal the positive and negative effects. Thanks to the Internet people get instant information and their overview of the tourism varies because of where news and information content. Many factors like search engines, social media ads, terrorist events, website content, user blogs and comments. In particular, both positive and negative effects of the Internet on fluctuations in the last 10 years in Turkey's tourism sector were examined as versatile.

***Index Term*: Innovation, Turkey Tourism,internet**

I. INTRODUCTION

Tourism is one of the fastest-growing sector, which is also close to the connection with informative technology in the world. Especially,since half century due to the Internet connection Tourism has become much more convenient and easier for tourists in terms of making hotel reservations, transfer or searching any holiday destinations.On the other hand ,Tourism industry has been also affected by the young generations in the recent years .They are not only using internet very active but also make their searching based on tourism activities mostly. Thanks to the several possibilities offered by the Internet technology it also shows the changes in the perception of tourism.

II. MATERIALS AND METHODS

Scientific research methods were used in this survey. The previously published surveys with the subject have been investigated over the Internet and these studies with title and appropriate to the topic of tourism site have been also investigated with the statistical information.

III. RESULTS

The development of tourism in Turkey, Tourism in Turkey has been developed since 1980s with the Incentives Act and started to become a very rapid development in the 2000s. For example, the number of bed were 200 thousand in 2003 than has more than doubled in 2015. On the other hand within the most popular tourists countries, Turkey was 17th in the rankings and it became 6th at the end of 2014. In the World, Turkey has risen to 4th place in Europe. In 2014, about 40 million tourists came to Turkey for $ 29.5 billion in revenue from tourism in the same year.

As a result of these positive developments happening in Turkey, Internet has an also significant influence on tourism section which must been aware of by the population. In 1960 -1985 Internet infrastructure has been started in the world whereas Turkey started between 1990-2000.

A. Tourism and Information Sciences

With the Rapid advances in technology, and the impact on global level in tourism sector of information and communication technologies has increased significantly since the 1980s. These technologies are supporting the interaction between tourism enterprises and consumers and the entire management of tourism products and destinations in this direction is rearranged marketing and development processes [1]. Tourism and information sciences are interdisciplinary academic research studies on the addition of two industry also plays an important role in the development [2].

B. *Global Internet Usage*

In the marketing of tourism; users of internet are regularly increasing in the world which is seen in Europe and Turkey whereas introduction of Internet is also increasing day by day.Starting with 1969, the number of Internet users 4 IP in the world has reached up to 3,481 million today [3].In the last 10 years number of Internet users in Turkey has increased up to 35 million from 2 million[4].In 2015 the number of Internet users has found 60% of the population in Turkey.As internet access can be provided to households by p. for the moment only available in 4.5 G mobile network technology of broadband connections through the implementation of faster internet and is aimed to appeal to a wider range of households.According to international statistics, the world's population 49,5% are internet users.

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The world's most population continent with the 55,2% is on the Asia and it has 44,5% are Internet users, these users are also part of the world with the 49.6% of internet users are testing. Most of the internet users with the percent of 89.0 population are located in North America. Amount of 359 million population of state ,320 million of them are internet users .As a result of their propagated policy followed by the United States and many availabilities of internet sources with the expanded developments carried by USA ,usage of global Internet is highly common here.After the North American continent European continent is hosting the most Internet users in the worldEurope constituting 11.3% of the world population, out of 832 million people 614 million of them are using internet recently. This is the total population of 73,9%[5].

WORLD INTERNET USAGE AND POPULATION STATISTICS JUNE 30, 2016 - Update						
World Regions	Population (2016 Est.)	Population % of World	Internet Users 30 June 2016	Penetration (% Population)	Growth 2000-2016	Users % of Table
Africa	1,185,529,578	16.2 %	340,783,342	28.7 %	7,448.8%	9.4 %
Asia	4,052,652,889	55.2 %	1,801,512,654	44.5 %	1,476.1%	49.6 %
Europe	832,073,224	11.3 %	614,979,903	73.9 %	485.2%	16.9 %
Latin America / Caribbean	626,054,392	8.5 %	384,751,302	61.5 %	2,029.4%	10.7 %
Middle East	246,700,900	3.4 %	141,489,765	57.4 %	4,207.4%	3.9 %
North America	359,492,293	4.9 %	320,067,193	89.0 %	196.1%	8.8 %
Oceania / Australia	37,590,820	0.5 %	27,540,654	73.3 %	261.4%	0.8 %
WORLD TOTAL	7,340,094,096	100.0 %	3,631,124,813	49.5 %	905.9%	100.0 %

C. Using the Internet in Turkey

With the 53.8% of the population who use computers and Internet in Turkey. 53.8% of the individual users are between 16 and 74 aged groups while Internet usage rate is 44.3% in women, this rate is 63.5% in men. Computer and internet usage rate is highest in the age group of 16-24 years.

Computer and internet usage is higher in men. Considering the purposes of using Internet in the first quarter of 2014 individuals who are using internet %78 of them joined social networking sites. 74.2% with online news, read newspapers or magazines, 67.2% search for information about goods and services with 58.7% of games, music, movies, image download or playback, 53.9% followed with send e-mail-import.Among the purpose of usage internet getting information from websites which belong to public organisations is coming first with %51,2[6].

IV. THE RELATIONSHIP BETWEEN TOURISM AND THE INTERNET

The tourism sector in achieving public magazines, brochures, catalogues, airports, travel agencies and with the non-electronic elements, like this blog, e-commerce sites, news pages, social networks, and instant messaging applications, such as the substantial degree of electronic elements of the role .Its cheapness and quickness with very attractive features and a tourism utilisation of the Internet communications will be inevitable. The Internet has been used in the tourism industry from the 1970s to the present internet technology and the tourism sector has experienced a lot of growth. Especially after the year 2000 internet technology called web technology from www, e-mail integrated with other technologies such as fast movement.

Firms, institutions, Governments and even individuals to become a base point in the web communication technology, more a new suppliers in the tourism industry type. Tourism the tourism products, traditional intermediaries supplier of web-based buying tourist profile, promotion and sales, the effect of this new tourism suppliers engaged in tourism product purchasing behaviour began to change. Internet and especially web sites, bring in tourism distribution channels change, influenced the structure of the tourism promotion and marketing. Computerised reservation systems, computer networks and electronic distribution to the tourism industry in the 1970s, computerised reservation systems. Airline companies are starting to be used by the computerized reservation systems are creating new travel marketing and distribution system was seen as the beginning of the electronic age. Computerized reservation systems, electronic distribution sales offices and sales partners and tourism business is a data base of carrying out of stocks [7].

In the mid-1980s, besides the expansion of the geographic distribution of field the airline companies with the result of horizontal and vertical integration they have started to launch global distribution systems. Thanks to the global distribution systems many touristic items can be purchased through the electronic network as the Global distribution systems has a connection between many tourist enterprises and world agents and it is accelerated the standardise of processes and controls a large market share.

The global distribution systems which specifies as a global communication standard has become the backbone of tourism sector [1]. Until the late 1990s tourism consumer used to depend on middleman in order to obtain and investigating tourism products but later on they started to make their preferences as an individual style and became independent [7]. Especially since the 2000s, used to reserve the websites of tourism enterprises, tourism has led to the restructuring of distribution channels by the newly formed tourist profile service purchase over the Internet, hotel, flight or tour bookings are done in an effective manner since the 2000s of the year. For a long time these bookings through the internet has created a tourist profile. Thus, the Internet has emerged a new focus on tourism planning should be. Internet use in the tourism sector in stage consists of three main stages. They said they'd respectively;

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- In the 1970 s computerized reservation systems (CRS)
- In the 1980s the removal of global distribution systems (GDS)
- In the 1990s individual due to the widespread use of the internet including three consecutive technological development phase has been with out of the Internet business models[1].

İnternet access every year a serious rise compared to tourism-related reduced worries about many dialog. It also has provided convenience in many aspects. Here are some of the convenience:

- The reservations
- The plane tickets--automatic ticket sales machinefrom
- Provision of information of all kinds related to travel (tourist product, exchange rates, etc.) [8].

One of the Internet's marketing that important new business models. Besides the buyer and seller do to facilitate and reduce the cost price comparison. Thanks to the Internet, the resulting business models include[9]: Business-to-business (Business-To-Business (B2B)) E-Commerce: Business-to-consumer (Business-To-Consumer (B2C)): the goods and services directly to the end-client is a form of business, which focuses on the requirements. Customer To Customer (Consumer-To-Consumer (C2C)); Customer-To-Business (Consumer-To-Business (C2B)); Horizontal Portal (Horitzonal Portal): Vertical Portal (Vertical Portal).

In the tourism sector, on behalf of the service web field the most appropriate business model B2C called business-to-Customer model. E-Commerce is being implemented and this model over the internet and through the reservation as well as E-Commerce without connection with the presentation of the tourist product.

The main advantages of B2C e-commerce:

- order 24 hours all days of the year sales *it is a direct-to the customer *customer requests and demands to be monitored closely because of the feedback system *opening the national market as well as international markets *large firms and small firms owned facilities can benefit *can provide time in terms of customer *marketing activities of personnel needed to minimizing time and tool costs savings and productivity advantage can provide in the form of listing [7].

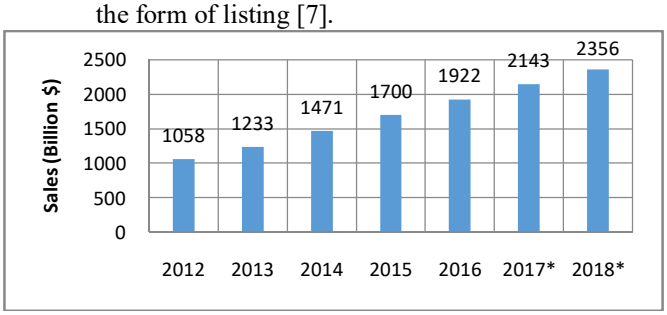


Fig. 1: Worldwide B2C E-Commerce by years of sales value

Between 2016 and 2012, we look at the worldwide B2C sales realized a growth of 16%. Projected sales growth rate until 2018. When we add to this the rate is 14.3%. From this we can understand the customer's business, such as sales of the products offered online on a regular basis is increasing annually. Also online tour reservations in this statistical information, flight reservations, tourism, such as train ticket sales has interests in some branches [10].

V. ONLINE TOURISM STATISTICS IN TURKEY AND THE WORLD

Package tours and hotel reservations for tourism purposes and users of real estate rental income, plane, train and bus tickets will be given information about transactions made over the Internet, according to statistics.

A. Online Accommodation and Tour Package Booking Statistics

Statistical information for all bookings made via the Internet in general in the context of accommodation and package tours world graphics and tried to transfer the information. The statistics are kept of the book mobile or fixed-line users are not separated.Overall accommodation booking shows annual revenue growth of 12%. This book comes in the package tour, there are a total of hotel and residential rental income. In the year 2014 150 billion package tours and accommodation reservation is made. The reservation was made in 2016, 187 billion dollars. This income was 1 billion 790 million dollars as of 2015 in Turkey [10].

B. Online Package Reservation Statistics

Online package tour bookings were $ 44.7 billion as of 2014. In the year 2016 income was 65.7 billion dollars. It showed 10.6% annual growth. In 2020, growth is projected 9,93% annually. In year 2020 revenue is expected to 78.8 billion dollars. In Turkey, package tour booked online revenues as of 2014 was $ 81.6 million and $ 116.1 million in the year 2016. In the year 2020 it is expected to reach 192.3 million dollars in income levels. The annual growth rate of online booking of package tours and income are above the world average annual growth rate 19,3%. The number of people in 2014, 180 thousand to 240 thousand people in Turkey in the year 2016 and year 2020 is estimated at 320 thousand people will make reservations online package tour. Besides online booking package tours on a regular basis to increase the number of people who booked package tours online in Turkey we compare the statistical information shows 15.47% and about 3 times the speed of growth worldwide with this growth.

C. Statistics Online Hotel Reservations

Online hotel reservations in Turkey, we look at the income statistics in 2014, $ 1.2 billion in revenue in the year 2016 seems to rise to $ 1.6 billion. Growth rates are above

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the world average and 15.47%. In the year 2020 revenue of $ 2.1 billion to obtain. The number of people who book online hotel in Turkey is 5.6 million people, 4.3 million people in 2014 and 2016. We see these statistics in this area of Turkey's growth, we note that this ratio remained below the world average is 14,12% 14,46% annual growth in this area in Turkey showed the world. In the year 2020 it is expected to have 7.3 million people online hotel reservations.

D. Online Rental Housing Statistics

Lease income tourism housing for package tours and hotels are lower than their income. One of the reason is that many people want opportunity together. When you rent a house outside the city or town in the residential rental housing it is located just outside the lease agreement allows food and transport it belongs to him by tourists. Worldwide in the 2014, we look at the statistics of housing rental housing rental income of 18.8 billion dollars and 25.2 billion dollars in the year 2016 have been found. The income of the year 2020 is projected to be 37.3 billion dollar.

E. Online Flight Booking Statistics

The total income of the online travel booking as of 2014 was 299.5 billion dollars. This figure is 372 billion dollars in the year 2016. The annual growth rate between 2014-2016 year is 54%. In the year 2020 revenue to be derived from online travel bookings it is projected to be 549.5 billion dollars. Online travel booking revenue of 5 billion 844 million dollars in Turkey as of 2015 [10].

1. Online Booking Train and Bus Station

The number of people online booking trains and buses in 2014, 253.1 million in 2015 and 285.6 million in 2016 was 307.3 million. Regular way that can be understood also from increased graphics. Based on statistical information online and the number of people who train bus travel is increasing year by 14.3%. In the year 2020, this number is estimated to be 447.9 million people. Take a look at our statistics in Turkey income derived from train and bus booking online in 2014 158 million dollars and 206.1 million dollars in 2016 has been. Equally moving average-with Turkey's growth rate was 14.1% in the world in this field. Turkey in 2020 revenue to be derived from these areas are projected to be $ 320 million in the form.

2. Online Car Hire Statistics

Online car rental income in Turkey is 31.9 million dollars in 2016 was $ 26.9 million in 2014. Turkey's revenues in 2020 will be done in this area is projected to be 43.5 million dollars. The annual growth rate is above the world average annual growth rate was 8.9%. Online tools we evaluated the number of people hired on the basis of statistics in 2014 and Turkey in 2015 230 thousand, 250 thousand people in the year 2016 we can see that they rent a car over the internet.

The annual growth rate of the number of people remained below the world average and has been, 4.26% [10].

3. Online booking Activities Stats

Event bookings all sports competitions, it covers all music events and theater tickets. Statistics office is not included in the ticket sales system for tickets bought from the internet. Turkey we look at the overall effectiveness of revenue derived from online ticket sales in 2014 shows that 85 million dollars. Year 2014 revenue of $ 50 million, 85 million of sporting events, were obtained from the 25.6 million dollars, $ 9 million movie tickets and music events. In the year 2016 the total revenue from this field is that Turkey has achieved $ 140 million. Just as in the-world and in Turkey compared to the massive online event ticket revenue growing 28% in the future that income is projected to be achieved in particular through cinema tickets.When we look at Turkey in the online number of people who buy event tickets statistics in 2014 sporting event tickets the person number 740 thousand, music events, the number of people who buy tickets 630 thousand and movie tickets, the person number is 1.1 million people. If we look at the statistics in this area of the 2016 sporting event tickets in the area of 950 thousand persons, the number of people who bought tickets to music events and theater tickets 730 thousand persons in the area is 3.7 million people. We see a very significant increase in the-number of people to a cinema space[10].

F. Related Website Statistics and Tourism in Turkey

Website statistics used in some of Turkey's tourism is lower than the world average. The reason for this is that I have stayed at 46% of Internet penetration. The expansion of internet penetration, more households made innovations for the Internet along with the appeal to be changed at this rate.Turkey has been at my booking.co most visited website in the world as it is. Booking.co website of the preference of the website that the Turkish people also play an important role interfaces. At the same time thousands of hotels from Turkey to be registered in foreign tourists as well as domestic tourists helps in choosing the website.Flpgs.co in Turkey "low-cost" to adopt the so-called low-cost idea is a website belonging to Pegasus Airlines. In general, people argued that the cheap prices offered by the flypgs.co website. Be relevant website with the third most visited tourist in Turkey also supports it. I Onurair.co this website as well as Turkey's most visited tourist attraction and is one of the websites such as Pegasus Airlines, Onur Air also flygps.co my "low-cost" is an airline adopting the idea. Web sites they visit while using the internet in order to satisfy the needs of people for tourism in Turkey is given in the table. While people still prefer the website to book most flights it is one of the most visited websites in the accommodation and travel booking website.

This provides information about the destinations they go to have their own people in their website is the web site TripAdvisor.TripAdvisor, the table is one of the most

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important in the websites. In Turkey also frequently visited website in the entire world seems to be frequently visited. Turkish interface and Features are available in Turkish reviewed the hotel or tours. TripAdvisor someone living in the territory of Turkey in this respect, we consider there is no reason for the preference.

G. Tourism and Related Search Engines in Turkey Statistics

	Domain	Genrerak Numbering	Subject
1	Booking.com	111	Reservation about Travel and Accomodation
2	Turkishairlines.com	2.609	Flight Reservation
3	Flypgs.com	4.017	Flight Reservation
4	Thy.com	5.774	Flight Reservation
5	Etstur.com	8.692	Reservation about Travel and Accomodation
6	Tripadvisor.com.tr	9.067	Destination Evaluation
7	Skyscanner.com.tr	9.598	Reservation about Travel and Accomodation
8	Enuygun.com	12.774	Reservation about Travel and Accomodation
9	Onurair.com	23.060	Flight Reservation
10	Tatilsepeti.com	24.541	Reservation about Travel and Accomodation

With relevant keywords searched in search engines that tourism in Turkey among the most searched word "Turkish Airlines" is the word. "Turkish Airlines" are the reason why the most searched word on the internet without the need to book flights doubt the people. "THY" most people after the word "Pegasus" They called the word. "Thy words" 65% of people who entered the Find or flypgs.co turkishairlines.co immediately after the address of the search. Unlike the world in general are among the most searched word in Turkey are the names of the two bus companies. KamilKoç and Metro Tourism companies and said "KamilKoç" and "Subway" is a testament to the words of our country that the most searched the 9th and advanced than 10 words of the book bus made in Turkey over the Internet is based on the world.

H. Tourism and Related Social Network Statistics

If we are to look at information about tourism in the social networks rather than tourism, we can see pictures or place notices everywhere. Even the average person's social network accounts, shares at least one friend to go to a place where as a tourist pictures on social media.Internet in people's sense of having a tourist as it provides information on any subject is to ensure that people with information.

Tourism event that sets it apart from the people of the internet using the Internet may be subject to change due to the Internet. Internet "information gathering" that influences it has made in the area of information-gathering is also undoubtedly affect the tourism sector.48% of people using the internet as shown in the chart says that until now the holiday social media influence their preferences. Apart from this, people use social media and 33% of people who prefer to do your research before holidays have said they prefer a different hotel with the impact of social media. 10% of continuous change in the direction of the hotel where he stated that his research over the internet. While 7% prefer a different country 5% of the airline it has changed.

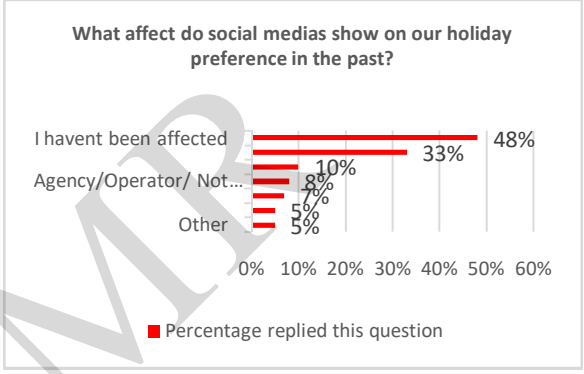


Fig. 3: Social Media and Tourism Survey in Statistic[10].

I. Introduction to Tourism ThroughInternet

First as the tourist product's bar is a need to promote your website in order to promote tourist products over the internet. Search engines, social media, the promotion of tourist products in ways such as e-mail can open the world in general or regional.

After the introduction of the tourist product is the most important part of marketing. People not only products, but also recognition of tourism is also important to make a reservation over the internet. With this method, called for online e-commerce or e-shop sales or booking procedures performed. Booking.co I cited as examples the Hotels.co or Expedia.co reservation sites such as e-commerce system algorithms. The tourism product will be introduced in place-are the most simple search engine will be introduced. Today, the most important choice we think everyone's search engine to use the name uses the internet in terms of tourist products will also be introducing or spreading it.[11].

The items listed in the search engines that people are not just called. Like the company or individual wants to own a website or social media on a specific money can list their top rankings of search engines. As an example, "tourism, travel, resorts, flights, train tickets" as you register words such as advertising on search engines when people type these words, Turkish Airlines is though, jolly tour is, knows well-known

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and as TCDD were companies will appear in the ad registered on the website next to their website .

Advertisers company's name next to the names of these people psychologically by seen large companies will exchange ideas for advertising company via social media like search engine advertising has the ability to advertise. For example, Facebook company corporate users, to better promote the company on behalf of the home page offers advertising opportunities. Advertising features with Google that shows very close characteristics. With features you specify your company's page is shown to specific audiences. If you can show how many people are essential features that determine advertising rate.

J. E-Tourism SWOT Analysis

E-Tourism SWOT analysis are as shown below [12].

Strengths

- It is a quick communication channel.
- It can be personalized.
- Measurability of results is easy.
- Human resources are effective.
- It complies with the requirements and flexible.
- Low cost.
- Market / marketing research and allows for ease of data collection.
- Recognize the possibility of direct communication.
- Increase the service quality of the tourism business.
- Provide cheap labor.

Weakness

- There are no definite plans.
- The product cannot be physically seen.
- The novice in computer use.
- Information and data entry takes time.
- There are difficulties in getting the confirmation.
- There is information pollution.
- Internet cannot determine the best and competitive prices.
- There is mixed operations with the Internet.
- The company has a certain agency and the hotel was operating at.
- Credit card holders are not usually, not goods and services over the internet.
- Knowledge of possibilities can be booked through the Internet.
- Automation talk with a real person instead be preferred.
- Service quality is low.
- E-tourism concept has not yet been widespread.
- There is a lack of promotion and advertising.

Opportunities

- The e-tourism market is widespread.
- Mass media and Internet use is widespread.
- Increasing the level of education increases.
- Alternative recognizes the opportunity to compare.
- Promotional opportunities with low cost offers.
- Reduce dependence on the vehicle.
- Reducing bureaucracy and brochures with electronic money. Versatile introduction to the use of a combination of all promotional tools
- Consumer cruise discounts, cancellations, changes and retains the remuneration of the travel agent for reservations.
- Saves time because it provides a fast communication medium. Consumers detailed and easy way of doing internet research, can make healthier choices.
- E-Advertising is effective; for more information, the more effective way (for example, video images, photographs, maps, etc.) is delivered to the user. It is not limited to time and space concepts. Continuous communication and source of interaction [13].

Threats

- There is a price break problems.
- Use of some sites may require membership or system on the Internet. In this case, personal information must be given. Personal information provided by the system security and privacy policies are important here.
- Knowledge-intensive Internet environment, it may cause consumers to get lost in the information density. Here not only intensity is concerned, at the same time pollution information is also available.
- Rely on the use of credit cards has yet to be fully achieved. Here is an important factor to be stolen credit card information over the internet.

VI. CONCLUSION AND EVALUATION

Since the so-called oil service industry or tourism industry of Turkey on 24 January 1980 has been one of Turkey's biggest source of income. In this study, the Internet is clear from the statistics that it took place after the introduction of the ADSL Internet's contribution to our lives. Especially in the field of hotel accommodation bookings, flight bookings are two areas of the field trip in the first in the online tourism motion what has been done over the internet. In particular, studies on online marketing in the years 2007-2009 and has also affected the tourism industry in the year ahead naturally. Statistics that in 2016, with the statistics in 2007, the difference can be given as an example. Search engine ads or listing properties due to the state or shared with certain followers via social media, thanks to features such as picture or tweet to reach the target audience of the marketing department and front of analyzing the target audience has been opened. Ad provided by tourism enterprises via the Internet as well as how that is important but also the content of those websites that the customer's visit is so important to be a ready understand.

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Tourism businesses can create profiles of their choice or through the Internet tourists can use the Internet to collaborate with other tourism enterprises. At the same time hotel reservation and registration systems in the agencies and global distribution systems work over the internet and is now an indispensable feature of today's many tourism businesses.

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