

URBAN TOURISM: AN ANALYSIS OF VISITORS TO ISTANBUL

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Abstract

Urban tourism study is a research involving the change in the economic base of cities, in the land use of the urban places as well as in the social life's of the residents. The most important issues for the cities taking place within the developing tourism sector are managing the change and the people influenced by such change successfully.

The cities, the final spatial products of the activities of the mankind do have a considerable importance on tourism. The cities are the places where cultural inheritance is intense and gathered. Cities are the biggest touristic resources and are themselves among the important destinations.

The importance of city destinations has increased with the efforts to ensure tourism variation in Turkey and with the new strategies to extend tourism season to the whole year. These developments increased the expectations of Turkish tourism from Istanbul substantially.

The primary goal for Istanbul is looking after its historical, cultural and natural resources and providing the city with a global status, a development in compliance with that of the country and the region, taking place within the other metropolis in the global economic development process, making use of the regional opportunities within the economic structures of the world and region and assuming a lead role in this structuring and establishing a protection and development balance as a metropolis with historical, cultural, scientific, artistic, politic, commercial and service backgrounds. For Istanbul's being a global city, its commercial and touristic characteristics should be emphasized and the service sector for that purpose should be developed with planning strategy.

This study assumes that the tourism function, considered to be the most efficient means to introduce Istanbul to the rest of the world, should be developed in a planned and strategic manner and intends to analyze the demographic profiles of international visitors visiting Istanbul make strategies to tourism development of Istanbul as well as consider to necessity very detailed studies on the subject.

1. INTRODUCTION

The importance of city destinations has increased with the efforts to ensure tourism variation in Turkey and with the new strategies to extend tourism season to the whole year. These developments increased the expectations of Turkish tourism from Istanbul substantially. With any attractively that could serve Turkish tourism sector, Istanbul's spatial development should be planned on the focus of tourism and this will be the best instrument in advertising Turkey globally.

Turkish tourism industry, particularly in the 2000s, began following the developments in the world touristic activities and realized that the approaches that are parallel to the latest developments in the world should be adopted. Although these approaches emphasize the importance of the urban areas, which have gained a clear dimension in the world after the 90s and contained many forms of tourism where the touristic products are current potential, they are not aware of the detailed researches and studies including the urban tourism concept in the world. In the 2000s the importance of urban areas in tourism development is realized in Turkey. This can be understood from planning studies, which target urban areas, and research studies made on cities and their environments. But in the world the urban tourism concept and development of tourism in the urban areas have a considerable theoretical framework and the academic studies on the issue are still continuing. Developing and planning the tourism in the urban areas is a difficult process while Turkey is at the beginning of it. In fact, the cities where urban tourism has much importance are Istanbul and Antalya, which is evident from frequency of the planning and marketing studies focused at those cities and their environments.

Istanbul, the biggest city of Turkey on the basis of its population and the functions performed and subject to the most rapid and great change under the contemporary conditions has a great potential to be an international city in parallel with the global trends. It is the intersection point of the country and region's transportation network, and has direct transportation capabilities to all regions, employment opportunities, higher infrastructure and social facilities when compared to other regions.

This study assumes that the tourism function, considered to be the most efficient means to introduce Istanbul to the rest of the world, should be developed in a planned and strategic manner and intends to analyze the demographic profiles and travel characteristics of the international visitors of Istanbul. To understand of the demand for urban tourism, the characteristics of international visitors should be analyzed. This in

turn could be guiding from the point of managing the tourism development and creating related policies and could be aiding for establishing the urban marketing and planning in a guiding nature for the public and private sector policies.

In the study, the demographic characteristics of the international visitors of Istanbul based on different tourism seasons, their reason to prefer Istanbul, their characteristics related to their Istanbul visit were analyzed. In the conclusion are the evaluations of the Istanbul tourism development and the proposals on tourism strategies.

2. URBAN TOURISM: ISTANBUL AS AN URBAN DESTINATION

The importance of urban areas for touristic purposes

As the touristic market is developing throughout the world and tourism turns into an activity considered for the modern cities, it has become the primary strategies in urban revitalization projects. Because of this, the urban tourism has been a fundamental part of the modern urban management (Borg, 1991). Tourism is an important market, which develops by providing the city with increasing amount of revenues. The development of tourism, creating revenues and employment for the local economy also causes variation of the touristic products. The urban tourism market of course plays a positive role on reconstruction of cities. As the urban environment has gained value, all users have been attracted to the city while urban tourism has been encouraged by the changing leisure activities of tourists.

Understanding the urban tourism is something related to knowing about what visitors want to experience in the cities they visit (Ashworth, 1992). Clear and explicit understanding the reason behind the visits of the tourists to the specific places takes an analysis of tourist behavior (Pearce, 1982). In addition to touristic behaviors, the researchers should comprehend well the scale, location, function, appearance and cultural inheritance of the cities in order to understand the similarities and uniqueness in varying and differing urban places, that the cities do have differing and various functions and the urban functions are used by the city residents as much as the tourists do (Pearce, 1993).

The urban tourism studies are very interesting because the urban places are unique and different from each other. The cities vary with regard to their scales, locations, functions, sceneries and cultural inheritance. To understand the urban tourism better, such differences should be clearly defined (Pearce, 1993). Each urban destination has a

different identity, which means that the researchers and planners would develop different planning strategies. This understanding is also important for the planners. Correct and final information on the demand for urban tourism has a vital importance both for planners and sector representatives. One of the primary difficulties faced by tourism sector is to balance the supply of services, product and infrastructure with the demand for these products. Without sufficient information, daily management of the urban tourism imposes difficulties on the planners in their effort to attract and develop the urban tourism market. What important issue from the view of planners is to understand as to how they would develop the planning strategies determining to locate the touristic activities and manage touristic development in the urban areas.

The market research in the urban tourism is very important for perceiving the requirements and satisfactions of the visitors. In many European cities, it has been possible to obtain the market research data from the visitor activities. In many cities, the visitor surveys have been used for the purpose of data analysis as well as adapting them to the marketing strategies (Berg et.all, 1995). Formation of tourism in cities is related to the city itself, its expectations, putting varieties into tourism and the influential strategies so selected (Law, 1993).

This study determining the characteristics of the international visitors visiting Istanbul make strategies to tourism development of Istanbul as well as consider to necessity very detailed studies on the subject.

Istanbul as an urban destination

The share of the international tourist arrivals of Istanbul within the total international tourist arrivals of Turkey has been decreasing during the years. The share of Istanbul in Turkish tourism market decreased from 26% to 20% for the 1995-2004 periods (Table 1). While the number of international visitors visiting Istanbul was increasing 25% from 1995 to 2001, the number of international visitors visiting Turkey increased 50% (SSI, 2005).

It is known that majority of the international visitors visiting Turkey and Istanbul (%73) is the Europeans. 90% of the international visitors coming by airlines in Istanbul. As it was already stated on several reports issued by several institutions working for the tourism sector, there is a decrease on the number of the international tourist arrivals in Istanbul when Turkey compares it in general. While the share of Istanbul from the international

tourism market was 0,35%, its share in Mediterranean based hosting 10 million tourists every year was 2% (TYD, 2002).

Table1. Distribution of International visitors arriving in Istanbul by years and months-the share of Istanbul in the Turkish Tourism Market

Months	1990	1995	1997	2000	2001	2002	2003	2004
January	45009	119902	135299	104224	139162	124917	86929	186141
February	51080	134849	136559	124367	150847	144572	188536	196815
March	81467	157820	204769	151551	201156	193198	177244	248006
April	102368	178422	194766	195546	238003	216317	196010	286775
May	113529	190595	231701	200591	241860	226114	253159	326415
June	107556	184042	206676	215529	250901	213366	294726	300093
July	139284	177057	236063	326910	288288	277669	378087	377161
August	136913	182359	248013	244309	278046	276047	381051	349015
September	124287	197523	268051	250192	236975	277916	331383	331241
October	99214	188628	254860	248247	194006	315972	353209	327213
November	64697	153045	210751	196002	160656	214386	222255	277651
December	56527	143142	175220	163073	137239	225374	209600	266647
Total	1121931	2007384	2502728	2420541	2517139	2705848	3076978	3473185
Share	20,8	26	25,83	23,21	21,66	20,41	22,04	19,83

SSI, Ministry of Tourism, 1991,1996,1998,2001,2002,2003,2004,2005

While 80% of the tourists visiting Istanbul stay at the hotels holding a certificate from the Ministry the other 20% prefer those certified by the Municipality. The average stay of the international tourists in Istanbul is 2,4 days (IMP, 2005). On the other hand this figure is about 7 days for Antalya and Southern Aegean region (TYD, 2002).

Not only Istanbul has a low share in tourism among the other world cities, its entertainment and congress tourism share is also lower. Considering the number of visitors to Istanbul with regard to accommodation capacity, it seems sufficient, although it is much lower for the number of tourists, touristic revenues, entertainment facilities, number of congresses and museums. But from the point of advertising budgets, Istanbul's failure in tourism is not very odd. The accommodation capacity of Istanbul, with a total of 90 thousand, is about one sixth of Paris (TUYED, 2003).

3. ANALYSIS OF INTERNATIONAL VISITORS OF ISTANBUL

Methodology

This study determining the profiles of the international visitors visiting Istanbul make strategies to tourism development of Istanbul as well as consider to necessity very detailed studies on the subject.

This study has been exposed from the research (Kerimoglu, 2004) using face to face survey which was made in departure gateway of Istanbul Atatürk International airport between the term August 2002 and February 2003 including August 2002, November 2002 and February 2003. This survey from which visitors expectations have been used, covers 1436 international visitors who are over 18 ages and accommodated at least one night. The number of total valid survey is 1436 of which 503 has been made in August 2002, 479 in November 2002, 454 in February 2003. The sample rate was based on random sampling method with 0,95 reliability. According to the sampling, the data obtained from the survey made in August explained summer season evaluation, the survey made in November explained spring season evaluation, and the survey made in February explained winter season evaluation. These seasons and months used in survey are based on assumptions of State Statistics Institute. The days and hours of the survey were chosen according to the number of passengers and flights in the season while the visitors were selected randomly from the cafes and waiting halls in the airport international terminal and gates. A person representative of the visitor group was chosen, thereby providing a different profile and tendency. The findings from these different groups were reflected on the results of the research.

Findings

Socio-demographic Characteristics of the International Visitors arriving in Istanbul

The majority of the international visitors to İstanbul in all seasons come from the European Union Countries. Those who visit İstanbul in different seasons from those of the EU countries, mostly consist of British and German visitors. While the visitors are generally either self-employed or work as civil servants/office workers at the public/private sector, the majority of the visitors in all seasons have middle and upper-middle incomes.

In winter visitors in the age group between 40 and 49 are in majority; and while the group <20 prefer the summer season, those in the age group between 60 and 70 prefer to come in spring. Visitor running their own businesses prefer to come to İstanbul in summer, whereas the retired prefer spring. The number of students rises in the summer and winter seasons; however this number is three times the less in spring when compared with the other months. Visitors with high incomes mostly prefer the spring season.

Table 2. The most frequent demographic characteristics of visitors arriving in Istanbul

Summer Season					
USA Canada South America	EU Countries	Russia and other European Countries	Far East	Other Asia	Africa
male	male female	male female	male female	male	male
20-29 ages	20-29 ages	20-39 ages	20-29 ages	30-39 ages	30-39 ages
Middle income	Middle income	Middle income	Middle income	Middle income	Middle income
University degree	University degree	University degree	University degree	High school MS-MBA-PhD	University degree
Self employed	Workers at the public/private sector	Self employed	Self employed Workers at the public/private sector	Self employed	Self employed
Spring Season					
male	male	male female	male female	male	male
30-39 ages	30-49 ages	20-29 ages	20-39 ages	30-49 ages	30-39 ages
Upper-middle income	Middle income	Middle income	Middle income	Middle income	Upper-middle High income
University degree MS-MBA-PhD	University degree	University degree	University degree	University degree	University degree
Self employed	Workers at the public/private sector	Workers at the public/private sector	Workers at the public/private sector	Workers at the public/private sector	Self employed
Winter Season					
male	male	male female	male	male	female
30-39 ages	40-49 ages	40-49 ages	20-29 ages	20-29 ages	20-49 ages
Middle income	Upper-middle income	Middle income	Middle income Upper-middle income	Upper-middle income	Upper-middle income
MS-MBA-PhD	University degree	University degree	University degree	MS-MBA-PhD	University degree
Workers at the public/private sector	Workers at the public/private sector	Manager	Self employed	Self employed	Workers at the public/private sector

Table 3. The less frequent demographic characteristics of visitors arriving in Istanbul

Summer Season					
USA Canada South America	USA Canada South America	USA Canada South America	USA Canada South America	USA Canada South America	USA Canada South America
<20 ages 30-39 ages	<20 ages 60-70 ages	<20 ages 50-70 ages	<20 ages 50-70 ages	<20 ages 60-70 ages	<20 ages 50-70 ages
Low income	Low income	High income	High income	Low income	Low income
Primary education	Primary education	MS-MBA-PhD	Primary education	Primary education	Primary education
worker administrator	worker administrator retired	Worker retired	manager worker retired	Worker retired	Worker retired student
Spring season					
<20 ages 60-70 ages	<20 ages	<20 ages 50-70 ages	<20 ages	<20 ages 60-70 ages	<20 ages 40-70 ages
Low income High income	Low income	Low income	Low income	Low income High income	Low income
Primary education High school	Primary education	Primary education	Primary education	Primary education	MS-MBA-PhD
manager worker administrator retired student	worker administrator retired student	worker administrator retired	manager worker administrator retired	manager worker retired	manager worker administrator retired student
Winter season					
<20 ages 60-70 ages	<20 ages 60-70 ages	<20 ages 50-70 ages	<20 ages 50-70 ages	<20 ages 30-39 ages	<20 ages 50-70 ages
Low income High income	Low income High income	Low income High income	Low income High income	Low income	Low income High income
Primary education High school	Primary education	Primary education	Primary education High school	Primary education High school	Primary education High school MS-MBA-PhD
manager worker retired	worker administrator retired	worker administrator retired	worker administrator retired	worker administrator retired	manager worker self employed administrator retired student

Travel Characteristics of the International Visitors arriving in Istanbul and the Classification of these characteristics

Majority of the international visitors arriving in Istanbul stay in the city for approximately 2-5 days with regard to all seasons. Most of the international visitors to Istanbul consist of those who have come to Istanbul for the first time in all seasons.

Table 4. Classification of international visitors arriving in Istanbul by length of stay

	Summer season	Spring season	Winter season
1.group	4 days	4 days	4 days 3 days
2.group	3 days 5 days	3 days 5 days	5 days
3.group	2 days 7 days	2 days	2 days
4.group	others	others	others

Table 5. Classification of international visitors arriving in Istanbul by transportation modes

	Summer season	Spring season	Winter season
1.group	taxi	taxi	taxi
2.group	Bus-mini bus-tour bus	Bus-mini bus-tour bus	Bus-mini bus-tour bus pedestrians railway
3.group	pedestrians railway	pedestrians railway	
4.group	others	others	others

Table 6. Classification of international visitors arriving in Istanbul by accommodation

	Summer season	Spring season	Winter season
1.group	3 star hotel 4 star hotel	5 star hotel	5 star hotel
2.group	5 star hotel non-classified others	4 star hotel 3 star hotel	4 star hotel 3 star hotel
3.group		non-classified others	non-classified others

Majority of the International Visitors to Istanbul;

Stays in the city for approximately 2-5 days, comes to Istanbul for the first time, visits the city for the purpose of travel (leisure), mostly prefer to use taxis during the time of their stay, prefer to organize their travels on their own and stay at 5-4-3 star hotels.

The daily food expenditures of the visitors are between 0 and 50 Euros, their total daily expenditures is between 0 and 100 Euros. Their total expenditures during the time of their stay in Istanbul range from 200 Euros to 400 Euros.

Accommodation preferences and daily expenditures of the visitors during their stay in Istanbul differ from season to season.

While Internet Web Sites have a very little role in the presentation of Istanbul and its preference, the role of the Turkish tourist agencies and tourism fairs is even less.

Those who visit Istanbul with the purposes of cultural activities, sports, health, etc. and who have come upon the recommendation of a friend or relative are very small in number.

Travel characteristics of the international visitors to Istanbul vary according to the tourism season. While a great majority of the visitors come to Istanbul for leisure, the number of such visitors fall in winter and spring, when visitors who come for business affairs are in the majority.

The demand for non-classified accommodations rise in the summer season whereas the accommodation rate in 5 star establishments are two times the more in spring and winter. In winter, the accommodation rate in 4 and 3 star hotels show a significant rise when compared with the other seasons. The most preferred establishments in summer are 3 star, while the 5 star ones are preferred the most in the spring and winter seasons.

It is observed that there is a rise in the daily accommodation expenditures of the visitors in the spring and winter seasons, and these expenditures reach their peak in the spring season.

Pedestrians are more commonplace in summer and winter, whereas the demand towards railway systems are on the rise in winter.

Differences between the visitors visiting Istanbul in terms of the purpose of the visit

The visitors' purposes of coming to Istanbul vary according to their different characteristics and tourism seasons.

Characteristics of the visitors visiting Istanbul for touristic (leisure) purposes

- Stay in Istanbul for 3-5 days
- Prefer to travel as two people
- Prefer coming to Istanbul because of the recommendations from friends and relatives and via travel agencies
- Majority has middle or upper-middle income
- Stay at 3 star hotels in summer and winter seasons, while they preferring to stay at 5 star hotels in spring
- Pensions are more preferred in the summer and spring seasons
- While buses, mini-buses or tour buses are preferred in the summer and spring seasons, taxis are more widely used during winter
- Visitors coming from the EU countries, who visit Istanbul with leisure purposes are on the rise in the spring and winter seasons
- While there are more visitors from America, Canada, South America, Russia and other European countries coming in the summer season when compared with other seasons, the number of visitors coming from the Far East is more or less the same in all seasons
- Most of the visitors who come to Istanbul in the summer season are between the ages 20-39, whereas those who come in spring are between 20-39 and those who come in winter are between 20-49
- Visitors in the age group between 60-70 are relatively more in number in the spring season
- Number of students is higher in the summer and winter seasons when compared with the spring season

- The season when the number of the retired visitors is at its peak (relatively) is spring
- Number of visitors with high income levels is observed to rise in the spring season

Characteristics of the visitors visiting Istanbul with the purpose of participating in cultural activities

- Stay more in the city when compared with other visitors
- Prefer to travel alone, or as two people
- Organize their travels on their own
- The most important factor for their preference to visit Istanbul is the recommendations of their friends or relatives
- Spend 0-50 Euros daily
- While the majority consists of visitors from the member countries of the EU, they have a small percentage among those who visit Istanbul for this reason
- While they prefer 4 and 3 star hotels and pensions in summer, 5 and 4 star hotels and pensions are preferred in spring
- Their visits are more frequent in summer when compared with the other seasons

Characteristic of the visitors visiting Istanbul for the purpose of visiting friends/relatives

- While the number of such visitors rise in the summer season, a decline can be observed in spring and winter. Moreover, these visitors are only a small minority among the other visitors to Istanbul
- It has been observed that those who come to Istanbul for this purpose visit Istanbul several more times
- They stay in Istanbul longer than all the other visitors
- They prefer to travel alone
- Stay at the houses of their friends/relatives
- Mostly prefer taxis in all seasons

- Organize their travels on their own
- Prefer Istanbul upon the recommendations of their friends/relatives
- Their total daily expenditures in the city are approximately between 0 and 50 Euros
- Visitors from the countries of the EU are in majority
- Those who visit Istanbul in the spring and winter seasons have upper-middle income; those who come in summer have medium and high income
- Visitors with high income levels are higher in number in the summer and winter seasons

Characteristics of the visitors visiting Istanbul for business

- The number of the visitors is observed to be on the rise in the winter and spring seasons
- They constitute the second biggest majority among the visitors to Istanbul after those who come for leisure purposes
- They have made many international travels in the last two years
- Stay at 5 star hotels
- Prefer to use the taxi as means of transportation in the city
- Organize their travels on their own
- Get familiar with and prefer Istanbul due to business
- Their total daily expenditures are approximately between 0 and 50 Euros
- Visitors from the countries of the EU are in majority
- Visitors from Russia and other European and Far-Eastern countries are also among the ones who visit Istanbul mostly for the purposes of business
- Have upper-middle income levels
- Stay in Istanbul for 2-4 days
- Prefer private cars in the spring and winter seasons
- There is also a rise in their expenditures in the spring and winter seasons

Characteristics of visitors visiting Istanbul for the purposes of sports, health, etc

- Those who visit Istanbul for the purposes of sports, health, etc, are very small in number when compared to other visitors
- There is a decline in the number of these visitors in the spring and winter seasons
- They prefer taxi as means of transportation in the city
- Visitors from the countries of EU are in majority
- Visitors who come in summer stay for 1-2 days, in spring 3-4 days and in winter 6-7 days
- In the spring and summer seasons there is a rise in the number of visitors who stay for more than 8 days
- Visitors who come in the summer and winter seasons prefer 4 star hotels whereas those who come in spring prefer 3 star ones
- Their total daily expenditures are approximately between 0 and 50 Euros. This number rises up to 50-150 Euros in spring and 201-400 Euros in winter
- Visitors who come during the season of summer have upper-middle income whereas the ones who come during spring and winter have middle-income

Among the visitors to Istanbul who come for the purpose of leisure, those are relatively the most in number are,

- Visitors from the EU who come to Istanbul in the winter season
- Visitors from the Far East who come in the summer season

Among the visitors to Istanbul who come for the purpose of participating in cultural activities, those relatively the most in number are,

- Visitors from America, Canada, South America and Far East who come to Istanbul in the spring season

Among the visitors to Istanbul who come for the purpose of visiting friends/relatives, those relatively the most in number are,

- Visitors from the EU countries, America, Canada, and South America who come to Istanbul in the summer season

Among the visitors to Istanbul who come for business, those relatively the most in number are,

- Visitors from the EU countries, Russia, or other European countries who come in the summer season
- Visitors from Russia, and other European and Far-Eastern countries who come in the winter season

Among the visitors to Istanbul who come for the purposes of sports, health, etc, those relatively the most in number are,

- Visitors from EU and other Asian countries who come in the winter season

While visitors with low income levels are more common among those who visit Istanbul for the purpose of participating in cultural activities in spring, those with high income levels can be seen mostly among those who come for business in summer and spring, and for sports, health and other purposes in winter.

Among the visitors to Istanbul who come for leisure purposes, those relatively the most in number are visitors with middle-income levels visiting Istanbul in summer, spring and winter; among the visitors who come for the purpose of participating in cultural activities those relatively the most in number are visitors with middle-income levels who come in summer; among the visitors who come with the purpose of visiting friends/relatives those relatively the most in number are visitors with middle and upper-middle income levels who come in summer and visitors with upper-middle income levels who come in spring and winter. Among the visitors who come for business purposes, those relatively the most in number are visitors with high income levels who come in all seasons; among the visitors who come for the purposes of sports, health, etc, those relatively the most in number are visitors with upper-middle income levels who come in summer and visitors and with middle income levels who come in spring and winter.

While there are significant differences among the visitors who come for business and leisure in terms of participating in spatial activities, especially their choices regarding the place of accommodation, the expectations and thoughts of the visitors about Istanbul are more or less the same.

Visitors who come to Istanbul for touristic purposes stay at Historical Peninsula especially in summer and spring whereas, those who come for business prefer areas with new business centers.

4. CONCLUSION

Conclusions regarding the decrease of seasonal differences in Istanbul

It's essential to expand the touristic activities to all seasons of the year in order to reach the goals determined with the development of planned tourism in Istanbul. For this purpose, it's very important to analyse the international visitors who come to Istanbul for purposes such as participating in business affairs, commercial affairs, meetings, seminars, conferences, congresses and fairs. With regard to the potential visitors, it's also essential to determine the characteristics of the visitors who come to Istanbul with different purposes. The short-holiday market is very important for cities. Weekends have more significance for cities, though this significance is somewhat partial. People who go on short holidays are professionals, managers, couples with no children, old or young adults, and though such trips are more frequent in spring, they are commonplace all throughout the year. Therefore, short holidays are a great opportunity for cities to expand the time of tourism to all seasons of the year. Although there are not many managers among the visitors to Istanbul, it's known that they visit Istanbul in the winter season. This is a great opportunity for the winter season of Istanbul. Since business visitors are known to travel mostly during the weekdays, they should be persuaded to stay in the city at the weekends, too, and it should also be ensured that they travel not alone, but with their partners or friends. In many cities throughout the world hotels give discounts and arrange tickets of various organizations for their customers so as to raise their occupancy rates at weekends. Whether it is a conference, festival, or any other form of entertainment, many activities in the city can attract visitors only for two or three days. The important thing is to persuade the visitor to stay longer in the city with the help of various presentations. By presenting different activity options and information during the reservation process, it should be ensured that the visitors participate in such activities.

It is known that among the visitors to Istanbul, between the ages 60-70 are relatively very small in number and this group prefers to come to Istanbul in the spring season. For many cities, this group's visits are very important to remove the seasonal differences in tourism. Especially people in the age group between 60-70 (retired) who are interested in cultural trips, are a great potential for cities with cultural attractions. By presenting this group, who prefers to come to Istanbul in spring, with touristic packages in accordance with their tastes especially in the spring season, a rise in the number of these visitors

can be achieved. Likewise, there should also be packages in accordance with the interests of the <20 group (students), who are very small in number when compared with the other visitors to Istanbul. This group's visits to Istanbul in the winter season is a great advantage for the city. There are significant discrepancies between the the visitors belonging to the age groups <20 and 60-70 in terms taking advantage of shopping and entertainment opportunities.

Conclusions regarding the visit purpose

Great differences can be observed between groups of visitors who have leisure or business purposes when visiting a city. Most important ones among these are the number of international trips, frequency of their visits, number of people in the travel and travel expenditures. While visitors on business travels have higher incomes when compared with visitors with touristic purposes, it can also be observed that males are higher in number. There is a direct proportion between the visitor's level of income, and the frequency and expenditures of the travels. It's also remarkable that among all the visitors and compared with those with touristic purposes, people on business travels are more interested in functional properties. On the other hand, the tendencies of the visitors with touristic purposes are more complicated and much more global. On the basis, visitors with leisure purposes are restricted by time and money, whereas their decisions depend on personal characteristics and preferences. The decisions of those who visit cities for business puposes depend on the foundation or the company they are related with. While the company meets the expenses of the visit, the visitor pays for his/her own expenses in view of his own criteria and preferences. It's also pointed out in various statistics and researches that visitors with business purposes spend more than all the other visitors regarding tourism expenses.

Conclusions regarding advertising and marketing

Price is the most important factor which affects the decisions of the potential visitors trying to choose their destination. It's very important to establish an equilibrium in the pricing of Istanbul's accomodation, transportation and the activities and services within destination.

The number of the African visitors to Istanbul is very low. It's known that African visitors with high income levels visit Istanbul in the spring season. It is clear that travel agencies should give more emphasis to the African market. They should also direct the visitors in

the EU, America, Russia and other European, Far-Eastern and Asian countries and focus on the presentation of Istanbul especially with different touristic packages. It is observed that travel agencies fail to present Istanbul sufficiently in their external advertisements. Another important matter to be considered is the defects and deficiencies of the activities within Istanbul. Apart from the necessity for the travel agencies to analyse the visitors thoroughly and develop their points of view in this respect, it is impossible for them to work as independent institutions both in external and internal organizations. The public sector should support them with various planning and organization studies. For an organized and successful development it is essential for all institutions to act in accordance with pre-determined policies.

Most of the visitors from the EU, Far-Eastern and African countries change their opinions about Istanbul after visiting the city. It is observed that visitors from the EU, Far-East and Africa don't have positive views about Istanbul beforehand. However, these views change towards a positive attitude after they visit the city. It is essential to work more carefully on the advertising activities prepared for these markets. The image of a specific destination in the minds of the visitors bears great significance regarding the visit of the destination, its success in tourism and other potential visitors. Turkey's image worldwide is certainly the biggest factor that affects the image of Istanbul. The prejudice created by the unfavorable political and economic conditions and the religion of the country have a negative effect on the visitors; however, the education, income level and gender of the visitors have no effect on their perception of Istanbul.

The natural and cultural values of the city have a more striking effect on the visitors than any other artificial attractions. While the image created by artificial sources affect visitors coming from the near regions, visitors from far off regions are more affected by the information found on Internet. Hence, the web sites of Istanbul and Turkey need more attention and it should be ensured that the information provided is more detailed and clear.

Turkey should make sure that its advertising and marketing campaigns persuade the visitors to Turkey to stay for at least 2-3 days. In many countries throughout the world similar actions are taken to promote the visits to cities, especially with the support of airlines. This is very easy since, as mentioned several times before, main arteries go through cities and Istanbul is the foremost city in Turkey in terms of its connection with the external world. Considering this, it will be easier to carry out this implementation in Istanbul. It is found out that visitors from the Far-East who come to Turkey in the spring

season have been Turkey to before, but never stayed in Istanbul. On the contrary, it is observed that visitors from Russia and other European countries have visited Istanbul many times before, yet never been to the other regions of Turkey. During the last ten-year period, a significant rise in the number of Russian visitors to Turkey can be observed. Visitors to Istanbul who come from Russia and other European countries have the same characteristics in all seasons. It is known that Russian and other European visitors who come to Istanbul in the spring season have high income levels. It is essential to persuade the visitors to Istanbul to visit regions other than Istanbul or at least they should be provided with daily presentative tours to near surroundings. As means of access are sufficient and not expensive, it will be easier for near surroundings to have a share from tourism. It is seen that most visitors from the EU who visit Istanbul in the spring season have never visited Turkey and Istanbul before. These visitors do not pay repeated visits during the spring season. They can be provided with different packages in this season. It is also observed that visitors from the EU who visit Istanbul in winter visit Istanbul several times, yet don't visit the other regions of Turkey. Since it is known that visitors from the EU come to Istanbul in this season for mostly business purposes, it can be inferred that they have high income levels and obviously do not prefer Turkey for leisure purposes.

Though the European market has great importance for Turkey, unfortunately, it is clear that only a small number of the member country citizens visit the country. Looking at the matter from a more positive perspective it can be said that there is a great potential of visitors in the European market who have never been to Turkey and Istanbul, yet are about to come. Turkey can accelerate its efforts towards this potential and also should use the opportunity of knowing these visitors' characteristics, tendencies, and expectations. According to the findings of various studies regarding this matter visitors tend to choose destinations which they never visited or have seen very little of. When this is taken into account, it can be seen that Istanbul has many advantages in this aspect. It is known that in the EU market, citizens of Scandinavian countries and the Irish prefer urban destinations more than all the other visitors. However, there are little or no visitors from Northern Europe and Ireland to Istanbul. This situation should be considered while determining the advertising and marketing strategies.

While the American visitors who come to Istanbul in spring and winter seasons think that American people have insufficient information about Istanbul, those who come in the summer season think the opposite. This shows that characteristics of the American

visitors to Istanbul change according to the season. This conclusion is very important in the development of advertising strategies for the American market. While the American visitors prefer to come to Istanbul mostly in summer, the majority of these visitors are retired and have high income levels. These visitors should be provided with touristic packages which appeal to the age group between 60-70 in the summer season. It is also known that American visitors who come to Istanbul in spring and winter are in the age group between 30-39 and most of those who come in spring have upper-middle income levels while those who come in winter have mostly middle income levels.

Marketing strategies involve not only the marketing the products of a city, but also shaping and developing these products in line with strategic vision and the demands and needs of the users. The touristic products of the city also have great importance for the potential visitors who haven't visited the city yet. The best touristic strategy to be determined is a strategy entegrated with planned tourism, in relation with the presentation of activities and publicity for the visitors. The only way to maintain urban tourism is to depend on planning and this creates many opportunities for long-term touristic approaches.

By planning the historical, residential and natural potentials of Istanbul within urban integrity and with a balance between protection and usage and furthermore, by presenting the determining factors of residential planning to the visitors after integrating them into the structure of the organization, the development of tourism in Istanbul will be more proper and the advertising activities will be much more effective.

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