

# REGIONAL DEVELOPMENT CONTRIBUTION OF TOURSIM:CASE OF ADIYAMAN

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## ABSTRACT

*Tourism has an important role in some issues such as exchange input, increasing business opportunities and decreasing blank of the paying balance. That's why, sector of tourism is seen as a key sector in economical development and vanishing the imbalanced of inter-regions in developing countries. In this scope, Adiyaman (Turkey), located in the region of the GAP (South Eastern Anatolian Project), has a significant status in the aspect of tourism and due to this; Adiyaman is expecting to be evaluated. It is very sufficient to reveal the potential of Adiyaman in the point of tourism sector and to give advices in order to improve the status.*

*In this study, the position of the tourism sector in Turkish economy was manifested by means of various indicators. According to this, the number of the tourists visiting Turkey has increased about twenty two times and income of the tourism has increased fifty-three times. It has been also determined that, the rate of the tourism incomes in GNP has reached 2,9 %; the rate in the export has reached 20,8 %. In addition to these, some analysis and comments have been suggested by determining the status of Adiyaman in this relation and contributions that will support the country and regional development have been mentioned.*

**Key Words:** Tourism Sector, Regional Development, Adiyaman

## Introduction

Tourism is an important sector for the last thirty years has become the world's economy. A lot of this sector, have been either directly or indirectly affected by the economic unit. Because of the economic impacts created by the interest in the sector is increasing every day. This interest of tourism by creating an important source of foreign exchange to close the balance of payments deficits is focused on issues such as reducing unemployment by creating new employment opportunities.

The economic contribution of tourism to a country, tourists from the various expenditures in the form of the result of the increase in total wealth consists of (Unur, 2004:115). For this reason, the tourism sector has an important position in their economic development strategies. The basic problems of developing countries, especially the tourism sector's contribution to economic development are emphasized. For example, a study of sources of economic growth in Turkey's tourism industry is one of the highlights (Çetintaş and Bektas, 2008).

As is known, the economic development of the economy and increase the production capacity of goods and services, such as economic growth by increasing national income, as well as quantitative factors, the establishment of industrial infrastructure, the use of modern technology in agriculture, increasing the productivity of labor and capital in the economy to reduce dependence on foreign, national income per capita Increasing the acceleration of urbanization, such as health and education services to improve income distribution and dissemination of qualitative factors, including weight

development is the process of economic recovery. In short, it is an attempt to improve the standard of living.

For many years, especially in developing countries in achieving the goal of economic development as the most appropriate industry sector to industry and economic development and industrialization had accepted as a synonym was used. However, without considering the dynamics of industrialization in the tourism sector and removing the importance of regional countries to forefront is possible, so it is also possible for development being fluent. Because of tourism revenues for its positive contributions to the economy of a region or country, tourism-related industries, agriculture and services sectors also shows the effect. The development of tourism in the region, mostly along the region's economic structure, changes in industrial production also brings with it changes (İçöz and Kozak, 1998). Industrialization and tourism actually contradict each other seems, according to the industrialization, modernization is a necessary component of developments in the field of tourism promotes industrialization.

Therefore, tourism in developing countries can play an important role in regional development. In the process of developing the regions of interest with the potential to help the tourism sector and supporting industries are the effects of accelerating growth. These effects are in question through the elimination of regional imbalances. For example, in regional development through tourism, local communities, tourism activities, economic, social and cultural benefits to be benefiting from the sector have access to important levels created by the direct and indirect employment, resulting in some rural areas, especially in areas such as tourism developed enough economic activity, is a tool that creates prosperity.

Adiyaman's tourism potential to draw attention to them, taking into account the region's economic development of the tourism industry show that an available, is the purpose of the study. The purpose is to determine first place in the tourism sector, Turkey's economy. Briefly reviewed the development of tourism in the present era of planned development of the sector of national income, and the share of export revenue, up tourist sending countries, various indicators such as expenditure per tourist, especially the current structure of the last ten years have been determined. Later this building its place in the province of Adiyaman and comments made to determine and analyze, Adiyaman focused on contributions to provide for tourism development in the country and the region.

### **Tourism Sector in Turkey**

Tourism, Turkey is an important source of foreign exchange, creating opportunities to generate new employment and thus reducing unemployment and balance of payments plays an important role in eliminating deficits. Therefore, the tourism sector, Turkey's economic development strategy that can be accepted as a key sector enjoys a prime location.

In Turkey, tourism for many years of sun, sea, sand, and the technology is simple to use resources such as natural beauty is seen as an economic activity. Tourism in the country's basic economic solution to the problem of a very large development would bring the expected and the industry in recent years has been one of the important elements of the Turkish economy, and hence development.

In this context, the planned development of a certain periods of the Turkish tourism is gaining momentum. Recorded significant improvements in this process, the tourism industry at local, regional and national dimensions of targets in an effort to realize the effective formulation and

implementation of the necessary structure is shown. As a result, tourism investment in the period between 1963-1980, the number of tourist arrivals and tourism revenues in a given country increased. The number of certified beds in 1963 was around 10 thousand in 1980 reached 55 thousand; 198 thousand in the number of tourists was 1.3 million. In the same period, tourism revenues increased to \$ 7 million to \$ 326 million (Ulusoy, 2004:404).

In the 1980s, regulatory and incentive policies and investments in the tourism sector have started to increase rapidly. Demand for tourism to new destinations in this world, especially in European markets (destinations), has an important effect being in the process of seeking. In parallel, the rapid increase in supply capacity, demand, Turkey has entered the process of rapid development in the tourism sector as a result of orientation.

Tourism industry, since 1990, has lived through the period of growth. Lead to very fast growth period, the Turkey, a short-term crises experienced temporary breaks in demand, although growth has been performed during the annual average growth rate of demand times the world average was 4.5 (SPO, ÖİKR, 2007).

In summary, the 1980 - 2009 between the developments in the tourism sector are:

- Number of foreigners visiting the country in 1980 with 1.228 million, an increase of 22 more than doubled in 2009 reached 27,347,977.
- In 1980, tourism revenues of U.S. \$ 400 million, 53-fold increase in 2009 reached 21 billion U.S. dollars.
- Tourism revenues in 1980, its share in GDP were 0.7 percent in 2009, 2.9 percent respectively.
- Tourism revenues in 1980, 13.8 per cent while its share in exports, 20.8 per cent in 2009 has risen to.

This process continues today, prepared for the years 2007-2013 9 Five-Year Development Plan for regional development, "the tourism sector to contribute towards reducing the imbalances in development between regions and income" is determined as the main policy objective is stated. The plan, envisaged "Strategic Measures," and some of are as follows (SPO, 2007).

- Tourism investment diversification and dissemination of the surface of the country,
- Tourism activities in regions that are subject to an advanced and intensive use spread to other areas and shifting the entire year,
- protection of natural and historic environment,
- the development of tourism-intensive regions in the near elimination of deficiencies in urban infrastructure,
- Foreign promotions, continuous monitoring of developments in markets and customer profile and to promote activities to ensure rapid adaptation to changing conditions,

As a result, the tourism sector in Turkey, with world-ranking position, the top five entering the Mediterranean port of destination to be exceeded, the principle of sustainability as an industry, trained and qualified workforce and rising level of technical infrastructure, facilities and services, primarily with the people of the country improvement of living environment, raising the level of its source that can create, compete with rival destinations, internal productivity has recorded significant progress towards becoming an industry high.

#### **Incoming Total Number of Tourists and Tourism Income in Turkey**

The role in the development of the tourism sector, government policies have been taken into account in determining the sector especially in the last two decades, it has worked to fulfill the mission of the economy in general. As can be seen in Table 1 to the period between 1998-2009 a total number of tourists increased by approximately 280 percent. However, this is not a continuous increase in ten-year period. Flexibility in the tourism sector is of high value in economic terms. Indeed, the global developments in the industry because of property, destruction of natural, economic and political crises or sensitivities can lead to such factors as security. For example, in the Southeast Asian and Russian crises in 1997 and 1998 together with the Marmara earthquakes in 1999 as a result of the effect of a significant number of tourists coming to Turkey in 1999 (about 2.3 million tourists) decreased.

Then, the increasing number of tourists by 2005, some of the events that occurred globally in 2006 has decreased due to the economic crisis. Since 2007, the general sense of the appropriate conditions, the acceleration of the increase due to avoid any negativity arrested.

**Table 1: Annual Number of Incoming Tourists to total, Tourism Income and Expenditure per Tourist**

Years	Number of Total Tourist	Tourism Income (\$ Million)	Expenditure Per Tourist (\$)
1998	9.752.697	7.809	879.5
1999	7.485.308	5.203	736.0
2000	10.428.153	7.636	764.3
2001	11.618.969	10.067	748.0
2002	13.256.028	11.901	782.0
2003	14.029.558	13.203	810.0
2004	17.516.908	15.888	784.0
2005	21.124.886	18.154	752.0
2006	19.819.833	16.851	728.0
2007	23.340.911	18.487	679.0
2008	26.336.677	21.951	636.0
2009	27.347.977	21.249	580.0

Source: [www.turizm.gov.tr](http://www.turizm.gov.tr). Ministry of Culture and Tourism, Tourism Statistics (Various Years)

Rise in the wake of the crisis situation of the tourism sector in Turkey pass, cyclical growth to continue despite adversities, withstand the power of the industry and having the capacity to rapidly recovering is remarkable.

### Turkey's Tourism Revenues

Turkey's tourism revenues during the period examined in parallel with the number of tourists coming up to 237 percent increases were found (Table 1). As mentioned above, revenues in 1999 and 2006, this reduction in revenues from tourism because of the years, various indicators were years of crisis. With the increase in the number of tourists in 2007 was the rise in tourism revenues. But the issue here, pointed out the expenses per tourist. A continuous decreasing trend since 2004 is emerging. As seen in Table 1 to U.S. \$ 1000 per tourist spending even does not find it. This is a very middle-lower income groups of tourists to our country show that.

### The Countries Sending Tourists to Turkey Mostly

According to statistics of international tourism Turkey, the most visited countries in the world between the 19th ranked 9th in Europe, most of the tourism revenue is the country (UNWTO, 2008). Market countries are still the most important values of Turkey for the years 2006-2008 are given in Table 2. Licensed by the Ministry of Culture and Tourism, the number of tourists coming to Turkey in 2008, according to statistics, the number of the tourists is 26,336,677 (Table 2). The countries sending the tourists to Turkey mostly are Germany, Russia, Great Britain, the Netherlands, France, USA, Belgium, Greece and Japan.

**Table 2: The Countries Sending Tourists to Turkey Mostly**

Countries	Years			Percent Change (08/07)	Country Shares (%)		
	2006	2007	2008		2006	2007	2008
Germany	3.762.475	4.149.805	4.415.525	6,40	18.98	17.78	16.77
United Kingdom	1.678.845	1.916.130	2.169.924	13,25	8:47	8.21	8.24
Netherlands	997.556	1.059.675	1.141.580	8,34	5:03	4:54	4:33
France	657.859	768.167	885.006	15,21	3:32	3.29	3:36
Greece	413.162	447.950	572.212	27,74	2:08	1.92	2.17
Belgium	459.824	542.712	596.442	9,90	2:32	2:35	2.26
<b>European TOTAL</b>	<b>2.524.150</b>	<b>4.154.223</b>	<b>5.798.964</b>	<b>11.62</b>	<b>63.19</b>	<b>60.65</b>	<b>59.99</b>
United States	532.419	642.911	679.445	5,68	2.69	2.75	2:58
Japan	125.755	168.852	149.731	-11,32	0.63	0.72	00:57
Russia	1.853.442	2.465.336	2.879.278	16,79	9:35	10:56	10.93
<b>CIS</b>	<b>3.773.560</b>	<b>4.824.943</b>	<b>5.713.180</b>	<b>18,41</b>	<b>19.04</b>	<b>20.67</b>	<b>21.69</b>
Other Countries	2.863.949	3.549.982	3.995.357	12:55	14:45	15261	15:17
<b>Foreign TOTAL</b>	<b>19.819.833</b>	<b>23.340.911</b>	<b>26.336.677</b>	<b>12.83</b>	<b>100</b>	<b>100</b>	<b>100</b>

Source: www.turizm.gov.tr. Ministry of Culture and Tourism, Tourism Statistics (Various Years)

Most tourists to Turkey by nationality in Germany for years took the first place. The total number of tourists coming to Turkey in 2008, according to the values of 16.77 per cent share of the Germans is. 10.93 percent of the total number of tourists from Russia to 'take a share of luxury. Germany and Russia, then 8.24 per cent 'comes from the UK with a ratio of. Here, striking in recent years, the number of tourists coming from Germany as a proportional increase in the number of tourists from Russia decreased. Compared to 2007 the numbers of Russian tourists coming to Turkey in 2008 were an increase in the rate of 16.79 percent.

When analyzed as groups of countries with a rate of close to 60 percent of European countries, Turkey (59.99%) reveals that the highest number of tourists by groups of countries. However, Commonwealth of Independent States (CIS) countries, known as the tourists from 21.69 percent in the 'hood are a share.

### **Tourism Share of National Income**

Supply-side factors in Turkey's tourist attractiveness are able to produce at a comparative competitive advantage. Evaluation of the potential advantages and advantages which have been owned in tourism revenues can be reverberated in a positive way.

Foreign exchange revenues from tourism in the country's economy clearly demonstrate the importance of tourism to national income data is the ratio of income share in the export and tourism revenues. This is one of the indicators of the developments in the share of tourism revenues in national income are given in Table 3.

**Table 3: Share of National Income Tourism Revenues (million \$)**

Years	National Income		Tourism Revenues		Share of Tourism Receipts in the Gross National Product (%)
	Value	Percent Change	Value	Percent Change	
1998	204.611	-	7.809	-	3.8
1999	185.67	-9.50	5.203	-33.40	2.8
2000	201.217	8.61	7.636	46.76	3.8
2001	145.693	-27.60	10.067	31.84	6.9
2002	180.892	24.16	11.901	18:22	6.6
2003	239.235	32.25	13.203	10.94	5.5
2004	300.578	25.64	15.888	20:34	5.3
2005	360.876	20.06	18.154	14:26	5.0
2006	399.673	10.75	16.851	-7.18	4.2
2007	658.786	64.83	18.487	9.71	2.7
2008	741.792	12:59	21.951	18.73	2.9

Source: Turkish Statistical Institute, Statistical Indicators, (various years)

As mentioned before, between 1998-2008, tourism revenues increased by 237 percent. Tourism revenues in national income during the period under review have taken a share in different proportions. For example, in 1998, this rate is 3.8 percent, 2.8 percent in 1999 and has been. Reason for this decrease in rate of 1999 a year for Turkey is that many are experiencing adversity. The most important tourism season in the middle of the Marmara earthquake occurred. This affects all sectors of natural destruction in the country, has affected the tourism industry is also important dimensions. As a result, tourism revenues in 1999 decreased by 33.40 percent compared to a year ago. Therefore, the share of tourism revenues in national income has decreased.

Since 2000, the disappearance of the negative for the sector with a significant rise in tourism revenues started coming in 2000 and 2001 experienced substantial increases in tourism revenues. Increase of 46.76 percent in 2000, while 2001 has been 31.84 percent. Due to the increase in the share of tourism revenues in national income was 6.9 percent. This takes place in that year large-scale economic crisis in our country to live with the decline in all sectors of the Turkish markets; prices are cheaper for foreigners to come as a result of the intensification of the demand for tourism's share is larger.

However, the share of tourism revenues in national income has shown continuous decline in recent years and in 2007 was 2.7 percent. This is because the high increases in national income occurred. For example, as 64.83 percent of national income in 2007 increased substantially.

Reduced the share of national income as of the last two years even though the values in this sector can be said that other than the impact of developments. In practice, calculating the impact of tourism in national income accounts are only the foreign tourism, domestic tourism coverage are not taken. Considering internal tourism in the national income is added to the higher levels, this ratio will be around 3 percent. Consequently, the share of tourism in the country's economy and national income is higher than what appears to be accepted.

#### **Share Revenues from Tourism in Export Revenues**

One of the tourism economic indicators is the foreign exchange revenues from tourism is the ratio of income derived from exports. International tourism revenues, exports do not appear in the form of additional export or make positive contributions to the country's balance of payments.

As can be seen in Table 4, the share of export revenues in Turkey's tourism revenues, exports in the past few years to give incentive premium and policy changes as a result of very high values reached 30s percent. With 29.0 percent at the beginning of the period studied tourism at the beginning of 2000s, the share of export revenues rose 33 per cent level, the next few years the level of 17.2 percent in 2007 fell into decline. However, the overall export value during the development of this assessment should not be out of sight. In the face of high increases in exports in 2006 and 2007 the increase in tourism revenues not materialize for various reasons have led to a decrease in the share of tourism revenues in export revenues. Since 2008, the share of tourism revenues, export revenues started to increase again.

**Table 4: Share of Tourism Revenue Export Revenues (million \$)**

Years	Export Revenues		Tourism Revenues		Rate of Tourism Receipts in the Export Earnings (%)
	Value	Percent Change	Value	Percent Change	
1998	26.881	-	78.09	-	29.0
1999	26.588	-1.09	5.203	-33.40	19.6
2000	27.800	4:56	7.636	46.76	27.5
2001	31.300	12:59	0.067	31.84	32.1
2002	36.100	15:34	1.901	18:22	33.0
2003	47.200	30.75	3.203	10.94	28.8
2004	63.000	33.47	5.888	20:34	25.2
2005	73.476	16.63	8.154	14:26	24.7
2006	85.534	16:41	6.851	-7.18	19.7
2007	107.184	25.32	18.487	9.71	17.2
2008	132.027	23:18	21.951	18.74	16.6
2009	102.132	-22.64	21.249	-0.03	20.8

Source: SIS, Statistical Indicators, (various years)

### **Regional Development and Tourism**

Tourism is hosting the dynamics posed by globalization, the country comes together with the arrival of more tourists and improve the quality of service varies the marketing channels, to protect natural capital and sustainable, making a sector thus contributing to regional development.

Tourism creates jobs and living conditions resulting from increased contributions to improving the income of local people. When compared to other types of economic development, the improvement in standard of living in a place of opportunity created by the increase in tourism spending seen.

In addition, the tourism sector, the country's development stages, to adopt civilized behavior patterns, who discovered the existence of common interests of individuals and firms have developed their ability to act together, contribute to creating more can be found in order to succeed.

Therefore, in terms of regional development in the country's tourism sector has contributed to the development of the industrial centers outside the balanced development of regions is evident that helps.Indeed, the industrial point of the regions that could not find enough resources to be developed has been seen developed thanks to the tourism sector. Today, our country, the Aegean and the Mediterranean region is an advanced multi-county and district through tourism they access these positions are welcome. However, for the development of tourism product diversification, especially in rural regions and local cooperation is needed more (Petric, 2003). Adiyaman province has such a feature is within the scope of the GAP.



### Adiyaman Tourism's Contribution to Regional Development

Adiyaman is a city, located in the west of the Southeast Anatolia Region, has natural beauties historical and cultural richness. In the past has been home to various civilizations, many of them containing archaeological remains of Adiyaman, so it has been a UNESCO World Cultural Heritage List. In addition, Adiyaman is one of the cities selected as "brand the city" among the other 15 cities selected. Among the reasons for the selection is the Mount Nemrut, one of the most ancient civilizations, Commagene works, museums and ruins, textiles, Mount Nemrut National Park, the Atatürk Dam, gastronomy and water sports" as shown in features such as points of tourist attraction. In Adiyaman, besides the Nemrut Mountain Ruins, lots of ruins that have historical importance are also available. Some of these include: The Ancient City and the Rock Tombs Pere, Cendere Bridge, Karakus Tumulus, Caves et al. There are also many archaeological work haven't been registered yet. All these values show that tourism in the region.

Within the scope of the GAP region are mainly located in Adiyaman and German, American, Italian, Japanese and Austrian tourists come. Groups of tourists from these countries visit the area more within the scope of cultural tourism. According to 2006 data, the number of overnight stay in the province of Adiyaman seen that a share of 7 percent in the GAP region (Table 5). The average duration of stay of 1.2 days in Adiyaman, determined to be 1.5 days in the GAP region. The occupancy rate is identified as around 30 per cent

**Table 5 Southeastern Anatolia Region and Staying Overnight in Adiyaman Province, Average Length of Stay and Occupancy Rates (2006)**

PROVINCES	NIGHT SPENT			AVERAGE LENGTH OF STAY (Days)			OCCUPANCY RATE (%)		
	FOREIGN	CITIZEN	TOTAL	FOREIGN	CITIZEN	TOTAL	FOREIGN	CITIZEN	TOTAL
ADIYAMAN	3857	48650	52507	1.2	1.2	1.2	2.23	28.16	30.40
TOT. GAP	70235	6632081	733443	1.6	1.2	1.5	2.87	27.09	29.95
TURKEY	46640460	21502638	68143098	3.9	1.9	2.9	39.22	13:16	52.38

Source: [www.turizm.gov.tr](http://www.turizm.gov.tr). Ministry of Culture and Tourism, Tourism Statistics

These values are well below the average of Turkey (Turkey in the occupancy rate of 52.38 per cent, the average stay was 2.9 days ( [www.turizm.gov.tr](http://www.turizm.gov.tr) , 2008)). Therefore, these data suggests that the tourism sector in the province of Adiyaman is not benefited enough. Whereas, a great potential for tourism of the region is well-known.

Compared with data from the province of Adiyaman Kahta township tourism following picture emerges. Adiyaman in 2008 has accommodation for 50,257 tourists (Table 6). The 86.4 per cent of the 'reputation of domestic tourists and 13.3 per cent foreign tourist constitutes 6696. 3690 people, 55.11 percent of the foreign tourists', stayed in Kahta. The majority of foreign tourists, visiting Adiyaman, are said to prefer to stay in Kahta.

**Table 6. The number of the night spent in Adiyaman and Distribution to Kahta(2008)**

Number of Nights						
ADİYAMAN	Foreign		Citizen		Total	
	Number	Share (%)	Number	Share (%)	Number	Share (%)
Central	3006	44.89	39243	90.09	42249	84.07
Kahta	3690	55.11	4318	9.91	8008	15.93
Total	6696	100.00	43561	100.00	50257	100.00

Source: www.turizm.gov.tr. Ministry of Culture and Tourism, Tourism Statistics

As can be seen in Table 7, however, a total lack of it shows the average stay is 1.1 days. However, low occupancy rate of accommodation facilities is an issue to be addressed.

**Table 7 Average Length of Stay and Occupancy Rate Distribution of Adiyaman and Kahta (2008)**

ADİYAMAN	AVERAGE LENGTH OF STAY (Days)			OCCUPANCY RATE (%)		
	Foreign	Native	Total	Foreign	Native	Total
Central	1,2	1,1	1,1	2:38	28.15	30.53
Kahta	1,0	1,0	1,0	7.89	8.93	16.82
Total	1,1	1,1	1,1	3.72	23:47	27.19

Source: www.turizm.gov.tr. Ministry of Culture and Tourism, Tourism Statistics

Determining the economic value of tourism activities in the region where the economy and the importance of tourism in Adiyaman can be made more concrete. Indeed, a study conducted to Safranbolu, accommodation, meals, transportation, taking into consideration such factors as the contribution of tourism to the economy was in Safranbolu (Gurbuz, 2004:360). Similarly, this sample is applied to the following conclusions were reached in Adiyaman.

Estimated average expenditure per tourist items:

Accommodation (including breakfast): \$ 40

Food and beverage: \$ 10

Nemrut Tour: \$ 20

Other expenditures: \$ 20

**Total Expenditures: \$ 90**

The evaluation of the data only on the basis of official statistics in Adiyaman and was done overnight. In addition, tourists from the region provided daily in the economic value should be taken into account. As can be seen in Table 8, except for a certain increase in tourism in 2006 is seen that the rate of contribution to the economy of Adiyaman.

**Table: 8 Average Economic Value of Tourism Activities for Adiyaman**

Years	Citizen Tourist	Foreign Tourists	Total Tourist	Mean Expenditure (U.S. \$) *	Total Expenditure (U.S. \$)
2003	14.410	2.930	17.340	90	1.560.600
2004	30.753	7.305	38.050	90	3.424.500
2005	45.414	9.061	54.475	90	4.902.750
2006	41.752	3.153	44.905	90	4.041.450
2007	54.709	5.659	60.368	90	5.433.120
2008	43.561	6.696	50.257	90	4.523.130

Source: www.turizm.gov.tr. Ministry of Culture and Tourism, Tourism Statistics (Various Years)

\* Hotel Operators

These assessments can be seen, in Adiyaman province and especially in Kahta, the tourism potential is not benefited enough. The average duration of stay and low occupancy rates suggest it. Therefore, the domestic and foreign tourists to the region will attract more applications are needed to stay here for a long time. The region in accordance with the present appeal is important in this regard. Forward a case to be removed here is the variety of tourism products. For example, cultural tourism, eco tourism, cave, climbing, paragliding, rafting and faith tourism.

Thus, tourism will also supply a wide range of Adiyaman province that creates the opportunity to achieve economic benefits for many years. This is great opportunities for the development of the province and the region suggest that there is.

## CONCLUSION AND RECOMMENDATIONS

Tourism, the country has provided the contribution to the economies of developing countries with an indispensable source of income. Economic, social and technological developments associated with tourism activities at different levels is a sector with a continually increasing. In addition, tourism is an important source of employment in developing countries play an important role in the development process has become one of the strategic tools.

Each country can be found in differences between regions in terms of economic and social development levels. Developed countries, developing countries, according to the size of this difference are greater. Therefore, the role of remedying imbalances in these countries, tourism has been a strategic “tool” having a great role in regional income distribution, employment creation, investments in infrastructure development, etc. Because of characteristics of regional expansion, is useful in terms of regional development.

Both the development and economic growth, and global scale, depending on the social impact of the world and it also increases the importance of the tourism sector in Turkey in line with the last three decades has shown great improvements in the service sector has taken first place.

Task, taking on the role of locomotive for development of tourism, have been taken into account in determining public policy, and economy-wide cut in the role he has fulfilled. The last quarter-century, nearly 16 times the number of tourists arriving in Turkey, tourism revenues increased by 45 times, the share of tourism revenues to 2.7 percent of GDP to, export share of 17.2 percent reached to.

It has been identified that, Adiyaman has many development in the aspect of tourism in recent years. Taken by the UNESCO World Cultural Heritage List, the Ministry of Culture and Tourism "brand the city as" selection, with the observed increases in the number of tourists visiting are some of them. German, American, Italian, Japanese and Austrian tourists come to Adiyaman in general. However, the number of overnights, indicators such as average length of stay and occupancy rates was very poor. These values are well below the average of Turkey.

Therefore, they should be evaluated considering the potential of Adiyaman and Turkey is emerging. Turkey needs develop new strategies in marketing ahead of the competition, as well as new investments. Accordingly, Turkey's tourism pie in the future receive a greater share, but in accordance with the changing markets, the tourist profile of continuous product development, product diversification that must attend.

Seasonal eliminate condensation, tourism can spread all year and should be inserted into applications that can increase tourism revenues.

Tourism is perceived as the driving force in social development. Investigate ways of using tourism as an effective capacity of employment creation, especially for women and development potential of the tourism sector should be used in the prevention of youth unemployment.

Accommodation facilities, marketing, technological systems are widely used in the sense used. There is the Shortage of qualified human resources in our country on this subject. To overcome this problem should be given to the education of various levels of tourism.

In the promotions, our country is not only the land of sea and sun, as in regions rich in different types of tourism that has the potential to be emphasized.

It is important for these reasons Adiyaman. Adiyaman tourism businesses across the country for more active promotion and sale of distribution systems should take place. Public investment should be encouraged to go to businesses to come together for this purpose.

Local governments, trade associations, NGOs, private sector and commercial organizations in coordination with the promotion of regional development have an importance. Especially revealing of local wealth and resources of local foundations, associations and unions should be encouraged.

Besides, in order to develop tourism in the region of Adiyaman and suggested the following:

- Local governments, civil society organizations, and academic institutions active in the region by entering into a study of cultural heritage (historical and current) and about to give an inventory of cultural tourism by promoting their services are required to submit,
- Ataturk Dam Lake boat tours are organized in the restaurant, the average length of stay increased,
- Ataturk Dam Lake can be edited in a certain part of the recreation area,
- Nimrod 'accommodation at least once in a while or coming down the features to the fore was ejected for making authentic spaces can be created,

Teas in recent years has gained importance in the region and river-canyon hiking routes suitable for the determined,

Similarly Camp-organized nature walks,

- Also suitable for small diameter where flights can be made sight seeing.

Within this general framework, ground and underground resources, crafts and history of civilizations are an important tourism and has the potential to be realized in a pilot implementation in the GAP region. Governor's Office, District, Municipality, Chamber of Commerce and Industry in cooperation with the various civil society organizations and the private sector to handle a variety of activities, "Adiyaman Promotion Days" can be edited. Presentation Days, as well as the promotion of Adiyaman, to contribute to the economy may be in question.

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