A RESEARCH ON THE COMPETITIVENESS ANALYSIS OF TOURISM SECTOR

[1]OMER KURSAD TUFEKCI, [2]NEZIHE TUFEKCI, [3]GURKAN KALKAN

[1,2,3]Suleyman Demirel University
E-mail: [1]oktufekci@gmail.com, [2]nezihetufekci@gmail.com, [3]gkalkann@gmail.com

Abstract - Tourism sector is one of the most important service sectors in the world. For this reason, the competitiveness of the tourism sector should be continuously investigated. Because the structure of the industry changes every year. Nevertheless, consumer needs and expectations are constantly changing, necessitating work on competitiveness. In this context, it is aimed to analyze the competitiveness of the tourism sector in this research. In the research, the situation within the industry was evaluated by five power models developed by Porter (1980). The five power models of Porter have been covered within the scope of Turkish tourism. The current situation analysis was first made in the survey; the strengths and weaknesses of the sector have been revealed. In addition, tourism data for past years have been tested by panel data analysis. The results of the survey show that the tourism sector does not have as many strategies as competitiveness. In addition, the results support that the tourism sector must make more effort for competitive strategies for sustainability.

Keywords - Competitive, competitiveness analysis, tourism sector, Porter five power model