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Determining Consumers' Expenditure Types in Tourism Marketing: Turkey Example

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Abstract: Many factors such as globalization, the increase in demand in health tourism, the development of welfare, the need for social interaction, the increase in entertainment opportunities, the desire for cultural development of people, the increase in faith-related trips provide the development of tourism marketing. Therefore, it is inevitable for businesses performing marketing activities in the tourism sector to develop new steps and strategies in order to compete sustainably. From this point of view, with this study, it is aimed to examine the most common expenditure types of consumers by making use Turkey 2020 TUIK data. When the data obtained from TUIK is examined, it is understood that personal expenditures are mostly made in tourism, followed by food-beverage and accommodation type expenditures. The lowest expenditure type in Turkey tourism in 2020 is tour services. With this study, it is thought that by examining the expenditure types of tourism consumers, it will help the businesses in the sector in terms of marketing activities and in determining the strategies in the tourism sector.

Keywords: Marketing, Tourism marketing, Consumers' expenditure types.

Introduction

In the global environment, marketing activities which constitute one of the most important rings of business activities, are of key importance in terms of achieving sustainable competition in tourism, and it is one of the rapidly developing sectors. Businesses that are rapidly developing in the tourism sector develop strategies to compete and concentrate on keeping the satisfaction of their target audience and consumers. Businesses in the tourism sector, which are included in service marketing, will have a positive impact on their target audiences by keeping up with the constantly changing market conditions. Considering the marketing mix elements (4P, 7P, 7C) while developing strategies. From this viewpoint, it is aimed to benefit both businesses and relevant stakeholders by examining consumer expenditures in the tourism sector. It is believed that examining the data obtained from TUIK in the tourism sector in 2020, determining the most and the very expensive item among consumers' expenditure types and it will contribute to the literature by providing information to interested parties on this subject.

Literature Review

When the studies on the tourism sector are examined, it is seen that the majority of the studies focus on consumer behaviors. (Asanbekova, 2007; İlban vd. 2011; Acar, 2019; Ünal, 2019; Erol, 2020). It is possible to divide the studies examining consumer behavior in the tourism sector into two groups as theoretical and applied. In theoretical studies, the concepts of consumer, consumer behavior and tourist consumer, tourist types, factors affecting consumer behavior have been examined. In applied studies, it is aimed to determine the dimensions that tourists expect before their purchasing behavior and that form their opinions in the next process. And measuring the differences between dimensions, determining the factors affecting consumer purchasing behavior in tourism, determining the profile of domestic and foreign tourists are discussed.

Some of the other studies on this topic are to determine the situations that affect the tourism sector revenues, which is a constantly developing sector in Turkey and whose revenues are used to finance the foreign trade deficit, also focused on guerrilla marketing, social marketing, entrepreneurial marketing, and content marketing (Harbalıoğlu, 2013; Çokal & Büyükkuru, 2018). In the studies, (VAR Analysis and Granger causality analysis) were used and the relationship between tourism revenues and the number of tourists in Turkey was explained as a bilateral causality relationship. And the applicability of marketing types in the tourism sector, new marketing methods, the applied examples of new marketing methods in other countries that can be applicable in Turkey have been mentioned.

The remaining studies on this topic are related to the use of technology in tourism. Analysis of online reviews of businesses operating in the tourism sector through TripAdvisor application, how Hotel businesses use marketing activities on Facebook and Instagram social media platforms and what kind of information they provide on these platforms, Issues such as determining the factors affecting the intention of domestic tourists to create online hotel reservations and the frequency of making reservations are discussed. (Kocaman, 2018; Yazıcı-Ayyıldız, 2020; Curkan & Köroğlu, 2020).

In the literature review, many theoretical and applied studies on tourism marketing were found. The closest to this study is the research that examines package tour expenses in tourism marketing (Hoşcan and Selçuk, 2021). However, since there has not been a recent study on the determination of all types of expenditures in the tourism sector. In this sense, it is aimed to fill the gap in the literature.

Conceptual Framework

Tourism marketing can be described as the activities of determining the places to visit, accommodation, pricing, deciding on the promotional components, and distribution in order to meet the needs of a country's domestic and foreign tourists. Expenditure types of consumers in tourism marketing; can be classified into two categories as personal expenses and package tour expenses. The types of expenditures included in this classification are discussed below.

Personal Expenses: In terms of consumer expenditure type items, personal expenditures in tourism marketing have the largest share in the country's tourism economy. All expenditures of tourism consumers other than package tours are called personal expenditures. This item type includes the products such as food and beverage, accommodation, health, transportation, sports, education, culture, tour services, international transportation, mobile phone roaming services, clothing and shoes, souvenirs, carpets, rugs, other goods and services.

Package Tour Expenses: Package tours, which became widespread and important after the Second World War, make an inevitable contribution to the country's economy (Hoşcan and Selçuk, 2021). It is possible to characterize the package tour expenses and the fees paid to the package tour performed by tour companies within the tourism services are sold directly or indirectly (agent). Package tour expenses include many services such as transportation, food, and beverage, guidance services, entertainment, health, The pilgrim visits. The sale of all these services is also called package tour expenses (Budeanu, 2005). Therefore, it is thought that this study will contribute to the literature in terms of determining the expenditure types of consumers in tourism marketing, revealing the highest expenditure item in 2020, and presenting information to the businesses sector.

Research Method and Sampling

The research aims to examine the most expenditure types and to create resources for those concerned in the sector by reviewing the types of expenditures in tourism marketing in Turkey 2020. In research on tourism, TUIK data is regularly collected every three months. The sample of the research is determined by TUIK. It consists of foreigners and citizens over the age of 14 residing abroad who visit Turkey for a day or overnight stay.

A face-to-face interview method is applied every four months to foreigners and citizens who enter and leave the border gates (22 border gates) determined by TUIK. EGM (General Directorate of Security) passport records every three months data sources were created by TUIK. In addition, the data is processed by the Ministry of Culture and Tourism. In this sense, by examining the data obtained from TUIK, the number and change of visitors to Turkey in 2020, the countries of the visitors to Turkey, the mode of transportation used by the visitors to arrive in the country, the average tourism expenditure, and the types of expenditures in the Turkish tourism sector, frequency, percentage distribution, and tables will be analyzed in detail.

Findings

By examining TUIK 2020 data, the number and change of visitors coming to Turkey, the countries from which visitors come to Turkey (5 countries), The mode of transportation used by visitors coming to Turkey, Turkey average tourism expenditure (USD), Turkey tourism types of expenditures are indicated in the tables below.

Table 1. Number and change of visitors coming to Turkey in 2020

Visitors	Number of Visitors	Change
Foreign Visitor	12 734 213	71,74 %
Foreign Resident Citizen	3 236 988	51,61 %
Total	15 971 201	69,14 %

Source: Türkiye İstatistik Kurumu (TÜİK), Merkez Bankası, Kültür ve Turizm Bakanlığı, 2020.

The number of visitors coming to Turkey in 2020 was 15 971 201 in total, with a decrease of 69.14% compared to 2019. While a decrease of 71.74% was observed in foreign visitors, there was a decrease of 51.61% in the number of citizens residing abroad who came to Turkey. It is stated that the decrease in the number of visitors to Turkey in 2020 compared to 2019 is due to restrictions within the scope of Covid19 (TÜRSAB Report, 2020). The following table shows the information about the country of residence of citizens and foreign tourists who arrived in Turkey in 2020.

Table 1. Countries from which visitors come to Turkey in 2020 (5 countries)

Rank	Country	Number (Person)
1	Russia	2 128 758
2	Bulgaria	1 242 961
3	Germany	1 118 932
4	Ukraine	997 652
5	England	820 709

Source: Türkiye İstatistik Kurumu (TÜİK), Merkez Bankası, Kültür ve Turizm Bakanlığı, 2020.

Most of the visitors coming to Turkey in 2020 are from Russia (2 128 758). Russia, Bulgaria, Germany, Ukraine, and England are the top 5 countries. Tourists from these countries make many contributions to the country's tourism economy. In this sense, it will be beneficial for tourism enterprises to determine these five countries as target countries and to determine all marketing activities (product, price, distribution, promotion) according to the citizens of this country.

Table 3. Contains information about the mode of transportation used by the tourists coming to Turkey.

Rank	Type of Transportation	Percentage
1	Airline	75,23 %
2	Highway	23,31 %
3	Seaway	1,95 %

Source: Türkiye İstatistik Kurumu (TÜİK), Merkez Bankası, Kültür ve Turizm Bakanlığı, 2020.

Due to its location, visits are made to Turkey using almost all modes of transportation. Tourists coming for tourism purposes mostly (75.23%) prefer airlines transportation modes. Seaway is the least preferred mode. In this sense, it is necessary to give more importance to railway passenger transportation due to many reasons such as low energy use, less space usage, and the least number of accidents. The information that tourism expenditures, which are inevitable to have a positive effect on the country's economies, are grouped as foreigners and citizens residing abroad, discussed in Table 4.

Table 4. 2020 Turkey average tourism expenditure (USD)

Average Tourism Expenditure per Capita	762 \$
Foreigners	716 \$
Citizens Residing Abroad	926 \$

Source: Türkiye İstatistik Kurumu (TÜİK), Merkez Bankası, Kültür ve Turizm Bakanlığı, 2020.

When we look at the average tourism expenditures of the visitors coming to Turkey for tourism purposes, it is understood that the citizens residing abroad spend an average of 926 dollars, while the foreigners spend an average of 716 dollars. In this sense, more and different product/service diversity, innovation and promotion components in price strategies can be improved so that foreign tourists can spend more. Among the promotional components, the country's tourism and market can be promoted by focusing on advertisements abroad. The table regarding the analysis of Turkey's tourism expenditure types in 2020 which is the main purpose of the study is as follows.

Table 5. Types of tourism expenditures in Turkey in 2020

Expenditure Type	2020	(%)
Total Tourism Expense	12 059 320	100,0
Personal Expenditures	9 998 320	82,9
Food and beverage	2 815 772	23,3
Accommodation	1 255 681	10,4
Health	548 882	4,6
Transportation	827 384	6,9
Sports, Education, Culture	104 716	0,9
Tour Services	30 744	0,3
Domestic International Transport	1 882 315	15,6
Cell Phone Roaming Expenditures	47 414	0,4
Marina Service Expenditures	27 929	0,2
Other Goods and Services	2 457 483	20,04
Clothing And Shoes	1 540 506	12,8
Souvenir	480 515	4,0
Carpet And Rug Etc.	25 220	0,2
Other Expenditures	411 241	3,4
Package Tour Expenses	2 060 999	17,1

Source: Türkiye İstatistik Kurumu (TÜİK), Merkez Bankası, Kültür ve Turizm Bakanlığı, 2020.

TUIK classifies the types of expenditures for analysing tourism expenditure types in two categories as personal expenditures and package tour expenditures. Total tourism expenditure in 2020 was 12 059 320 TL. It is seen that the most personal expenditures (9 998 320 TL) are made among the expenditure types. Package tour expenses is 2 060 999 TL.

In personal expenditures, while the most expenditure was made in food and beverage items, the percentage change in this item compared to 2019 was 23.3%. The richness of our country's food and beverage culture has shown itself in this type of expenditure. The richness of its unique cuisine in almost every part of Turkey attracts the attention of

tourists from abroad. The tourism sector is an inevitable platform in promoting the richness of the food and beverage culture to the whole world. In this sense, businesses in the tourism sector should constantly review their activities related to this type of expenditure and regulate their marketing activities in order to achieve sustainable competition. The second type of expenditure, which has the largest share in personal expenditures, is other goods and services. This type of item is personal expenses excluding food and beverage, accommodation, health, transportation, sports, education, culture, tour services, mobile phone expenses, marina service expenses, clothing and shoes, souvenirs, carpets and rugs. This item includes many services such as banking transactions, cosmetics and hairdressing services. These data reveal the importance of the sectors in which such expenditures occur in tourism.

It is understood that the items with the lowest personal expenditures are carpets and rugs (25,220 TL), marina service expenditures (27,929) and the lastly tour services. Increasing the importance of carpet and rug weaving, which are local products in the past, and promoting these products in international markets can prevent the decrease in such expenditure items. There are many local products in Turkey like (carpet, rug, cutlery, calligraphy, marbling art, copper making, Malatya apricot, Kayseri preserve of dried meat) It is obvious that these products, whose quality is indisputable, are known not only in Turkey but also all over the world. Which will lead to positive changes in the spending types of tourists.

Among the reasons for the low cost of marina services, there may be the problems of maritime operators in Turkey, which are the subject of many articles (Tutar et al., 2009; Ateş ve Işık, 2010; Göktaş, 2019). Solving the problems experienced in maritime logistics and marina services may cause such expenditures to increase. Another item that is low in personal expenditures is sports, education and cultural services. In Turkey, which has many ancestral sports (jereed, archery, oil wrestling, equestrian), it is necessary to give importance to these kinds of sports and to attract the attention of tourists in the field of sports by organizing tournaments and events in other sports branches. Each item in tourism expenditure types has a value for the country's economy. The sectors to which these expenditure types belong need to determine their marketing activities well in order to gain both new customers and make existing customers loyal.

Conclusion and Recommendations

The aim of the study is to examine the 2020 Tourism expenditure types in the light of the data obtained from TUIK and to provide information to the businesses and interested parties in the sector. According to the TUIK data, it has been understood that the most individual expenditure is made among the types of tourism expenditures in 2020. It is also seen that there is an increase of 17% in tour expenses and the importance of which is increasing day by day. The highest increase was observed in the food and beverage item among the individual expenditures. The lowest expenditure in individual expenditures was in the carpet rug item. In this sense, businesses in the tourism sector need to take precautions and bring innovations in the marketing activities of local products, sports, education and culture, marina services and tour services, which include individual expenditures.

Among the findings of the study, it is understood that people living in Russia, Bulgaria, Germany, Ukraine and England mostly prefer Turkey. Businesses in the tourism sector should examine five countries as target countries and determine all their marketing activities according to the citizens of these countries. Yet another finding is that, among the transportation modes, the airline is the most used mode. But the railroad which need less energy, less space usage, and less number of accidents, didn't prefer. For these reasons, it is necessary to give more importance to rail passenger transportation in travels for tourism purposes. Again, in order to increase the tourism expenditure income, improvements can be made in different product/service diversity, innovation and promotion components in price strategies so that foreign tourists can spend more. Among the promotional components, the country's tourism and products should be promoted, with particular emphasis on advertisements abroad.

Comparing the study with the studies in the literature makes it difficult because there are very few studies on this subject, but it is thought to be important because it fills the gap in the literature. In the study conducted by Hoşcan and Selçuk (2021), the importance and increase of tour package expenditures were mentioned. While the same study has similarities in terms of examining tour expenditures in the light of data obtained from TUIK, it differs in terms of examining all tourism expenditure types in this study.

When it comes to the limitations of the study, the data is obtained only from TUIK site. However, it can be recommended to develop scales related to the subject in future studies. One value constraint is to examine only the 2020 data. Apart from this period, when the Covid19 process is experienced in uncertainties, the last 10 years can be examined. In addition, in future studies, Turkey and other countries can be compared in terms of tourism expenditures. With this study, it is thought that by shedding light on the spending types of 2020 Turkey Tourism, it will be beneficial to the businesses and interested parties in the sector.

Scientific Ethics Declaration

The authors declare that the scientific ethical and legal responsibility of this article published in EPSS journal belongs to the authors.

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