

**T.C.
ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF GRADUATE STUDIES**



**TOURISM FACILITIES AND COUNTRY ECONOMIES: A
COMPARATIVE STUDY OF SWITZERLAND AND TURKEY**

MASTER'S THESIS

S.ABDUL BASET SAYED

**Department of Business
Business Administration Program**

AUGUST, 2023

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(Y2012.130036)

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AUGUST, 2023

APPROVAL PAGE

DECLARATION

I hereby declare with respect that the study “Tourism Facilities And Country Economies: A Comparative Study Of Switzerland And Turkey ”, which I submitted as a Master thesis, is written without any assistance in violation of scientific ethics and traditions in all the processes from the Project phase to the conclusion of the thesis and that the works I have benefited are from those shown in the Bibliography.
(.../.../20...)

S.ABDUL BASET SAYED

FOREWORD

First of all, my appreciation and thanks go to my dear thesis supervisor Asst. Prof. Dr. Nevra Bedriye BAKER ARAPOĞLU for giving me the strength and patience to be who I am today.

I want to thank my parents for their support through this period to finish my master's degree, and I thank them for their support and encouragement through this period. I thank all my friends who helped and supported me.

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TOURISM FACILITIES AND COUNTRY ECONOMIES: A COMPARATIVE STUDY OF SWITZERLAND AND TURKEY

ABSTRACT

Turkey and Switzerland both have flourishing tourism, which significantly boosts their economies. The vast range of cultural landmarks, historical sites, and beach tourism in Turkey draw a sizable number of visitors from abroad, contributing significantly to the GDP, foreign exchange profits, and job prospects of the nation. The government actively promotes this industry, thus promoting economic diversification.

Switzerland makes the most of its breathtaking natural beauty, attractive landscapes, and first-rate infrastructure to draw tourists, especially those drawn to wellness travel, upscale experiences, and outdoor pursuits. Through its GDP, foreign currency revenues, employment possibilities, and regional development, the tourist industry makes a substantial contribution to Switzerland's economy. Both the governments have made large expenditures in tourism infrastructure and services to overcome difficulties like language barriers, crowding in major tourist areas, and seasonal constraints, in order to ensure that visitors have a great experience.

In this study, we conducted a meta-analysis of 134 research publications, focusing on the facilities and economic contributions of tourism to Turkey and Switzerland. As a result of our investigation, we came to the conclusion that Switzerland and Turkey are prime examples of the economic importance of the tourism industry. These countries use their distinctive attractions to draw tourists from abroad, bolstering local economies and encouraging regional development. Turkey is a significant player in the world of tourism thanks to its historical sites, cultural attractions, and seaside attractions. Switzerland, known for luxurious travel, daring expeditions, and wellness experiences, makes the most of its stunning scenery and first-rate tourist facilities.

Although both nations encounter difficulties, they have successfully overcome them by utilizing their respective advantages. Despite linguistic obstacles, political unrest, and sporadic scams, Turkey's tourism industry has grown significantly thanks to its strong infrastructure, seaside locations, and historical attractions.

Keywords: Tourism, Tourism Facilities, Tourism Infrastructure, Tourism Types, Employment in tourism industry, Foreign Exchange Earning, Tourism contribution in Economy.

TURİZM TESİSLERİ VE ÜLKE EKONOMİSİ: İSVİÇRE VE TÜRKİYE'NİN KARŞILAŞTIRMALI BİR ÇALIŞMASI

ÖZET

Türkiye ve İsviçre'nin her ikisi de gelişen bir turizme sahip ve bu da ekonomilerini önemli ölçüde artırıyor. Türkiye'deki çok çeşitli kültürel simge yapılar, tarihi yerler ve plaj turizmi yurt dışından oldukça fazla sayıda ziyaretçi çekerek ülkenin GSYİH'sına, döviz kârlarına ve iş imkanlarına önemli katkılarda bulunmaktadır. Hükümet bu sektörü aktif olarak teşvik ederek ekonomik çeşitliliği teşvik ediyor.

İsviçre, özellikle sağlıklı yaşam seyahati, lüks deneyimler ve açık hava etkinliklerine ilgi duyan turistleri çekmek için nefes kesen doğal güzelliklerinden, çekici manzaralarından ve birinci sınıf altyapısından en iyi şekilde yararlanıyor. Turizm sektörü, GSYİH'si, döviz gelirleri, istihdam olanakları ve bölgesel kalkınması sayesinde İsviçre ekonomisine önemli bir katkı sağlıyor. Her iki hükümet de ziyaretçilerin harika bir deneyim yaşamasını sağlamak amacıyla dil engeli, önemli turistik bölgelerdeki kalabalık ve mevsimsel kısıtlamalar gibi zorlukların üstesinden gelmek için turizm altyapısı ve hizmetlerine büyük harcamalar yaptı.

Bu çalışmamızda turizmin Türkiye ve İsviçre'ye sağladığı olanaklar ve ekonomik katkıları konu alan 134 araştırma yayınının meta-analizini gerçekleştirdik. Araştırmamız sonucunda İsviçre ve Türkiye'nin turizm sektörünün ekonomik önemini gösteren başlıca örnekler olduğu sonucuna vardık. Bu ülkeler, yurt dışından turist çekmek, yerel ekonomileri desteklemek ve bölgesel kalkınmayı teşvik etmek için kendilerine özgü çekiciliklerini kullanıyorlar. Türkiye, tarihi yerleri, kültürel mekanları ve deniz kıyısı cazibe merkezleriyle turizm dünyasının önemli bir oyuncusudur. Lüks seyahatler, cesur geziler ve sağlıklı yaşam deneyimleriyle tanınan İsviçre, muhteşem manzarasından ve birinci sınıf turistik tesislerinden en iyi şekilde yararlanıyor.

Her iki lke de zorluklarla karřılařsa da, kendi avantajlarını kullanarak bu zorlukları başarıyla ařtılar. Dilsel engellere, siyasi huzursuzluklara ve ara sıra yařanan dolandırıcılıklara rađmen, Trkiye'nin turizm sektr gl altyapısı, deniz kıyısındaki konumları ve tarihi mekanları sayesinde nemli lde byd.

Anahtar Kelimeler: Turizm, Turizm Tesisleri, Turizm Altyapısı, Turizm eřitleri, Turizm Sektrnde İstihdam, Dviz Kazancı, Turizmin Ekonomiye Katkısı.

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I. INTRODUCTION

Tourism is a major contributor to the economies of many countries around the world. It not only generates revenue for the countries but also creates job opportunities, stimulates growth in related industries, and enhances the cultural exchange between countries. This study aims to compare the tourism facilities and country economies of Switzerland and Turkey, two countries with vastly different tourism industries, in order to investigate the attributes that participate in the success of their respective tourism sectors.

As tourism is a vital monetary sector that has a noteworthy impression on the worldwide economy. This is a rapidly growing industry that contributes to economic development and job creation, especially in countries that rely heavily on tourism. Switzerland and Turkey are two countries that have developed successful tourism industries, albeit with different approaches.

Switzerland is a country that is renowned for its scenic beauty, rich cultural heritage, and high-end luxury tourism. It has been a popular tourist destination for many years, attracting millions of tourists from around the world annually. The country has developed an extensive network of tourism facilities, including world-class hotels, ski resorts, and cultural attractions. Switzerland's tourism industry is also heavily focused on sustainability, with many tourism businesses and organizations committing to environmentally responsible practices.

Turkey, on the other hand, is known for its rich history and cultural diversity, making it a popular destination for those interested in exploring ancient civilizations and learning about Islamic culture. Turkey's tourism industry is more diverse and affordable than Switzerland's, catering to a broader range of tourists. The country's coastal regions are particularly popular among tourists, with many opting for all-inclusive beach resorts. Additionally, Turkey's tourism industry has been supported by government initiatives aimed at attracting more tourists and developing new tourism facilities.

Despite their differences, both Switzerland and Turkey have been successful in developing their tourism industries and attracting a significant number of tourists each year. These industries contribute significantly to the countries' economies and provide job opportunities for the local population. This study aims to compare the tourism facilities and country economies of Switzerland and Turkey, in order to investigate the features that share the success of their respective tourism sectors. The study will provide valuable insights of the tourism industry and its influence on the economies of both countries.

A. Research Problem

Switzerland and Turkey are both popular tourist destinations, but they have different tourism facilities and economic models. Switzerland has a highly developed tourism industry, with a focus on luxury and high-end tourism, while Turkey is known for its more affordable and family-oriented tourism. Despite these differences, both countries are successful in attracting a large number of tourists each year. This research proposal seeks to explore the aspects that participate to the achievement of the tourism industry in both countries and how it affects their respective economies.

B. Research Questions

Following research objectives will be achieved by conducting this research:

1. What are the tourism facilities available in Switzerland and Turkey, and how do they differ?
2. How do the tourism industries in Switzerland and Turkey contribute to their respective economies?
3. What are the features that participate to the success of the tourism industry in Switzerland and Turkey, and how do they differ?
4. How can the tourism industry be further developed in both countries to enhance their economies?

C. Significance of study

The study is expected to provide a comparative analysis of the tourism facilities and country economies of Switzerland and Turkey. It will recognize the aspects that share the success of the tourism industry in both countries, and provide insights into how the tourism industry can be further developed to enhance their economies. This research will also become an addition to the existing literature on tourism progress and economic development, and provide valuable information to policymakers and industry practitioners in both countries.

The importance of this study lies in its probable to provide valuable insights into the tourism industry and its impact on the economies of Switzerland and Turkey. By comparing the tourism facilities and country economies of these two countries. This knowledge can be used by policymakers, investors, and tourism businesses to make informed decisions and develop sustainable tourism practices.

Furthermore, the study can help to bridge the knowledge gap between the tourism industries of developed and developing countries. Switzerland is a developed country with a highly successful and sophisticated tourism industry, while Turkey is a developing country with a more diverse and affordable tourism industry. By comparing these two countries, the study can provide a better understanding of the differences and similarities in the tourism industry of developed and developing countries, and how they contribute to their respective economies.

Overall, the study has the potential to make a share to the development of the tourism industry in both countries and enhance their economies, while also providing valuable insights for researchers and policymakers in the field of tourism.

D. Scope of study

This research proposal seeks to investigate the tourism facilities and country economies of Switzerland and Turkey, and compare their respective tourism industries. The study will provide insights into the features that contribute to the success of the tourism industry in both countries, and provide recommendations for the further development of the industry. The study is expected to contribute to the existing material on tourism development and economic development, and provide valuable information to policymakers and industry practitioners in both countries.

The scope of this research topic is to compare and analyze the tourism facilities and country economies of Switzerland and Turkey. The study aims to identify the differences and similarities in the tourism industry of these two countries, including the types of facilities available, the contribution of the tourism industry to their respective economies, and the factors that contribute to the success of the tourism industry in each country. The study also intends to provide insights into how the tourism industry can be further developed in both countries to enhance their economies. The results of this exploration will be beneficial for representatives, investors, and stakeholders in the tourism industry to make informed decisions and develop sustainable tourism practices.

II. LITERATURE REVIEW

A. Tourism

Tourism is a complex social, cultural, economic, and environmental phenomenon involving the movement of individuals or groups from one place to another, typically outside their usual environment, for various purposes, including leisure, recreation, business, or personal reasons. It encompasses a range of activities, services, and experiences associated with travel, accommodation, transportation, attractions, and the interaction between tourists and the host communities. (Robinson et al., 2019)

Tourism is a multifaceted phenomenon that encompasses a broad spectrum of activities and impacts. At its core, tourism involves the act of traveling to destinations beyond one's habitual environment. Tourists engage in a variety of activities during their journeys, such as visiting attractions, participating in recreational or cultural experiences, and exploring natural or built environments. These activities can be structured or unstructured, organized through tourism operators or undertaken independently by individuals or groups. (Camilleri & Camilleri, 2018)

Tourism plays a significant role in the global economy, contributing to employment, income generation, and foreign exchange earnings in many countries. It encompasses diverse sectors, including transportation, accommodation, food and beverage, entertainment, and other related services. The tourism industry involves a wide range of stakeholders, including tourists, host communities, governments, businesses, non-governmental organizations, and various intermediaries involved in planning, marketing, and managing tourism destinations and experiences. (Sharpley & Telfer, 2015)

Tourism can have various impacts on the social, cultural, economic, and environmental dimensions of destinations. Positive impacts include economic growth, job creation, infrastructure development, cultural exchange, and community

empowerment. However, it can also pose challenges and negative effects such as over-tourism, cultural commodification, environmental degradation, social disruptions, and economic leakages.

Sustainable tourism has gained increasing attention as a way to mitigate negative impacts and maximize positive outcomes. It emphasizes responsible travel practices that conserve natural resources, respect local cultures, and benefit host communities. Sustainable tourism aims to achieve a balance between economic viability, environmental integrity, and social and cultural preservation, ensuring the long-term sustainability of tourism destinations and the well-being of both tourists and host communities. (Weaver, 2007)

Scholarly researches in tourism encompasses a wide range of topics, including destination management, tourist behavior and motivations, tourism impacts and sustainability, marketing and promotion, policy and planning, cultural tourism, ecotourism, heritage tourism, tourism and hospitality management, and many more. This multidisciplinary field draws on insights from disciplines such as geography, anthropology, sociology, economics, marketing, environmental studies, and hospitality management to deepen our understanding of tourism as a complex and evolving phenomenon.

Here are some of the highly rated tourism destinations for the tourists according to the natural heritage, cultural places and etc.

1. Italy: Italy is renowned for its rich cultural heritage, stunning architecture, and exquisite cuisine. Cities like Rome, with its iconic landmarks such as the Colosseum and Vatican City, and Florence, known for its Renaissance art and architecture, attract millions of tourists each year. The romantic canals of Venice and the picturesque coastal villages of the Amalfi Coast also offer unique and enchanting experiences. Italy's diverse landscapes, including the rolling hills of Tuscany, the breathtaking beauty of the Italian Lakes, and the dramatic coastline of Cinque Terre, provide endless opportunities for exploration and relaxation. (Colombini, 2015)
2. France: France is famous for its timeless charm, world-class museums, and exquisite cuisine. Paris, the "City of Light," boasts iconic attractions like the Eiffel Tower, Louvre Museum, and Notre-Dame Cathedral. The French

Riviera offers glamorous beach resorts such as Nice and Cannes, while the historic region of Provence captivates with its lavender fields and charming villages. The picturesque châteaux of the Loire Valley, the historic sites of Normandy, and the stunning landscapes of the French Alps further contribute to France's allure as a top tourism destination. (Frochot, 2009)

3. Japan: Japan combines ancient traditions with modern innovations, creating a unique blend of old and new. Tokyo, the bustling capital, showcases futuristic architecture, vibrant neighborhoods, and a vibrant street culture. Kyoto, with its numerous temples, gardens, and traditional tea houses, offers a glimpse into Japan's rich cultural heritage. The serene landscapes of Mount Fuji, the historic streets of Kanazawa, and the traditional hot springs of Hakone add to the country's diverse attractions. Japan's seasonal events such as cherry blossom viewing and autumn foliage make it even more captivating. (Arlt, 2006)
4. Spain: Spain is known for its vibrant culture, stunning beaches, and fascinating history. Barcelona entices with its distinctive architecture, including the works of Antoni Gaudí, and its lively atmosphere. Madrid, the country's capital, offers world-class museums, beautiful parks, and a vibrant nightlife. The southern region of Andalusia features historic cities like Seville, Granada, and Cordoba, known for their Moorish architecture and flamenco traditions. Spain's coastal regions, such as Costa del Sol and Costa Brava, provide sun-soaked beaches and charming seaside towns. (Barke, 2004)
5. Australia: Australia is a vast and diverse country with stunning natural landscapes and unique wildlife. Sydney, with its iconic Opera House and Harbour Bridge, is a popular destination. The Great Barrier Reef, located off the coast of Queensland, is a UNESCO World Heritage site renowned for its breathtaking marine biodiversity. The rugged Outback offers opportunities for adventure and exploration, while the cosmopolitan city of Melbourne showcases art, culture, and culinary delights. Australia's diverse ecosystems, including the ancient rainforests of Daintree National Park and the stunning rock formations of Uluru-Kata Tjuta National Park, make it a nature lover's paradise. (Hall, 1991)

6. Switzerland: Switzerland is renowned for its stunning alpine landscapes, picturesque villages, and high-quality tourism infrastructure. The Swiss Alps attract outdoor enthusiasts and nature lovers from around the world. Destinations like Zermatt, St. Moritz, and Interlaken offer opportunities for skiing, snowboarding, hiking, and mountaineering. The cities of Geneva, Zurich, and Lucerne captivate visitors with their blend of history, culture, and scenic beauty. Switzerland is also famous for its efficient public transportation system, including the iconic Swiss railways, which allow travelers to explore the country with ease. Additionally, Switzerland is known for its luxurious resorts, exquisite chocolates, and watchmaking traditions, adding to its appeal as a top tourism destination. (Barton, 2008)
7. Turkey: Turkey bridges Europe and Asia, offering a rich tapestry of history, culture, and natural beauty. Istanbul, straddling the Bosphorus Strait, is a vibrant metropolis blending modernity with ancient treasures like the Hagia Sophia and Topkapi Palace. The unique rock formations of Cappadocia, with its cave dwellings and hot air balloon rides, create a surreal landscape. The ancient ruins of Ephesus, Troy, and Hierapolis showcase Turkey's fascinating archaeological heritage. Coastal regions like the Aegean and Mediterranean offer beautiful beaches, turquoise waters, and resort towns such as Bodrum and Antalya. Turkish cuisine, famous for its diverse flavors and traditional delights like kebabs and baklava, adds to the allure of this captivating destination. (Okumus et al., 2012)

Both Switzerland and Turkey offer distinct experiences to travelers, from Switzerland's alpine beauty and precision to Turkey's cultural heritage and diverse landscapes. These countries have a lot to offer in terms of history, natural wonders, and unique cultural experiences, making them highly regarded destinations for tourism. These descriptions provide a glimpse into the attractions and highlights of some highly rated tourism destinations. However, there are numerous other countries with remarkable tourism offerings that are equally deserving of exploration and discovery. (Cankurt & Subasi, 2016)

B. Tourism in Switzerland

Switzerland's tourism industry is one of the most important contributors to the

country's overall growth, employment, and development, making it one of the most crucial sectors of Switzerland's economy. Due to its beautiful natural surroundings, scenic landscapes, historic cities, and rich cultural legacy, Switzerland is a popular tourist destination. The tourist sector in Switzerland is well-established and provides a wide variety of activities, such as skiing, mountain hiking, spa tourism, cultural tourism, and gourmet tourism. This literature review's objective is to investigate the many facets of tourism in Switzerland, including the industry's history, the country's current situation, and the country's potential for the future. (Leimgruber, 2021)

Contextualization of the Past Since the 19th century, when the country's natural beauty and alpine vistas first started attracting rich visitors from all over Europe, Switzerland has had a long heritage of tourism. This tradition dates back to the 19th century. At the beginning of the 20th century, Switzerland established itself as a prominent destination for winter sports, with ski resorts and amenities that were of world-class caliber. After the end of World War II, Switzerland continued to strengthen its tourism industry by expanding into a variety of subsectors, including spa tourism, cultural tourism, and business tourism. Over 20 million people travel to Switzerland every year, making it one of the countries that receives the greatest tourist traffic in the world. (Mussalam & Tajeddini, 2016)

The Current Scenario Regarding Tourism The tourist business in Switzerland is a substantial contribution to the economy of the country, accounting for more than 3% of the country's gross domestic product and providing employment for more than 175,000 people. Ski resorts, mountain villages, lakeside towns, ancient cities, and cultural attractions are just some of the locations and activities that make up this varied and dynamic sector. St. Moritz, Zermatt, and Verbier are just a few of the world-class ski resorts that can be found in Switzerland, which is why the country is known as the "winter sports capital of the world." In addition, Switzerland is well known for its plethora of wellness centers and thermal baths, which contribute to the country's flourishing spa tourism industry. The medieval old town of Bern, the castle of Chillon, and the world-famous Matterhorn peak are just a few of the cultural tourist destinations that contribute significantly to Switzerland's overall tourism industry. (Sesartic & Stucki, 2007)

In the future years, the tourism industry in Switzerland will encounter a variety of problems as well as opportunities. One of the most significant issues is to

keep its competitive edge in the world tourism market despite the fact that other countries are continuing to invest in the infrastructure and marketing of their tourism industries. Another obstacle to overcome is addressing the environmental impact of tourism, particularly in mountainous regions that run the risk of being overrun by tourists, which can lead to the destruction of the natural environment. In this sense, Switzerland has made measures to promote sustainable tourism, such as the "Leave No Trace" campaign that is being run by the Swiss Alpine Club. This effort urges tourists to respect the environment and limit the influence that they have while they are there. Last but not least, Switzerland needs to maintain its culture of innovation and continue to develop new tourism products as well as experiences in order to appeal to younger travelers. (Liu et al., 2017)

The tourism industry in Switzerland is an essential component of the country's overall economy, playing a crucial role in Switzerland's continued economic expansion, job creation, and overall progress. Switzerland has a rich history of tourism that dates back to the 19th century. Today, Switzerland is recognized as a premier location for tourism in the fields of winter sports, spas, and cultural attractions. However, in the years ahead, the sector will be faced with a large number of difficulties and opportunities. Some of these challenges include keeping its competitive edge, tackling environmental issues, and producing new tourism products and experiences. As a result, the Swiss tourism industry needs to keep innovating, adapting, and developing in order to keep up with the ever-shifting requirements of tourists and to assure its continued viability over the long term. (Fragnière et al., 2022)

1. Statistics Regarding Tourism in Switzerland

The Swiss Federal Statistical Office reports that the number of overnight stays in Swiss accommodation establishments reached 41.9 million in 2019, with approximately two-thirds of all overnight stays being accounted for by guests traveling from outside of Switzerland. Germany, the United Kingdom, the United States of America, and China are the source markets that provide the most revenue for Switzerland's tourism business. Hotels account for the bulk of overnight stays, followed by campgrounds, youth hostels, and holiday apartments. The third most common type of lodging is apartments for rent during vacations.

2. Tourism with Relation to Winter Sports

Switzerland is famous for its facilities for winter sports and is home to some of the top ski resorts in the world. Switzerland is home to over 200 ski areas and more than 7,000 kilometers of ski slopes, making it one of the most skiable countries in the world. The nation's ski resorts receive millions of tourists each year, which results in the generation of billions of dollars in revenue for the country. However, visitors can also enjoy activities such as ice skating, snowshoeing, and tobogganing during their time in Switzerland. Skiing and snowboarding are the two winter sports that are most popular in Switzerland. (Matter-Walstra et al., 2006)

Switzerland is known for its thermal baths and wellness facilities, which offer a variety of treatments and therapies to encourage relaxation, regeneration, and healing. One of Switzerland's most popular forms of tourism is the spa industry. The nation has a rich history of spa tourism that dates back to the Roman era, and it is home to a plethora of thermal baths and wellness facilities, such as Leukerbad, Baden, and Scuol. Spa tourism dates back to the Roman era. Spas in Switzerland are famous not just for the high quality of their facilities and services but also for the breathtaking natural scenery that surrounds them. (Weber et al., 2016)

3. Cultural Tourism

Numerous museums, art galleries, historic buildings, and cultural events contribute to Switzerland's extensive cultural legacy, which is reflected in the country's high quality of life. From Bern's Medieval Old Town to Basel's Contemporary Art Scene, visitors have the opportunity to explore Switzerland's fascinating history and diverse cultural traditions thanks to the country's cultural tourism industry. The Swiss National Museum, the Chillon Castle, the Zurich Opera House, and the Montreux Jazz Festival are some of the most well-known cultural attractions that can be found in Switzerland. (Chen et al., 2013)

4. Sustainable Tourism

As tourists and residents in Switzerland become more concerned about the toll that tourism takes on the local environment, sustainable tourism is becoming an increasingly popular practice in the country. The Swiss tourism industry has implemented measures to promote sustainable tourism, such as the "My Climate"

carbon offset program, which enables visitors to offset the carbon emissions caused by their travel, and the "Swiss Tourism Sustainability Label," which recognizes businesses that meet certain sustainability criteria. Both of these programs are examples of initiatives that have been taken by the Swiss tourism industry. In addition, Switzerland has created a number of programs to promote sustainable tourism in mountainous areas, such as the "Alpine Pearls" program, which encourages environmentally friendly transportation in hilly regions. (Kuščer et al., 2017)

The tourist business in Switzerland is an essential component of the Swiss economy. It is responsible for the generation of billions of dollars in revenue and the maintenance of thousands of jobs. The sector provides access to a wide variety of activities and locations, including historic cities, spas, historic ski slopes, and cultural landmarks and attractions. However, the business is also faced with a large number of obstacles, such as preserving its competitive advantage, resolving environmental concerns, and adjusting to the shifting requirements of visitors. In spite of this, Switzerland is in an excellent position to continue luring tourists from all over the world well into the foreseeable future on account of its breathtaking natural beauty, illustrious cultural heritage, and unwavering dedication to environmental preservation. (Schorner, 2010)

C. Tourism in Turkey

Turkey is a well-known travel destination that welcomes millions of tourists every year. The number of tourists from other countries that traveled to Turkey in 2019 reached 45.1 million, with the majority of them arriving from Russia, Germany, and the United Kingdom. This information was provided by the Turkish Statistical Institute. The tourism sector is a significant economic driver in Turkey, accounting for approximately 12% of the country's gross domestic product and providing employment for millions of people. (Kayumova & Nurmatova, 2023)

1. Cultural Tourism

Turkey possesses a diverse cultural heritage, as seen by the country's many historic sites, museums, and annual cultural celebrations. Visitors have the opportunity to learn about Turkey's rich history and different cultural traditions

thanks to the thriving cultural tourism business in the country. Attractions ranging from the ancient remains of Ephesus and Troy to the palaces and mosques built during the Ottoman Empire can be found in Istanbul. The Hagia Sophia Museum, the Topkapi Palace Museum, and the Cappadocia region, which is famous for its one-of-a-kind rock formations and underground cities, are some of the most well-known cultural sites in Turkey. ([Okumus et al., 2012](#))

2. Tourism based on the Sun and Sea

Additionally, Turkey is well-known for its stunning beaches, waters that are remarkably clear, and warm temperature, all of which combine to make it a favorite destination for sun and sea tourism. There are a great number of beach resorts and seaside villages along the country's lengthy coastline, which is over 8,000 kilometers long and stretches along the Aegean, Mediterranean, and Black Seas. Antalya, Bodrum, and Marmaris are three of the most well-known beach resort towns in Turkey. (Alaeddinoğlu & Şeremet, 2016)

3. Tourism devoted to Health

A growing number of tourists are coming to Turkey in search of medical treatments and operations, which is helping the country emerge as a new leader in the field of health tourism. The medical tourism business in this country provides a wide variety of services, including spas, thermal baths, and wellness centers in addition to cosmetic surgery and dental treatments. Due to its abundance of first-rate hospitals and other medical services, Istanbul has emerged as a prominent center for international medical tourism. (Koyuncu et al., 2016)

4. Sustainable Tourism

As tourists and locals alike become more concerned about the effects that tourism has on the environment, sustainable tourism is also becoming an increasingly significant aspect of the tourism industry in Turkey. The Turkish government has taken measures to promote sustainable tourism, such as the "Blue Flag" program, which awards recognition to beaches and marinas that meet certain environmental requirements, and the "Green Star" program, which awards recognition to hotels that meet specific sustainability standards. Both of these programs recognize beaches and marinas that satisfy certain environmental criteria. In addition, Turkey has introduced

a number of initiatives to promote sustainable tourism, such as the "Turkish Heritage Trees" project, which aims to safeguard and promote the country's old trees. Turkey has also undertaken a number of other projects to promote sustainable tourism. (Tosun, 2001)

Tourism for Adventurous Pursuits Hiking, rock climbing, rafting, and skiing are just some of the adventure sports that can be enjoyed during a trip to Turkey, which is another reason why this country is such a popular tourist destination. The rough mountains of the Taurus range and the breathtaking valleys and gorges of the Cappadocia region are just two examples of the varied topography that this country has to offer in terms of opportunities for outdoor recreation and exploration. The eastern provinces of Turkey are ideal for those interested in engaging in adventure tourism because they provide access to some of the more distant and wild regions of the country. (Kişi, 2019)

5. Tourism Focused on Food and Drink

Turkey is also well-known for the delectable dishes that it prepares; the country has a long culinary legacy that draws inspiration from the Ottoman Empire, the Middle East, and the Mediterranean. Visitors get the opportunity to enjoy a variety of mouthwatering delicacies thanks to the thriving culinary tourism business in the country. These cuisines range from savory kebabs and stews to sweet pastries and desserts. Because of its bustling markets and vibrant scene of street food, Istanbul is a particularly attractive destination for tourists interested in gourmet tourism. (Okumus et al., 2007)

Pilgrimage & Holy Sites Turkey is also a popular location for those seeking to engage in religious tourism. The country is home to a large number of holy sites and pilgrimage destinations, which draw tourists from all over the world. The nation has a long and rich history of religious practice, including significant landmarks associated with the three major world religions: Christianity, Islam, and Judaism. The Hagia Sophia in Istanbul, the House of the Virgin Mary in Ephesus, and the Mevlana Museum in Konya are three of the most well-known places of worship in all of Turkey. (Türker, 2016)

6. Meetings, Incentives, Conferences, and Exhibitions (MICE) Tourism

(Meetings, Incentives, Conferences, and Exhibitions) Tourism Turkey is also becoming an increasingly popular destination for MICE tourism, which stands for Meetings, Incentives, Conferences, and Exhibitions. Turkey's contemporary facilities and infrastructure make it ideal for hosting large-scale events. With conference centers and exposition halls of a world-class level, as well as a rich cultural legacy and great transportation links, Istanbul is a particularly popular destination for Meetings, Incentives, Conventions, and Exhibitions (MICE) tourism. (Kizanlikli & Çivgin, 2019)

The tourism business in Turkey is a thriving and active sector that provides visitors with a diverse selection of activities and destinations to choose from. Turkey is a country that has something to offer everyone, whether it is historical landmarks and cultural landmarks, outdoor activities and gastronomic experiences, or religious pilgrimage places. Turkey is in an excellent position to continue to draw tourists from all over the world as a result of the country's dedication to environmental protection and sustainability as well as its growing reputation as a destination for meetings, incentives, conventions, and exhibitions (MICE) tourism. (Monge & Brandimarte, 2011)

D. Tourism facilities and economic indicators (Switzerland)

Switzerland is a well-known travel destination that attracts many people every year due to its gorgeous landscapes, natural beauty, and rich cultural history. The nation is home to a tourism sector that is well developed and makes a considerable contribution to the national economy. In the following paragraphs, we will give an overview of the economic statistics and tourism-related amenities in Switzerland.

Facilities Dedicated to tourism industry in Switzerland is quite advanced, and the country offers a diverse selection of places to stay, various modes of public transportation, and exciting tourist destinations. The nation has earned a name for itself as a destination that offers high-end and opulent travel, which draws wealthy tourists from all over the world. (Kuščer et al., 2017)

1. Accommodation

There is a diverse selection of places to stay in Switzerland, ranging from the most opulent five-star hotels to the most rustic mountain cabins. The nation is home to more than 2,000 hotels, which together offer more than 185,000 guest rooms. The vast majority of these accommodations may be found within the country's most popular tourist cities, such as Zurich, Geneva, and Bern. (Nicod et al., 2007)

2. Transportation

Switzerland is home to a well-developed transportation network, complete with public transportation that is both dependable and effective. The nation is home to a comprehensive rail network that links all of the major cities and popular tourist locations. The Swiss Federal Railways (SBB) is the primary provider of rail services in Switzerland. Swiss Federal Railways operates high-speed trains that connect the country's major cities. (Masiero & Zoltan, 2013)

3. Tourist Attractions

Switzerland is renowned for its natural beauty, which can be seen throughout the country in its breathtaking mountain ranges, glistening lakes, and picture-perfect communities. The nation also possesses a diverse cultural heritage, as seen by the large number of museums and historic places it contains. The Matterhorn, Lake Geneva, the Jungfrau region, and the Chillon Castle are among the most well-known tourist destinations in all of Switzerland. (Williams & Gibson, 2004)

4. Economic Indicators

The tourism industry makes a substantial contribution to the economy of Switzerland by bringing in a significant amount of money and providing opportunity for people to find jobs. In the following paragraphs, we will offer a general summary of the economic statistics that are connected to tourism in Switzerland. (Leimgruber, 2021)

a. The amount contributed to the GDP

Swiss Federal Statistical Office reported in 2021 that, around 3.5% of Switzerland's total Gross Domestic Product (GDP) is attributed to the nation's tourism industry, making it one of the country's most important economic drivers.

Annually, the tourism sector contributes a total revenue of around CHF 17.3 billion, which is equivalent to approximately \$18.7 billion USD. The tourist business in Switzerland is a significant employer, providing work opportunities for close to 200,000 Swiss citizens. The sector is responsible for around 5.5% of the total employment across the country.

b. Foreign Exchange Earnings

Additionally, in that report Swiss Federal Statistical Office reported in 2021 that, a significant number of tourists from other countries visit the nation each year, and these visitors spend money on a variety of products and services, including lodging, transportation, food, and entertainment. The tourism industry in Switzerland contributed around CHF 16.9 billion (nearly \$18.3 billion USD) to Switzerland's overall foreign exchange profits in 2019.

In the light of above report it is easy to explore that the tourism business in Switzerland is a key contribution to the country's economy, as it results in the generation of revenue, the production of employment possibilities, and the attraction of earnings denominated in a foreign currency. The nation's infrastructure for tourism is quite advanced, and it offers visitors a wide variety of lodging options, transportation services, and tourist destinations to choose from. Visitors from all over the world continue to be drawn to Switzerland due to its well-deserved reputation as a destination for luxurious vacations and breathtaking natural scenery.

In addition to the factors that were discussed previously, it is important to keep in mind that the tourist industry in Switzerland is highly regulated, with stringent quality standards and regulations in place, in order to preserve the nation's reputation as a destination that offers high-quality vacations. The nation has an extensive and well-established accreditation and quality assurance system for tourism facilities, including as hotels, restaurants, and other tourist-related services. (Archer, 1985)

The tourism business in Switzerland is similarly marked by seasonality, with the majority of visitors coming during the summer and winter months respectively. Because they are so popular all over the world, Switzerland's ski resorts play a significant role in the country's tourism economy during the winter months. These resorts welcome a vast number of tourists from all over the world.

In recent years, Switzerland has also placed a significant emphasis on creating sustainable tourism practices, with a special emphasis on limiting the damage that tourism has on the environment. The nation has put in place a variety of policies to encourage ecologically responsible tourism, such as the utilization of renewable energy sources, the minimization of waste, and the provision of environmentally friendly modes of transportation.

It is important to note that the COVID-19 pandemic has had an effect on Switzerland's tourism business. As a result of travel restrictions and border closures, Switzerland is expecting a major decrease in the number of tourists arriving in the year 2020. In spite of this, it is anticipated that the country's tourism industry would rebound in the years to come as a result of the introduction of vaccines and the progressive loosening of travel restrictions. (WTTC, 2021)

Tourism is a key contributor to Switzerland's economy, as measured by a number of different economic indicators. The World Travel and Tourism Council estimates that the direct contribution of travel and tourism to Switzerland's gross domestic product in 2019 was CHF 27.9 billion, which is equivalent to USD 29.8 billion. This represents 5.4% of Switzerland's overall GDP. There are also a substantial number of jobs in Switzerland that are supported by the tourism business; it is estimated that there are 235,000 individuals working in the sector.

In addition to the industry's direct contribution to Switzerland's gross domestic product (GDP), the tourism sector also has a substantial indirect impact on the country's economy. For instance, the retail business, the food and beverage industry, and the transportation industry all benefit from the demand that is generated by the tourism industry. As a result, employment opportunities and increased economic activity are created in these fields. (Abbas et al., 2021)

In addition to this, Switzerland's tourism sector is distinguished by the high level of expenditures made by visitors. The Swiss Federal Statistical Office estimates that the average amount of money spent by tourists from other countries during their overnight stays in Switzerland in 2019 was CHF 231. This is a huge increase in comparison to the typical expenditures made for a single night's stay in other European nations like Germany and France. (Figini & Patuelli, 2022)

However, it is important to keep in mind that Switzerland's tourism industry

is also facing a variety of economic issues at the present time. Because of factors such as the high cost of living and the strength of the Swiss franc, for instance, Switzerland is known for being a relatively pricey vacation destination. In addition, the industry is susceptible to the effects of external factors such as the state of the world economy, the goings-on in geopolitical arenas, and the occurrence of natural disasters. (Sharpley & Telfer, 2015)

c. Infrastructure Dedicated to Tourism in Switzerland:

Hotels, resorts, spas, and ski resorts are just few of the several types of tourist facilities that may be found in Switzerland. Accommodations that are both comfortable and luxurious, as well as access to a variety of recreational activities, are provided to domestic and foreign guests by these establishments, which serve to the demands of tourists traveling from both within and outside of the country. (Scaglione et al., 2021)

The tourism industry in Switzerland is significantly influenced by the hotel industry there. There are about 5,000 hotels in Switzerland, ranging from intimate establishments run by single families to sprawling complexes run by multinational conglomerates. These hotels offer a diverse selection of amenities, ranging from simple rooms to suites with all the modern conveniences.

In addition to its many hotels, Switzerland is home to a variety of ski resorts, which attract a large number of vacationers during the country's winter season. These resorts provide their guests access to ski slopes in addition to a variety of other activities, such as ice skating, snowshoeing, and snowboarding. (Johnson et al., 2006)

Spas and wellness centers in Switzerland are well-known for providing guests with the opportunity to de-stress and revitalize during their time in the country. These establishments can be found all across the United States and provide a wide variety of services, such as massages, facials, and other types of treatments. (Bieger et al., 2007)

d. Facilitating Economic Expansion through the Provision of Tourist Attractions

The promotion of economic expansion in Switzerland is best accomplished through the construction of new facilities catering to the tourism industry. The nation

will be able to produce more money and attract a greater number of tourists if it makes investments in new hotels, ski resorts, and other forms of tourism infrastructure. (Balsalobre-Lorente et al., 2020)

In addition to making investments in brand-new facilities, Switzerland may also prioritize the promotion of its already-existing facilities. This can be accomplished through marketing efforts, collaborations with travel companies, and other initiatives that are geared toward attracting a greater number of tourists to the nation. Putting an emphasis on tourism that does not harm the environment is yet another method for fostering economic expansion through tourism. This strategy can be used to bring more visitors to Switzerland who are interested in ecotourism and other sustainable travel options. Switzerland is known for being a pioneer in sustainable tourism, and this strategy can capitalize on this reputation. (Perovic, 2013)

In Switzerland, tourism is a significant business, and the expansion of the country's tourism infrastructure is a critical component of the nation's overall plan to foster economic expansion. Switzerland has the potential to increase both its number of visitors and its revenue if it makes investments in both new and current facilities and promotes the latter. This strategy, which can be utilized to attract tourists with a greater concern for the environment, is one of the country's primary focuses, along with ecologically responsible tourism. It would be vital to undertake a thorough literature review if one were interested in further exploring the function that tourism facilities play in fostering economic growth in the country of Switzerland. This can involve reading industry papers, academic articles, or government studies that are connected to tourism in Switzerland. (Holden, 2016)

Visitors from all over the world have been coming to Switzerland for a very long time, making the tourism industry one of the most significant parts of the Swiss economy. Switzerland is renowned for its breathtaking landscapes, diverse cultural offerings, and superior tourism infrastructure, all of which have contributed to the nation's development into a leading destination for vacationers.

In 2019, Switzerland broke a record by receiving 11.2 million overnight guests, which resulted in CHF 17.5 billion in income from tourism. However, the COVID-19 pandemic had a huge influence on Switzerland's tourism industry, resulting in a decline of nearly fifty percent in the number of visitors in the year

2020. (Wunderlich et al., 2023)

In spite of the difficulties brought on by the pandemic, the tourism industry in Switzerland is built on a solid foundation and is in an excellent position to recover. Changes in consumer preferences and advancements in technology have been primary drivers of the enormous transformations that have taken place in this sector over the course of the last few decades.

The development of environmentally conscious vacations is becoming an increasingly popular option for travelers to Switzerland. The tourism infrastructure of Switzerland has made significant investments in environmentally friendly technologies, such as lighting that uses less energy and renewable energy sources, and has introduced sustainable practices, such as reducing garbage and recycling it. Additionally, the Swiss government has taken steps to promote sustainable tourism through programs such as the "Swiss Tourism Sustainability Label," which awards certification to tourism establishments that are environmentally responsible and meet stringent criteria for such certification. (Hasenzahl & Cantoni, 2021)

The proliferation of digital platforms and mobile devices is yet another significant development that has had a significant impact on the tourism industry. As a result, vacationers now plan and book their trips very differently. A significant number of Swiss tourism establishments have responded to these shifts by developing online booking platforms, making investments in digital marketing, and increasing the guest experience by utilizing various technological tools. (Akhtar et al., 2021)

The tourist business in Switzerland as a whole has undergone tremendous change throughout the course of its history. This is a direct result of shifting customer preferences, as well as technological and political developments around the world. In spite of the difficulties brought on by the COVID-19 epidemic, the sector continues to play a significant role in the expansion of the Swiss economy. Looking ahead to the years that lie ahead, it is anticipated that the industry will continue to develop and adapt to new trends and difficulties. (Leimgruber, 2021).

Switzerland is a popular tourist destination, and as such, it provides a diverse range of accommodations and other tourism-related amenities to meet the requirements of a large number of different kinds of visitors. The following are some

of the most common kinds of tourist facilities that can be found in Switzerland:

1. Hotels: Switzerland is home to a diverse selection of hotels, ranging from high-end, five-star establishments to more affordable hostels. Tourists will be drawn to these hotels because of the variety of services they offer, which include swimming pools, spas, and restaurants. (Sund, 2006)

2. Resorts: Switzerland is also well-known for its mountain resorts, which are home to a variety of winter sports activities like skiing, snowboarding, and others. These resorts also provide opportunities for activities such as hiking, biking, and other outdoor pursuits throughout the summer months. (Clivaz & Nahrath, 2010)

3. Sites for camping Switzerland is home to a huge number of camping sites, making it an attractive destination for budget-conscious vacationers as well as those who take pleasure in camping and the great outdoors. (Ruegger, 2007)

4. Attractions for tourists: Switzerland is home to a number of attractions, such as museums, art galleries, and historic sites, which collectively bring in millions of tourists each year. (Deng et al., 2002)

5. Transportation: Switzerland's well-developed transportation network, which allows tourists to easily move all around the nation and includes trains, buses, and cable cars, makes it easy for them to get around. (Mammadov, 2012)

The Swiss economy benefits considerably from each of these tourism amenities in various ways. The Swiss Federal Statistical Office reports that the tourist industry in Switzerland contributed 2.9% to the country's GDP in 2019 and accounted for 4.6% of the country's total employment. The majority of the sector's revenue, which totaled CHF 17.8 billion, was derived from guests spending at least one night in hotels and other types of accommodations. Because of this, tourism is a substantial contributor to both jobs and revenue in Switzerland, making it an essential part of the country's economy. (Fusté-Forné, 2022)

E. Tourism facilities and economic indicators (Turkey)

Turkey is an internationally recognized vacation spot that provides visitors with access to a diverse selection of tourism amenities, such as lodges, dining establishments, and historical sites. In recent years, the nation has placed a primary

emphasis on strengthening its tourism infrastructure in the hopes of attracting a greater number of tourists from all over the world. (Akal, 2010)

The tourist business in Turkey is distinguished by the wide variety of offerings that it provides, which include cultural and historical landmarks, natural attractions, and beach resorts. There are several well-known historical monuments in the country, including the ancient city of Ephesus, the Hagia Sophia Museum, and the Topkapi Palace Museum. In addition, Turkey possesses a significant cultural legacy, as seen by the country's year-round celebration of a plethora of festivals and events, such as the International Istanbul Film Festival and the International Izmir Festival. (Kuvan, 2005)

In terms of its infrastructure for tourism, Turkey boasts an extensive selection of accommodation alternatives, which include five-star hotels, hostels that are welcoming to travelers on a budget, and private rentals. In addition, there is a broad selection of restaurants across the nation that serve both traditional Turkish food and a variety of other cuisines from around the world. (Ali et al, 2020)

The tourist business in Turkey is a significant contributor to the overall economy of the country. The World Travel and Tourism Council estimates that the direct contribution of travel and tourism to the GDP of Turkey in 2019 was TRY 141.5 billion (USD 34.9 billion). This represents 5.5% of the country's overall GDP. There are also a substantial number of jobs in Turkey that are supported by the tourism business; it is estimated that there are 2.5 million individuals working in the sector. (Pata, & Balsalobre-Lorente, 2022)

The tourism industry not only makes a substantial direct contribution to Turkey's economy, but it also has a significant indirect impact on the country's economy. For instance, the retail industry, the food and beverage industry, and transportation are all areas that benefit from the demand that is created by the tourism industry. As a result, employment opportunities and increased economic activity are created in these fields. (Akan et al., 2007)

The high level of expenditure that occurs during tourism in Turkey is another distinguishing feature of the country's tourism sector. The Turkish Statistical Institute estimates that the average amount of money spent by tourists in Turkey in 2019 was 676 US Dollars. This is a substantial increase compared to the typical expenditures

made by tourists in other countries in the region, such as Egypt and Tunisia. (Akan et al, 2007).

It is important to keep in mind, however, that Turkey's tourist sector has been confronted with a lot of difficulties in recent years. For instance, the nation has been plagued by political unrest and apprehensions regarding its safety, both of which have had an adverse effect on the amount of tourists. In addition, the COVID-19 pandemic has had a substantial effect on the sector. Because of the pandemic, travel restrictions and border closures have led to a decrease in the number of tourists arriving in the year 2020. In spite of this, it is anticipated that the country's tourism industry would rebound in the years to come as a result of the introduction of vaccines and the progressive loosening of travel restrictions. (Uzar & Eyuboglu, 2019)

Over the course of the past few years, Turkey has made significant investments in the expansion of its tourism infrastructure. The government has launched a variety of programs with the goals of enhancing the standard of the country's tourism infrastructure and attracting more visitors to visit the country as a tourist destination. For instance, the government has established a number of tourism development zones all around the country. These zones provide investors in the tourism industry with tax incentives and other benefits in addition to these advantages. (Ertaş et al., 2021)

In addition, Turkey has been making investments in the growth of its transportation infrastructure, which includes the construction of new motorways and high-speed rail links, as well as the extension of its existing airports. This has helped to increase accessibility to a significant number of the country's tourism spots, which in turn has made it simpler for tourists to travel throughout Turkey.

Additionally, Turkey has been placing a strong emphasis on the development of sustainable tourism practices in an effort to lessen the negative effects that tourism has on both the environment and the communities that it visits. The government has launched a number of eco-tourism projects, including the promotion of sustainable tourist practices and the creation of eco-friendly hotels, among other things. (Akay, 2020).

In recent years, Turkey's tourism industry has been confronted with a number

of obstacles; however, the country continues to be a well-liked travel destination for people from all over the world. The nation served as host to a total of 45.1 million tourists from other countries in 2019, elevating it to the position of the sixth most visited nation on the planet. (Derinalp-Çanakçı, & Birdir, 2020)

The availability of a wide variety of tourist amenities in Turkey is one of the primary contributors to the country's success as a destination for vacationers. The nation is home to a diverse selection of tourist destinations, including places of historical and cultural significance, as well as beaches, mountains, and other natural beauties. Istanbul, a metropolis that spans Europe and Asia and is home to a multitude of historical and cultural landmarks, including the famed Hagia Sophia and the Blue Mosque, is one of the most popular tourist destinations in Turkey. Istanbul is also one of the world's most populous cities. Other well-liked vacation spots in Turkey are the coastal cities of Antalya, Bodrum, and Izmir. These cities are located on Turkey's Aegean and Mediterranean coasts, respectively, and are renowned for their beaches, resorts, and picturesque landscapes. (Zaman & Aktan, 2021)

Turkey has been investing in the growth of its hotel business in order to support the tourism facilities that it has constructed. The nation is home to a diverse selection of places to lay your head, including high-end resorts and hotels, as well as guesthouses and inexpensive inns. The majority of these establishments have undergone construction or renovation in recent years, with the primary goal of delivering services and amenities of the highest possible caliber to guests. It is a substantial contributor to the economy of Turkey, as measured by a number of different economic indicators. According to the World Travel & Tourism Council, the tourism industry contributed directly 6.2% to Turkey's GDP in 2019, while the total contribution to Turkey's GDP (including indirect and induced effects) was 11.9% of GDP. Additionally, the industry was responsible for the creation of 2.3 million jobs across the country, accounting for 5.7% of the total employment. (Çeti & Unluonen, 2020)

The tourism business in Turkey, on the other hand, has been struggling in recent years, which is something that should be taken into consideration. The country's precarious political climate and rising fears for its citizens' safety have contributed to a fall in the number of tourists coming from key markets such as Russia and Germany. The COVID-19 epidemic has also had a substantial influence

on the sector, as seen by the fact that numerous hotels and tourist sites have been temporarily shuttered or are running at a reduced capacity.

The tourism industry in Turkey has proved that it is resilient in the face of these problems, and it has the potential for further expansion and success. Along with a continuous emphasis on environmentally responsible tourism practices, the government's continued investment in the expansion of tourism infrastructure will be essential to assuring the sector's continued prosperity over the long run. (Jandaghi et al., 2019)

1. Tourism facilities in promoting economic growth in Turkey

The tourist industry is an essential component of the Turkish economy, and the expansion of tourism infrastructure has been an important contributor to the overall expansion of the Turkish economy in recent years. Turkey is a well-liked travel destination that is well-known for the wealth of cultural attractions it offers, as well as for the breathtaking natural beauty that it possesses. The Turkish government has made significant investments in the development of tourism infrastructure in recent years. These investments have included the construction of new hotels, resorts, and other types of tourism facilities. (Khan et al., 2020)

F. Importance of tourism for national economies (Switzerland)

The tourism industry in Switzerland is a substantial contributor to the country's overall economy and is one of its most important sectors. The Swiss Federal Statistical Office reports that the tourist industry was responsible for CHF 19.5 billion worth of contributions to the Swiss economy in 2019, which corresponds to 3.8% of GDP.

The tourism industry's capacity to create new job openings is among the most significant advantages it offers. Over 195,000 individuals have work thanks to Switzerland's thriving tourist sector in 2019, making it the country's single largest employer. This accounts for approximately 4.4% of the total employment across the nation. (Brida et al., 2020)

Tourism not only helps the economy of a country by creating jobs, but it also brings in much-needed income. Travelers spending money in Switzerland purchase a

variety of goods and services, including lodging, food and drink, transportation, and activities, among other things. These expenditures not only help to encourage economic activity but also produce cash for the government in the form of tax payments. (Rogerson & Rogerson, 2021)

Additionally, the tourism industry in Switzerland has a trickle-down influence on other sectors of the economy. For instance, the building business benefits when new tourism facilities are built, and the agricultural industry benefits when there is a demand for locally grown produce and food goods.

In addition, tourism plays a significant part in the preservation and dissemination of Switzerland's cultural and historical assets. Tourists from all over the world flock to the country to take in its breathtaking natural landscapes, cultural icons, and historical places. Switzerland has the potential to improve its reputation and expand its visibility on the international scene by highlighting these distinctive characteristics.

The capacity of tourism to foster sustainable development is yet another essential facet of the industry. In recent years, there has been an increasing emphasis on sustainable tourism practices, which aim to limit the detrimental impact that tourism can have on the environment and on the people that are directly affected by tourists. Switzerland has been a pioneer in this field, actively supporting sustainable tourism programs such as ecotourism, responsible travel, and options for vacation that do not produce any carbon emissions. (Cronin, 1990)

In conclusion, tourism is an important industry for Switzerland since it makes a contribution to the country's economy, encourages the preservation of cultural heritage and sustainable development, and generates job possibilities. As a result of this, it is essential for the Swiss government and the many stakeholders in the tourist industry to continue their investments in and promotion of this essential sector.

In recent years, the tourist industry in Switzerland has been confronted with a number of issues, some of which include a strong Swiss currency, which has made prices in the country less competitive, as well as rising competition from other locations. Despite this, the industry has proven its resiliency and has maintained its expansion, setting a new high of 38.8 million overnight stays in 2019. (Ristić et al., 2019)

The great reputation that the country enjoys for quality and elegance is one of the primary factors contributing to the expansion of the tourism industry in Switzerland. Switzerland is renowned around the world for its exceptional levels of hospitality, culinary arts, and leisure pursuits. Whether it's skiing in the Alps or enjoying in a spa retreat, tourists are willing to pay a premium for the opportunity to have an authentic Swiss experience. (Istoc, 2012)

The country's investment in infrastructure and facilities is yet another aspect that has assisted Switzerland's tourism business. Switzerland has a well-developed transportation network, with great rail and road links to both major cities and popular tourist locations. Switzerland is a popular tourism destination. In addition, the nation has made substantial investments in contemporary tourism infrastructure, such as ski resorts, hotels, and conference centers, in order to appeal to a broad range of tourists. (Murphy & Price, 2012)

Additionally, Switzerland's tourism business has been able to modify its practices in response to shifting consumer tendencies and preferences. For instance, there has been an increase in the demand for experiential travel, which places an emphasis on genuine and all-encompassing experiences that provide passengers the opportunity to engage with the culture and traditions of the destination they are visiting. Switzerland has responded to this tendency by encouraging cultural activities and events such as the festivities of Swiss National Day and local food and wine festivals. These events are examples of how Switzerland is responding to the trend. (Swarbrooke & Horner, 2001).

However, the COVID-19 epidemic has had a severe influence on Switzerland's tourism business, as a result of which borders have been closed and travel restrictions have been implemented, leading to a precipitous drop in the number of visitors. The industry has been forced to quickly react, which has resulted in many firms shifting their focus to provide customers with virtual experiences and adopting new protocols for health and safety in order to guarantee the visitors' well-being. (Hasenzahl & Cantoni, 2021)

In spite of these obstacles, the tourist industry in Switzerland continues to be a significant contributor to the overall economy of the country and an essential component of its cultural legacy. Switzerland is well-positioned to continue to be a top worldwide destination for many years to come as a result of its ongoing efforts to

develop and innovate in this essential area.

The tourist industry in Switzerland is one of the country's most important economic drivers, accounting for around 3.5% of Switzerland's gross domestic product (GDP) and providing employment for close to 160,000 people. Additionally, a major portion of the industry's earnings come from tourists from other countries; it is anticipated that these visitors would spend 16.8 billion Swiss francs in Switzerland in 2019. (Rodríguez et al., 2020)

In addition to the positive effects it has on the Swiss economy, tourism also has a significant impact on the country's cultural and historical preservation. The country's natural beauty, historical significance, and cultural diversity all draw tourists from all over the world, which creates possibilities for cultural interaction and furthers our awareness of one another's perspectives. Tourism has the ability to advance sustainable development as well as the conservation of the environment. Many companies and organizations in Switzerland have adopted eco-friendly efforts to lessen their negative influence on the environment, and as a result, Switzerland has emerged as a global leader in the promotion of sustainable tourist practices. The natural resources of the country, such as its Alpine scenery and lakes that have not been tainted by human activity, are also precious assets that need to be safeguarded so that future generations can enjoy them. (Dogru et al., 2020)

The contribution that the tourism industry makes to the regional development of Switzerland is yet another essential facet of the country's tourism industry. Small enterprises and independent entrepreneurs are essential to the success of the tourist industry, which is vital to the economic well-being of a significant number of rural communities across the United States. The tourism sector may contribute to the promotion of economic growth and social development in these places by fostering practices that are environmentally responsible and by providing assistance to local companies. (Adedoyin et al., 2023)

It is impossible to exaggerate the significance of Switzerland's tourist industry to the country's overall economy as well as its cultural legacy. The industry has shown resiliency in the face of adversities, and it continues to develop and advance in order to satisfy the ever-evolving requirements and tastes of travelers. As the global population begins to recover from the COVID-19 epidemic and travel restrictions are eased, Switzerland's tourist industry is prepared to make a comeback

and will likely continue to play an important part in the nation's long-term growth. (Pesonen & Neidhardt, 2019)

G. Importance of tourism for national economies (Turkey)

Tourism is a crucial sector for the Turkish economy, contributing significantly to its growth and development. The industry accounts for approximately 12% of Turkey's GDP and provides employment for over two million people. In addition, tourism generates significant foreign exchange earnings, with visitors spending an estimated \$34 billion in 2019. (Adu-Ampong, 2018)

One of the primary reasons for the importance of tourism in Turkey is its rich cultural and historical heritage. The country is home to a wealth of archaeological sites, ancient ruins, and landmarks that attract millions of visitors each year. From the ancient city of Ephesus to the historic city of Istanbul, Turkey's cultural attractions are a major draw for tourists from around the world. In addition to cultural tourism, Turkey also offers a range of natural attractions, including pristine beaches, stunning mountains, and picturesque landscapes. This has made the country a popular destination for adventure tourism, with activities such as hiking, skiing, and rafting attracting a growing number of visitors. (Stynes, 1997)

The importance of tourism to Turkey's economy is further underscored by its contribution to regional development. The industry is particularly vital in the country's rural areas, where it provides much-needed employment opportunities and supports small businesses. By promoting sustainable tourism practices and investing in infrastructure, Turkey can help to promote economic growth and social development in these regions. Tourism also plays an important role in promoting cross-cultural understanding and fostering international cooperation. As visitors from around the world come to Turkey, they have the opportunity to learn about the country's rich culture and heritage and to engage in cultural exchange with the local population. This can help to promote understanding and cooperation between nations, promoting peace and stability in the region. (Ulucak et al., 2020)

Overall, the importance of tourism to the Turkish economy and cultural heritage cannot be overstated. The industry has demonstrated resilience in the face of challenges and continues to innovate and evolve to meet the changing needs and

preferences of travelers. As the world recovers from the COVID-19 pandemic and travel restrictions are lifted, Turkey's tourism industry is poised to bounce back and continue to play a vital role in the country's future development.

Turkey's tourism industry has faced numerous challenges in recent years, including political instability, security concerns, and the COVID-19 pandemic. These challenges have highlighted the need for the industry to adopt sustainable practices and to develop strategies that promote long-term growth and stability. (Özdemir & Yildiz, 2020)

One approach that has gained increasing attention is the concept of "responsible tourism." This involves promoting sustainable practices that minimize the environmental impact of tourism while also supporting local communities and promoting cultural understanding. Examples of responsible tourism practices in Turkey include initiatives to reduce waste, promote renewable energy, and support local businesses. (Godil et al., 2020)

Another important consideration in the importance of tourism for Turkey's economy is the role of international visitors. In recent years, the country has sought to diversify its source markets, with a focus on attracting visitors from a wider range of countries. This strategy has helped to reduce the country's reliance on a single market and has also helped to promote cultural exchange and international cooperation. (Bulgan et al., 2019)

In addition to promoting sustainable tourism practices and diversifying its source markets, Turkey's tourism industry also faces a number of challenges related to infrastructure and human resources. Addressing these challenges will require significant investment in training and education, as well as in the development of infrastructure such as transportation networks and tourist facilities. Despite these challenges, Turkey's tourism industry remains a vital component of the country's economy and cultural heritage. By promoting responsible tourism practices and investing in sustainable growth, the industry can help to ensure that future generations can continue to enjoy the country's rich cultural and natural resources. (Saint Akadiri et al., 2019)

One of the key benefits of tourism for Turkey's economy is its contribution to job creation and economic growth. According to the Turkish Statistical Institute, the

tourism industry directly employs over 2 million people and indirectly supports an additional 1.4 million jobs. This makes it a vital source of employment and income, particularly in rural areas where alternative job opportunities may be limited. In addition, tourism also contributes significantly to Turkey's GDP. In 2019, tourism revenues totaled \$34.5 billion, making it the country's third-largest source of foreign exchange after automotive and textile exports. This revenue has helped to fund infrastructure projects and support economic development across the country. (Kirca & Özer, 2021)

Moreover, tourism has the potential to support the preservation and promotion of Turkey's cultural heritage. The country is home to a rich array of historical and cultural sites, including ancient ruins, museums, and traditional villages. By promoting responsible tourism practices that respect these sites and engage with local communities, the industry can help to preserve these resources for future generations while also promoting cultural understanding and exchange. (Işık et al., 2019)

However, the tourism industry also poses challenges for Turkey's economy and society. In addition to the challenges discussed earlier, such as sustainability and infrastructure, tourism can also lead to social and environmental problems such as overcrowding, pollution, and cultural commodification. Addressing these challenges will require collaboration between stakeholders in the industry, government, and local communities.

Overall, tourism plays a crucial role in Turkey's economy and cultural heritage. By adopting responsible tourism practices and addressing the challenges facing the industry, Turkey can continue to leverage this important sector for sustainable economic growth and cultural preservation. (Saint Akadiri et al., 2019)

H. Impact of tourism on Switzerland economy

The tourism industry is a substantial contribution to the Swiss economy, accounting for approximately 2.9% of the country's Gross Domestic Product (GDP) and employing approximately 5% of the total workforce. Switzerland is a well-liked tourist destination that is well-known for its breathtaking natural scenery, world-class ski resorts, and bustling cities such as Zurich, Geneva, and Bern. The Swiss economy

relies heavily on tourism as a result of the country's popularity among tourists, which brings in millions of visitors annually.

It is possible to examine the effect that tourism has on the economy of Switzerland from a variety of perspectives, such as economic growth, employment, the generation of money, and earnings in foreign currencies. One of the most significant advantages brought about by tourism is the expansion of job opportunities within the tourist industry and other businesses closely associated to it. The sector is a substantial employer of people with a wide range of skill levels, ranging from highly qualified professionals in the hospitality and tourism industries to low-skilled workers in the retail and transportation sectors. Specifically, the hospitality and tourism industries employ the most people in the industry. (Al-Msallam, 2020)

In addition, tourism makes a considerable contribution to the country's balance of payments because it results in the generation of revenue in the form of foreign currency through the spending of tourists from other countries. The tourism sector in Switzerland reaps the benefits of a strong reputation for quality and high-end services, which attracts a substantial number of wealthy tourists who are ready to spend more money on premium travel experiences. This in turn boosts Switzerland's tourism industry. This is evident in the fact that the average expenditure of international tourists is higher than the average expenditure of tourists visiting other sites in Europe. (Zeng et al., 2022)

Additionally, the tourism industry has a multiplier effect on the economy, meaning that it stimulates economic activity in other areas of the economy by increasing demand for goods and services that are already present in those other areas. Because tourists purchase more goods and services, there is a subsequent rise in production. This, in turn, results in the creation of additional employment possibilities and the generation of income for businesses and individuals. (Nyasha et al., 2021)

The positive effect that tourism has had on Switzerland's economy has, however, been accompanied with a number of difficulties. For instance, the high demand for tourism can result in congestion in certain places and put pressure on the infrastructure of the country, such as transportation, accommodation, and public facilities. This can be a problem for countries that rely heavily on tourism as an

economic driver. This can have a detrimental effect on the overall quality of life for residents of the area and put a strain on the resources available in the area. (Ferro Luzzi, & Flückiger, 2003)

The tourism business in Switzerland has a large and positive impact on the economy as a whole, contributing to economic growth, employment, revenue generation, and earnings in foreign currencies. Nevertheless, it is essential to make certain that the expansion of tourism is both environmentally friendly and does not lower the standard of living of the country's inhabitants in any way. (Barton, 2008)

Switzerland is consistently ranked among the most visited countries in the world, with millions of tourists coming to the country every year. The country's jaw-dropping natural beauty, abundant history and culture, and well-developed tourism infrastructure all contribute to the country's popularity among vacationers. The tourist industry is a key contribution to Switzerland's economy, bringing in billions of Swiss francs in revenue each year and providing employment for thousands of people around the country. (Leimgruber, 2021)

The World Travel and Tourism Council (WTTC) estimates that the travel and tourism industry contributed directly 3.7%, or CHF 19.7 billion, to Switzerland's GDP in 2019. This number is projected to reach CHF 27.5 billion by the year 2029, which is equivalent to 4.2% of GDP. After accounting for travel and tourism's direct, indirect, and induced effects on the Swiss economy in 2019, the industry's total contribution to the country's GDP was 7.9%, or CHF 41.8 billion.

In addition, the tourism industry is responsible for the creation of a substantial number of jobs in Switzerland. In 2019, travel and tourism was directly responsible for supporting 167,000 jobs, which is equivalent to 3.8% of the total employment in the country. By the year 2029, it is anticipated that this number would have increased to 192,000 jobs, representing 4.2% of the total employment. (Fragnière et al., 2022)

The tourism industry is particularly vital to certain parts of Switzerland, such as the cantons of Valais and Graubunden. Both of these cantons are home to well-known ski resorts, which bring in a significant number of tourists during the winter months. In certain areas, tourism is responsible for as much as 30 percent of the employment and 25 percent of the gross domestic product. (Matter-Walstra et al., 2006)

Additionally, the tourism business in Switzerland is a considerable contributor to the country's total earnings from exports. In 2019, the value of total exports related to travel and tourism, which includes both products and services, was CHF 27.4 billion, or 10.1% of total exports.

Nevertheless, the COVID-19 epidemic has had a considerable influence on Switzerland's tourism business, as it has on the tourism industries of a great number of other nations. The number of tourists arriving in Switzerland from other countries dropped by 81% in 2020 when compared to the previous year, and as a result, the tourism industry saw a considerable drop in both revenue and employment. In spite of these obstacles, the Swiss government has taken steps to bolster the business and boost domestic tourism. As a result of these efforts, it is anticipated that the sector will begin to improve within the next few years. (Wunderlich et al., 2023)

Consider the following in relation to the influence that tourism has on Switzerland's economy:

1. **Employment:** Tourism is a significant driver of employment in Switzerland and accounts for the provision of jobs for a sizeable proportion of the country's total population. The Swiss Federal Statistical Office estimates that the tourist industry will employ around 173,000 people in the year 2020. This figure represents 4.1% of the total workforce in Switzerland. (Sharma et al., 2021)

2. **Gross Domestic Product (GDP):** The tourism industry is an essential component of the Swiss economy and makes a sizeable contribution to the GDP of the country. The tourism industry contributed an additional value of CHF 20.7 billion (USD 22.8 billion) to Switzerland's GDP in 2019, making up 3.9% of the country's total economic output. (Fernández et al., 2022)

3. **Earnings in Foreign Exchange:** The tourist business in Switzerland is a significant contributor to the country's total earnings in foreign exchange. The country's tourist industry brought in CHF 19.4 billion (USD 21.4 billion) in revenue in 2019, making it the country's fifth greatest source of foreign exchange revenues. (Fernández et al., 2022)

4. The growth of the country's regions is also greatly aided by tourism, which is a significant contributor to this effect. This sector of the economy offers a stage for the marketing of less well-known travel destinations, which helps to broaden the

appeal of Switzerland as a whole as a tourist destination. The federal government has taken steps to encourage the growth of tourism in the regions, including the formation of regional tourism organizations and the provision of financial aid to local tourism firms. These are just two examples of the steps that have been taken. (Gole et al., 2021)

5. Investment in Infrastructure The tourism industry in Switzerland is one of the primary drivers of the country's ongoing infrastructure development. In recent years, there has been a huge increase in the amount of investment made in transportation infrastructure, hotel facilities, and other infrastructure directly related to tourism. This investment has assisted in maintaining Switzerland's status as a major tourist destination and has contributed to the general expansion of Switzerland's economy. (Lopez et al., 2023)

6. Influence on the Environment: Despite the fact that the tourism industry provides enormous economic benefits to Switzerland, it also has a huge influence on the country's natural resources. The industry is responsible for a significant portion of the Earth's greenhouse gas emissions, and it makes heavy use of valuable natural resources like water and electricity. However, the Swiss government has taken steps to reduce the harmful effects of tourism on the environment. These steps include the promotion of environmentally responsible tourism practices as well as the establishment of environmental rules for firms that are involved in tourism. (Enzler & Diekmann, 2019)

To summarize, the tourist industry is an essential component in Switzerland's economy, as it is responsible for the generation of billions of Swiss francs in revenue and the maintenance of thousands of jobs. Switzerland's well-developed tourism infrastructure and natural beauty are projected to continue to draw visitors in the years to come, despite the substantial obstacles provided by the COVID-19 epidemic.

I. Impact of tourism on Turkey economy

In recent years, Turkey's tourism industry has been one of the country's economic sectors that has shown the greatest rate of expansion and the most dynamism. Turkey is a popular tourist destination because to the country's abundant natural, historical, and cultural treasures, which draw millions of tourists each year.

Because of this, the economy of the country as a whole, including its Gross Domestic Product (GDP), employment rate, earnings in foreign exchange, and overall regional growth, has been significantly impacted. (Ali et al., 2021)

The gross domestic product of Turkey provides evidence of the positive impact that tourism has had on the country's economy. According to the Turkish Statistical Institute, tourism was one of the most major producers to the national economy in 2019, contributing 12.1% to the country's GDP. This places tourism among the most important donors to the economy. The contribution of the business to the overall GDP has been progressively increasing over the years, with the tourist industry contributing \$35.5 billion in 2019, which is an increase from the \$12.6 billion it generated in 2002. (Asgary & Ozdemir, 2020)

Additionally, important to Turkey's economy is the contribution of tourism as a source of foreign currency. The sector has consistently been among the top contributors to Turkey's foreign exchange earnings, with income from tourism accounting for around 30 percent of the country's total foreign exchange profits. Turkey's tourist industry has consistently been among the top sectors contributing to Turkey's foreign exchange earnings. Tourism was Turkey's second-largest contributor to the country's foreign exchange earnings in 2019, bringing in \$34.5 billion. This places tourism behind only the automobile industry as the country's primary source of foreign currency earnings. (Bulgan et al., 2019)

The influence of tourism on Turkey's labor market is equally important and has a significant impact. In 2019, the tourist industry was responsible for the employment of around 2.5 million individuals, which was equivalent to 7.3% of the entire workforce in the country. As the tourist sector continues to experience growth, it is anticipated that the employment contribution made by the business would increase even further. (Liu et al., 2022)

The significance of tourism's effect on the surrounding region cannot be overstated. Many different locations in Turkey, particularly those located around the shore, derive a significant portion of their economic growth from the sector. Tourism has contributed to the growth of infrastructure, the creation of jobs, and an overall improvement in the quality of life for the people that it serves. For instance, Antalya, Turkey, which is a well-known vacation spot, has had tremendous economic growth because to the tourism industry, which accounts for more than sixty percent of the

city's total gross domestic product (GDP). (Mustafa & Tayeh, 2011)

However, in recent years, Turkey's tourism industry has been confronted with a few difficulties. Significant repercussions have been felt throughout the sector as a result of the pandemic caused by COVID-19, political unrest, and security concerns. As a direct result of the pandemic, Turkey's tourism industry suffered a huge setback in the year 2020, with the number of tourists from other countries falling by 72.8% in comparison to the previous year. ([Saint Akadiri et al., 2020](#))

The following are some aspects that can be relevant to discuss in the literature review on the effect that tourism has on the economy of Turkey:

1. **The Creation of Employment possibilities:** The potential of tourism to provide employment possibilities is one of the most significant effects that tourism has on the economy of Turkey. The hospitality and tourism industry in Turkey has been responsible for the employment of a sizeable number of individuals, mainly in the service sector. The World Travel and Tourism Council (WTTC) estimates that tourism in Turkey accounted for approximately 6% of the total employment in the country in 2019. This translates to approximately 2.5 million individuals who were employed in the sector while in actual, the tourist industry was responsible for the employment of over 2 million individuals, which was equal to 4.4% of the total employment in the country, as reported by the Turkish Statistical Institute. (Kirca & Özer, 2021)

2. **Earnings in Foreign Exchange:** The tourism industry in Turkey is a substantial contributor to the country's earnings in foreign exchange. The industry brings in money through a variety of channels, including as lodging, the selling of food and beverages, transportation, and retail trade. According to the Ministry of Culture and Tourism, Turkey's total tourism income was roughly \$35 billion in 2019, which accounted for approximately 11% of the country's total exports. This figure was reported by Turkey's Ministry of Culture and Tourism. (Al-Roubaie, 2019)

3. **The contribution to the country's gross domestic product:** The tourist industry also contributes a sizeable contribution to Turkey's GDP. According to the WTTC, the contribution of the tourism industry to the overall gross domestic product in 2019 was approximately 12.4%. The contribution that the industry makes to the economy has been growing at a consistent rate over the course of the years, and it is

anticipated that this trend will continue into the foreseeable future. (Faisal et al., 2021)

4. Regional Development: Tourism has the ability to support regional development in Turkey by offering economic opportunities in areas of the country that are not as developed as other parts of the country. This industry has the potential to produce economic activity in remote places, which can help to the overall economic and social development of those regions. However, in order to prevent imbalances on a regional scale, it is essential to make certain that the positive effects of tourism are evenly dispersed among the various regions. (Giray et al., 2019)

5. The Development of Infrastructure: Tourism also plays an important part in the development of infrastructure in Turkey, which is a very important role. The expansion of the industry has led to increased investments in infrastructure, such as airports, highways, and other transportation facilities of various kinds. These investments have not only benefited the tourism sector but also enhanced the overall infrastructure of the country, which has the potential to have positive spillover effects on other economic sectors of the country. (Davardoust & Karahan, 2021)

6. Obstacles: Despite the beneficial effects that tourism has had on the economy of Turkey, there are a few obstacles that are related with the expansion of the tourism sector. The vulnerability of the industry to shocks from the outside world, such as political instability, terrorist attacks, and natural catastrophes, is one of the most critical difficulties that it faces. These occurrences have the potential to have a serious influence on the tourism industry, which could result in a drop in the number of tourists as well as revenue. (Tekin, 2019)

7. The Industry's Contribution to the Growth of Small enterprises: In addition, the tourism industry has created considerable potential for small enterprises, notably in the service sector. Because of the increase in tourism around the country, local businesses such as restaurants, souvenir stores, and tour operators have benefited. (Yapici, 2022)

8. Economic Vulnerability: The fact that Turkey's economy is so reliant on tourism for expansion presents a number of potential problems for the country's financial system. It is possible for global economic downturns as well as geopolitical threats to have a substantial impact on the performance of the tourism industry and,

as a consequence, the economy as a whole. (Hadi et al., 2020)

9. Sustainability Concerns: The rapid growth of tourism in Turkey has also raised concerns about its sustainability. The impact on the environment, particularly in coastal areas, as well as the strain placed on resources like water, have emerged as key causes for worry in recent years. (Çakar & Uzut, 2020)

The COVID-19 Pandemic Had a substantial influence on Turkey's Tourism business The COVID-19 pandemic had a substantial influence on Turkey's tourism business, resulting in a severe fall in visitor numbers and earnings. The government of the country has taken initiatives to bolster the industry, such as extending financial aid to companies that have been negatively impacted and enhancing public health and safety in an effort to entice more visitors. (Abbas et al., 2021)

Overall, tourism has had a considerable impact on Turkey's economy, contributing to employment, GDP, foreign exchange profits, regional development, and the expansion of small enterprises. This impact has been significant. However, the industry's reliance on tourism brings with it a number of hazards and sustainability concerns, which need to be addressed in order to ensure the sector's continued expansion and prosperity over the long term. (Akal, 2010)

In conclusion, the tourism industry plays a key role in the Turkish economy. This sector contributes to the generation of employment, the earning of foreign money, the GDP, the development of regional development, and the construction of infrastructure. However, there are also challenges associated with the growth of the sector, and it is essential to manage these challenges effectively to ensure the sector's sustainable growth and the long-term benefits for the economy. Tourism has a significant impact on the economy of Turkey, contributing to GDP, foreign exchange earnings, employment, and regional development. It is essential to effectively manage these challenges to ensure the sector's sustainable growth and the long-term benefits for the economy. However, the business is also faced with obstacles, and it is vital to adopt tourism policies that are sustainable in order to assure the industry's continued expansion and success over the long term.

J. Issues facing by tourism industry

The tourism business in Switzerland is confronted with a number of obstacles that impede its expansion and development. The following is a list of some of the issues that the Swiss tourist industry is now facing, as well as some of the ways that these challenges can be handled through the development of tourism facilities:

1. Demand that fluctuates with the seasons the tourism sector in Switzerland is very seasonal because a substantial number of tourists visit the nation in the winter months for the purpose of skiing and snowboarding. The competition here is to entice tourists to visit the nation during the hotter months of the year. The construction of tourism facilities that offer summer activities such as hiking, biking, and water sports can assist to attract tourists during the off-season, which is a difficulty that needs to be addressed in order to find a solution. (Capocchi et al., 2020)

2. Costs: Switzerland is a destination that tends to be on the higher end of the price spectrum, which may repel travelers who are concerned about their spending. In order to overcome this obstacle, the establishment of low-cost lodging options, such as hostels and campgrounds, can be of assistance in luring tourists who are cognizant of their financial constraints. (Moser & Baulcomb, 2020)

3. Tourism that is friendly to the environment and sustainable: Switzerland is well recognized as an eco-friendly and responsible travel destination. The construction of sustainable tourism amenities that encourage eco-tourism, such as nature reserves and hotels that are friendly to the environment, can help to attract tourists who are interested in sustainable tourism and retain this destination's reputation as an environmentally conscious travel destination. (Thao et al., 2020)

4. Because of their restricted capacities, several of Switzerland's most popular tourist attractions, such as Interlaken and Lucerne, are prone to experiencing overcrowding during the height of the country's tourism season. The creation of new tourist destinations and the promotion of locations that are not on the typical tourist route can assist to spread the demand for tourism over a greater number of areas of the country, which is a challenge that needs to be addressed. (Cardoso et al., 2021)

In conclusion, the expansion of tourism facilities has the potential to solve some of the problems that the Swiss tourism industry is currently experiencing.

Building new tourism facilities that provide options for affordable lodging, summertime activities, environmentally conscious tourism, and the introduction of fresh destinations are all things that can assist to entice a wider variety of tourists and distribute the demand for tourism over a greater number of areas in the country.

Let's discuss some of the key tourism issues that Turkey has faced:

1. Political instability: Turkey has experienced periods of political instability, including protests, political tensions, and security concerns. These factors can deter potential tourists who prioritize safety and stability when choosing travel destinations. (Koyuncu, 2020)
2. Regional conflicts: Turkey's proximity to conflict zones, such as Syria and Iraq, has had an impact on its tourism industry. Concerns about spillover effects and security risks in the region have led to a decline in visitor numbers, particularly from countries that issue travel advisories. (Bassil et al., 2019)
3. Safety concerns: Terrorist attacks and security incidents in Turkey have affected the perception of safety among potential tourists. High-profile attacks in popular tourist areas, such as Istanbul, have led to a decrease in visitor confidence and a decline in tourism. (Mawby, 2021)
4. Geopolitical tensions: Turkey has experienced strained relationships with some countries, leading to political and diplomatic disputes. These tensions can result in reduced travel demand from those countries and negatively affect tourism flows. ([Saint Akadiri](#) et al., 2020)
5. Seasonality and overcrowding: Turkey's tourism industry is heavily reliant on seasonal demand, with peak periods during the summer months. This concentration of visitors in specific areas, such as coastal resorts, can lead to overcrowding, strain local infrastructure, and impact the overall visitor experience. (İştin & Turpcu, 2021)
6. Lack of diversification: While Turkey offers a wide range of tourism opportunities, including historical sites, natural wonders, and cultural experiences, there has been a reliance on a few key destinations, such as Istanbul, Antalya, and Cappadocia. This lack of diversification limits the distribution of tourist arrivals and the economic benefits across different

regions of the country. (Giray et al., 2019)

7. Infrastructure challenges: Although Turkey has made significant investments in infrastructure development, there are still areas that require improvement. Transportation networks, including roads, airports, and public transportation, need further development to enhance connectivity and accessibility to tourist destinations. (Asgary & Ozdemir, 2020)
8. Environmental sustainability: Some tourist areas in Turkey have faced challenges related to environmental sustainability. Overdevelopment, inadequate waste management, and insufficient protection of natural resources can lead to ecological damage and negatively impact the long-term viability of tourism. (Ertaş et al., 2021)
9. Communication barriers: While English is widely spoken in tourist areas, language barriers can still pose challenges for some visitors, especially in more remote regions. Improving language skills among tourism professionals can enhance the overall visitor experience and facilitate effective communication. (Seyfi et al., 2021)
10. Perception management: Turkey has faced image-related issues due to negative media coverage and misconceptions. It is important to address these perceptions through effective marketing and public relations campaigns to highlight the country's diverse offerings, cultural heritage, and safety measures. (Ertaş et al., 2021)

K. Remedy of the tourism industry issues

The Swiss government places a strong emphasis on environmentally responsible tourism, and the creation of eco-friendly infrastructure and programs is one of the most important steps that can be taken to advance sustainable tourism in the country. The following is a list of some of the ways in which Switzerland can encourage environmentally responsible tourism by developing environmentally friendly infrastructure and initiatives:

1. Promoting sustainable tourism through encouraging the development of eco-friendly accommodations. The creation of eco-friendly accommodations such as hotels, lodges, and campsites can assist promote sustainable tourism. Switzerland has

the ability to support the creation of such accommodations by offering incentives to enterprises that embrace sustainable methods like as employing renewable energy sources, lowering water and energy usage, and limiting waste. Switzerland also has the ability to provide tax breaks to businesses who implement such practices. (Vinzenz et al., 2019)

2. Conservation efforts should focus on Switzerland's natural beauty, which is one of the country's primary selling points to visitors. The creation of nature reserves and other types of protected areas can be beneficial to the conservation of the natural environment of the country and the promotion of environmentally responsible tourism. (Huang, 2021)

3. Switzerland has a well-developed public transportation system, which can be further improved by the introduction of more sustainable transportation options such as electric buses, bicycles, and electric boats. The development of green transportation options Switzerland has a well-developed public transportation system. (Hoerler et al., 2020)

4. Educating tourists on the significance of engaging in responsible tourism activities is one of the most effective ways for Switzerland to promote awareness about the necessity of sustainable tourism practices. This can be accomplished through the hosting of informational sessions at tourist hotspots, the organization of workshops, and the development of educational initiatives. (Pattanaro, 2020)

5. Through the promotion of locally sourced and organic food, Switzerland may be able to encourage more environmentally responsible travel. This can be accomplished through the promotion of farmer's markets, the development of food-related tourism activities such as food tours, and the encouragement of local restaurants to use products that are derived from the immediate area. (Sahakian et al., 2020)

While, Turkey has faced various tourism issues discussed in last part, and addressing them requires a multi-faceted approach. Here are some remedies that can help tackle tourism issues in Turkey:

1. Infrastructure development: Invest in improving infrastructure, such as transportation networks, airports, roads, and public facilities. This will enhance accessibility to tourist destinations and improve the overall travel

experience. (Kim et al., 2019)

2. Diversification of tourism products: Encourage the development of diverse tourism offerings beyond the popular destinations like Istanbul and the coastal resorts. Promote cultural heritage sites, nature reserves, adventure tourism, and other unique attractions to attract a broader range of tourists. (Giray et al., 2019)
3. Sustainability and environmental conservation: Implement sustainable tourism practices to preserve natural resources, protect the environment, and promote eco-friendly initiatives. This includes responsible waste management, conservation of wildlife and natural habitats, and promoting sustainable tourism activities. (Ertas et al., 2021)
4. Enhancing safety and security: Ensure the safety and security of tourists by strengthening law enforcement, enhancing surveillance systems, and improving emergency response services. Develop comprehensive safety guidelines and promote them through awareness campaigns. (Ketter & Avraham, 2021)
5. Collaboration with the private sector: Foster partnerships between the government and private sector stakeholders, including hotels, tour operators, and local businesses. Encourage investment in the tourism sector, facilitate entrepreneurship, and provide incentives for the development of quality tourism infrastructure and services. (Ertas et al., 2021)
6. Marketing and promotion: Invest in effective marketing campaigns to promote Turkey as a desirable tourism destination. Utilize digital platforms, social media, and international travel fairs to reach a wider audience. Target specific market segments and tailor promotional activities accordingly. (Adel et al., 2021)
7. Training and capacity building: Enhance the skills and knowledge of tourism professionals, including tour guides, hotel staff, and service providers. Offer training programs to improve customer service, language proficiency, cultural sensitivity, and sustainable tourism practices. (Hatipoglu et al., 2019)

8. Streamlined visa processes: Simplify visa procedures and consider visa waiver agreements with key tourism source countries. This will make it easier for tourists to visit Turkey and encourage more international arrivals. (Kozak & Buhalis, 2019)
9. Collaboration with neighboring countries: Strengthen tourism cooperation and collaboration with neighboring countries to develop joint tourism products and attract tourists interested in multi-destination itineraries. This can include cross-border tourism initiatives, joint marketing campaigns, and coordinated visa policies. (Kozak & Buhalis, 2019)
10. Local community involvement: Involve local communities in the tourism development process, ensuring they benefit from tourism activities. Encourage community-based tourism initiatives, where locals actively participate and share their culture, traditions, and heritage with tourists. (Thetsane, 2019)

Implementing these strategies can help address tourism issues in Turkey, attract a diverse range of visitors, and create sustainable growth in the tourism sector.

L. Influencing Factors for tourism industry

A variety of factors, including the following, can affect the selection of lodging and other facilities in Turkey that vacationers go for:

1. Location: When choosing a place to stay, travelers often choose accommodations that are situated in close proximity to popular tourist destinations, such as beaches or retail districts. A crucial factor that many travelers take into consideration when selecting a place to stay is whether or not the neighborhood is secure. (Armutlu et al., 2021)

2. Expense: The majority of vacationers place a significant emphasis on cost as a primary factor in determining their choice of lodging and amenities. It's possible that vacationers will hunt for lodging options that are both cheap and provide good value for their money. (Yurur et al., 2021)

3. Quality: When selecting a place to stay, vacationers look for accommodations that are well maintained, comfortable, and offer satisfactory

customer service. It is also crucial for there to be quality accommodation if there is to be repeat business and excellent ratings. ([Ulucak et al., 2020](#))

4. Services: When booking a place to stay, vacationers should search for establishments that have a variety of services, including swimming pools, spas, fitness centers, and restaurants. The presence of these amenities in a certain location can sway the decision of where to stay for a great number of tourists. (Ali et al., 2010)

5. Sustainability: An increasing number of travelers are looking for lodging options that are sustainable and friendly to the environment. This includes hotels that reduce the amount of garbage they produce, employ renewable energy sources, and have a smaller overall carbon footprint. (Çelik & Dedeoğlu, 2019)

6. Accommodations that give a one-of-a-kind cultural experience and are authentically representative of the neighborhood's history and traditions are likely to be preferred by vacationers. (Sag & Zengul, 2019)

There is a sizeable amount of sway that may be exerted over the tourism business in Turkey by the options for lodging and amenities that visitors pick. The demand for particular categories of lodging might result in the establishment of specialized tourism facilities, such as eco-friendly resorts, boutique hotels, and luxury villas, for example. These amenities may serve to raise the number of visitors to the country as well as the amount of money they spend while there.

In addition, the evaluations and comments made by other travelers regarding the accommodations and amenities offered can have a considerable impact on the choices made by other travelers. Negative reviews have the potential to dissuade tourists from staying at particular facilities, while positive ratings have the potential to sway more travelers toward selecting particular accommodation options. As a result, it is essential for the tourist industry in Turkey to place an emphasis on the provision of high-quality lodging and other amenities in order to encourage favorable customer feedback and continued patronage. (Pata & Balsalobre-Lorente, 2022)

To summarize, the decision of where to stay and what kinds of amenities to take advantage of in Turkey is heavily influenced by a wide range of criteria, such as location, price, quality, amenities, environmental friendliness, and culture. In order for the tourism industry to continue to be competitive and sustainable in the global

tourism market, it is vital for the tourism sector to understand these elements and match the preferences and wants of tourists.

M. Tourism across different countries and regions

The tourism industry is an essential component of the Swiss economy because of the enormous contributions it makes to employment, earnings in foreign currency, and general economic expansion. Because of its breathtaking natural scenery, picture-perfect towns, and illustrious cultural history, Switzerland is a very well-liked travel destination among people from all over the world. Despite this, the tourist business in Switzerland is facing a number of issues, some of which include shifting preferences among consumers, competition from other locations, and the requirement to encourage sustainable tourism. (Steiger et al., 2020)

The growing demand for travel that includes immersive experiences is one of the primary trends that is influencing the Swiss tourist business. Travelers are looking for experiences that are both authentic and immersive, which will allow them to connect with the communities and cultures of the places they visit. As a direct consequence of this, there has been a movement toward the provision of more individualized and one-of-a-kind tourism offerings, such as stays on farms, cultural excursions, and culinary experiences. (Clivaz & Langenbach, 2020)

Another trend that is becoming increasingly prevalent is the rise of ecotourism. The tourism business in Switzerland mirrors Switzerland's well-known dedication to the preservation of the natural environment, which is an important selling point for the country. Investments are being made by both the public and private sectors in environmentally friendly facilities, as well as in the promotion of responsible travel behaviors and the development of sustainable tourist products. It is anticipated that this pattern will continue, as more and more people are placing an emphasis on environmentally friendly travel options. (Stronza et al., 2019)

Additionally, Switzerland is well-known for its luxury tourism, which includes a variety of luxurious hotels, spas, and resorts that appeal to wealthy tourists. On the other hand, there is a growing desire for affordable and moderately priced tourism options, particularly among younger people who are traveling. Because of this, the sector has the opportunity to broaden the scope of its product

offerings and appeal to a more diverse group of customers. (Iloranta, 2022)

Concerning obstacles, the tourism business in Switzerland is up against severe competition from other locations, both locally and internationally. These other locations may be found in Europe. Switzerland needs to compete with other prominent tourist destinations like France, Italy, and Spain in order to maintain its market share in the tourism industry. In addition, shifting preferences among consumers and the emergence of novel tourism trends mean that the sector must continually innovate and adapt in order to remain relevant. (Pellegrini & Scagnolari, 2021)

Along with the rest of the world, the tourism industry in Switzerland has been significantly impacted by the COVID-19 epidemic as well. There has been a dramatic drop in the number of tourists coming into the country as a result of the limitations on travel, the closing of borders, and the fear of getting infected with the virus. However, the sector has been quick to react, with many tourism businesses shifting their focus toward domestic tourism and providing cutting-edge products and services in order to attract domestic tourists. (Wunderlich et al., 2023)

Some further information regarding Switzerland's varied tourist destinations across the country.

Switzerland is a country that provides a wide variety of tourist experiences, with each of its regions providing its own special attractions and activities. The following are some of the most popular tourist destinations in Switzerland:

1. The Alps: The Alps in Switzerland are a well-known tourist destination due to their breathtaking scenery, winter sports like as skiing and snowboarding, and outdoor adventure activities such as hiking and mountain biking. Winter sports fans and luxury vacationers frequently visit Zermatt, Davos, and St. Moritz since these areas are known for their exceptional snow conditions. (Klein et al., 2022)

2. Cities: Switzerland is home to a number of picture-perfect cities that are popular vacation destinations, including Zurich, Geneva, and Bern. These cities are well-known for the extensive cultural histories, architectural styles, museum collections, and retail opportunities that they offer. (Reck & Axhausen, 2021)

3. Switzerland's Lakes: Switzerland is home to a number of beautiful lakes, including Lake Geneva, Lake Zurich, and Lake Lucerne, all of which are famous

tourist destinations. These lakes provide access to a variety of water sports, including swimming, boating, and other activities. (Leimgruber., 2021)

4. Wine districts: Switzerland is home to a number of acclaimed wine districts, including the Valais and the area around Lake Geneva, which are particularly well-liked by oenophiles. Wine tours, vineyard visits, and tastings of the region's wines are all available to tourists. (Barisan et al., 2019)

5. Relaxation and rejuvenation in one of Switzerland's many spas or wellness resorts Switzerland is home to a number of spas and wellness resorts. The town of Baden is well-known for its thermal baths, and other locations in Switzerland, such as Gstaad and Interlaken, are famed for their luxurious spa offerings. (Leimgruber., 2021)

Because of reasons such as rising earnings, more worldwide travel, and the growing popularity of sustainable tourism, it is anticipated that the tourist industry in Switzerland will continue to expand in the future. This growth will be driven by a number of variables. In addition to ensuring that it promotes environmentally responsible tourist practices, the sector will need to continue to innovate and adapt to shifting customer preferences and market trends in order to remain competitive. (Mussalam & Tajeddini, 2016)

The creation of new tourist experiences and goods is a possible opportunity for expansion as a market sector. For instance, there is room for the creation of more sustainable tourism services, such as eco-friendly hotels and tours that promote conservation and responsible tourism practices. This market has a lot of untapped potential. There is also the possibility of the growth of specialized tourism goods such as cultural tours, adventure sports tourism, and tourism that focuses on food and wine. (Matter-Walstra et al., 2006)

In conclusion, Switzerland possesses a thriving tourist business that provides a variety of experiences across the country's many areas. There are many chances for expansion and innovation within the business, despite the fact that it is faced with problems such as competition from other locations and the requirement to encourage sustainable tourist practices. It will be essential to strike a balance between economic growth, environmental sustainability, and social responsibility as the industry continues to undergo further transformation. The tourism industry is an essential

component of the Swiss economy because of the enormous contributions it makes to employment, earnings in foreign currency, and general economic expansion. The sector is faced with a number of issues, such as the necessity of promoting environmentally responsible tourism and competition from other places. However, there are also many opportunities, such as the growing demand for travel that includes an experiencing component and the possibility of diversifying the products offered by tourism-related businesses. It will be essential to strike a balance between economic growth, environmental sustainability, and social responsibility as the industry continues to undergo further transformation.

While, Turkey is a nation that is home to a teeming cultural legacy, breathtaking natural beauty, and a flourishing tourism economy. The following are some of the more well-known tourist destinations in Turkey:

1. Istanbul: Istanbul, the largest city in Turkey, is renowned for its historically significant sites, culturally significant landmarks, and architecturally significant buildings. The city is home to a number of world-famous attractions, including the Hagia Sophia, the Blue Mosque, and Topkapi Palace, in addition to lively marketplaces and a flourishing culinary scene. (Çakar & Uzut, 2020)

2. The Aegean and Mediterranean Coasts Both the Aegean and Mediterranean coasts of Turkey are well-known for the stunning beaches, gin-clear waters, and historic antiquities that can be found along their shores. Antalya, Bodrum, and Fethiye are three of the most popular places to visit in Turkey. These cities provide visitors with a variety of activities, such as swimming, sunbathing, boat cruises, and trips to historical monuments. (Seyfi et al., 2021)

3. Cappadocia: The region of Cappadocia in Turkey is a one-of-a-kind travel destination that is famous for its otherworldly rock formations, underground cities, and journeys in hot air balloons. It is a well-known spot for tourists interested in both active vacations and cultural excursions. (Zaman & Aktan, 2021)

4. Black Sea Region: The Black Sea region of Turkey is well-known for its verdant landscapes, medieval villages, and tea plantations. It is a well-known vacation spot among people who enjoy being close to nature and who are looking for an authentic Turkish experience. (Alaeddinoğlu & Şeremet, 2016)

Mount Nemrut, Lake Van, and the ancient city of Ani are just a few of the

natural and cultural landmarks that can be found in the eastern area of Turkey, which is a location that receives less tourists than other parts of Turkey. (Alaeddinoğlu & Şeremet, 2016)

It is anticipated that the tourism industry in Turkey will continue to expand in the years to come. This expansion will be driven by a number of factors, including the development of new infrastructure, the rise of international travel, and the provision of financial incentives by the Turkish government. In addition to ensuring that it promotes environmentally responsible tourist practices, the sector will need to continue to innovate and adapt to shifting customer preferences and market trends in order to remain competitive. (Türker, 2016)

The creation of new tourist experiences and goods is a possible opportunity for expansion as a market sector. For instance, there is room for the creation of more sustainable tourism services, such as eco-friendly hotels and tours that promote conservation and responsible tourism practices. This market has a lot of untapped potential. There is also the possibility of the growth of specialized tourism goods such as cultural tours, adventure sports tourism, and tourism that focuses on food and wine. (Pata & Balsalobre-Lorente, 2022)

In summing up, Turkey's tourism business is both broad and vibrant, and it provides visitors with a wide variety of options across the country's many regions. There are many potentials for expansion and innovation in the business, despite the fact that it is confronted with obstacles such as geopolitical instability and the requirement to encourage sustainable tourism practices. It will be essential to strike a balance between economic growth, environmental sustainability, and social responsibility as the industry continues to undergo further transformation.

III. RESEARCH METHODOLOGY

This section of the study will describe the methodology by pointing out the significance of variables operational definition, research design, sampling and population. Structure for data collection, type of research, analysis and priorities held by researchers will be provided in research design of the study. Sampling design, research approach, sample, data collection procedures, measurement of the variable and additionally the analysis techniques will provide the comparison between Turkey and Switzerland tourism and its effect on the respective country's economies. The study will be based on qualitative approach. The collection of data will be secondary and will be done through the researches done on the tourism and their effect on the country economies.

This study will employ a comparative research design, using qualitative method to compare the tourism between two countries. The secondary data will be collected for the economy, tourism expenditures, tourism index, investments in this sector, earning from this sector, number of tourists visited per year etc. We will use meta-analysis to compare the literatures across the target countries.

A. Research Design

There are three types of research designs namely, quantitative, qualitative and mixed and depends upon the issue to be resolved in the study. The approach that will be used in this study will be qualitative research method, based on justifications which are further discussed in following paragraphs. Meta-analysis design was used in order to understand the research objectives of the study. In order to draw conclusion a vast number of literatures were reviewed and their findings and claims are observed. The target audience is the researches which have been done on tourism in Turkey and Switzerland in prospective of its contribution into the economies of their respective countries.

B. Research approach

The qualitative research is used in this research because it will be used to formulate new researches to find the types, natures, facilities, issues and other factors differentiation exist in two countries and how can we improve them to provide a fruitful contribution into the economies.

C. Population and Sampling Design

The target population for this research is the researches done on the tourism in contrast with the economies done for different countries and regions. We used a convenient sampling design to reach our target research using Google scholar, JSTOR, and other journal sources where we can approach and get the desire research literature. We narrowed our scope to work on the researches which are done on the Switzerland and Turkey tourism.

D. Sampling Technique

Data collection can be classified into two main parts: probability sampling and non-probability sampling. In probability sampling, all individuals in the target population have an equal chance of being selected. Probability sampling includes techniques such as stratified random sampling, simple random sampling, and cluster sampling. While in the non-probability sampling we chose the best related respondent with our objective by prioritizing it to the randomly selected respondents. Non-probability sampling includes Judgmental sampling, Quota sampling, convenient sampling and Merit sampling.

In this research we have used the convenient sampling method to approach the target data in-terms of literatures because we cannot randomly approach to all literatures randomly selected due to access and cost issues. We just selected the conveniently available literatures to make our decision and conclusion.

E. Sample Size

Size of the current study will be 143 which seems to be drawn at (95% + 10%) (Confidence level, margin of error) appropriate for the literature Meta-analysis and decision making.

IV. DATA ANALYSIS

The present study reports the outcomes of a meta-analysis conducted on prior research conducted by the authors on the topic of tourism in Switzerland and Turkey. This action was undertaken subsequent to a thorough examination of the pertinent scholarly works.

A. Analysis of Cultural and Historical Attractions

Both Turkey and Switzerland offer a diverse range of cultural and historical landmarks that cater to a multitude of interests, providing tourists with unique and unparalleled experiences. These tourist destinations can be found across various nations. Turkey boasts a plethora of ancient towns, UNESCO World Heritage sites, and architectural marvels, including but not limited to Istanbul, Cappadocia, Pamukkale, Bodrum, Pergamon, and Hagia Sophia. Additional historic urban centers comprise Ephesus and Cappadocia. Okumus et al. (2012) conducted research on the importance of the locations and reputations of these cities, and their findings indicate the following significance:

Istanbul is a culturally significant metropolis renowned for its prominent landmarks, including the Hagia Sophia, Topkapi Palace, and Blue Mosque, as well as the historical district of Sultanahmet.

Ephesus is an archaic Greek metropolis situated in proximity to Izmir, renowned for its remarkably conserved architectural remnants, including the Library of Celsus, the Great Theater, and the Temple of Artemis.

Cappadocia, located in the central region of Turkey, is renowned for its unique topography characterized by surreal landscapes, rock formations resembling fantastical elements, and subterranean abodes. Furthermore, the region boasts several ancient subterranean cities, including Derinkuyu and Kaymakli.

Pamukkale, known as the "Cotton Castle," is a site situated in Turkey that consists of cascading terraces of mineral-laden white pools that were gradually

formed over thousands of years. Located in close proximity, Hierapolis is an ancient city that boasts a well-preserved theater and ruins.

The city of Troy, renowned for its association with the legendary Trojan War, is a significant archaeological location that attracts individuals with a keen interest in historical matters.

Bodrum: The Mausoleum at Halicarnassus, which is one of the Seven Wonders of the Ancient World, is situated in close proximity to the coastal town of Bodrum, where visitors can explore its ancient ruins.

Pergamon: is a city that boasts a plethora of ancient Greek and Roman artifacts, among which the Pergamon Library, the theater, and the Asclepion healing center are particularly noteworthy.

Conversely, Switzerland is a renowned tourist spot owing to its vast cultural and historical attractions. Switzerland comprises several historical and cultural ancient cities, including but not limited to the Chateau de Chillon, the Old Towns, the Jungfrau Region, the Chateau de Gruyères, Lucerne, and the Castles of Bellinzona. Zaman and Aktan (2021) noted that the importance of the cities' locations was influenced by the following factors:

The Chateau de Chillon, a medieval fortress situated on the banks of Lake Geneva, is widely regarded as one of Switzerland's most renowned historical landmarks. The location is renowned for its awe-inspiring panoramic views and its valuable contribution to the study of medieval architectural design.

Old towns in Switzerland, including Zurich, Geneva, and Bern, exhibit medieval architecture, cobblestone streets, and renowned landmarks such as Zurich's Gross-munster and Bern's Zytglogge, all of which are well-preserved.

The Jungfrau Region is renowned for its awe-inspiring alpine landscape and offers tourists access to significant historical landmarks such as the Jungfraujoeh railway station, colloquially referred to as the "Top of Europe."

The Chateau de Gruyères, situated in the town of Gruyères, has a medieval origin. The Gruyères Museum is located in the region and provides an account of the locality's past and the manufacturing process of a renowned Swiss cheese.

The city of Lucerne boasts the Chapel Bridge, a medieval wooden bridge

featuring a tower that has gained iconic status as a symbol of Switzerland. This historical structure has been meticulously preserved over time.

The Aletsch Glacier, acknowledged as a UNESCO World Heritage site, is the most extensive glacier in the Alps and offers insights into the geological evolution of the region.

The Castles of Bellinzona refer to a trio of medieval fortifications situated in the canton of Ticino. The fortifications exhibit remarkable defensive architecture and offer stunning panoramic views of the adjacent landscape.

B. Analysis of Coastal Tourism

According to Al-Msallam (2020), Switzerland's lakes offer a unique alpine setting that seamlessly integrates water-based recreational activities with the charm of lakeside urban centers. In contrast, Turkey boasts a more extensive coastline and a wider variety of beach destinations to select from. Tourists can expect a distinctive vacation experience along the coastlines of each nation, owing to their distinct geographical features and cultural attractions.

Turkey's extensive coastline along the Aegean and Mediterranean Seas, coupled with its offerings of Blue Cruise and Pamukkale, make it a popular destination for tourists seeking beach vacations, water sports, and yacht cruises. As per the research conducted by Tekin (2019), the recommended approach for describing these beaches is as follows:

The Aegean Coast of Turkey harbors several renowned resort towns such as Bodrum, Kusadasi, and Izmir. The locality is renowned for its aesthetically pleasing shorelines, exceptionally transparent waters, and vibrant nocturnal activities.

The Mediterranean Coast of Turkey, spanning from Antalya to Marmaris, is renowned for its stunning coastlines, luxurious accommodations, and diverse opportunities for participating in aquatic activities, including scuba diving and sailing.

The southwestern region of Turkey is renowned for its "Blue Cruises," which offer tourists the opportunity to rent traditional wooden gulets and explore the coastline while visiting historical monuments and serene bays.

Pamukkale is a natural site located in southwestern Turkey, known for its unique geological features and hot springs. Despite not being classified as a typical beach resort, Pamukkale's distinctive white terraces and thermal waters present an exceptional allure for individuals in search of recreational activities and scenic splendor.

Switzerland's stunning lakes are a significant attraction for tourists seeking to engage in various water-based activities and satiate their aquatic interests. Switzerland boasts several renowned lakes such as Lake Geneva, Lake Lucerne, Lake Zurich, Lake Thun, and Lake Brienz. Barton (2008) delineate the features of these lakes in the following way.

Lake Geneva, the largest lake in Switzerland, is encompassed by several charming lakeside cities including Geneva, Lausanne, and Montreux. These municipalities afford tourists with the chance to behold scenic panoramas, engage in a diverse range of aquatic pursuits, and partake in cultural festivities.

Lake Lucerne, situated in a mountainous region, is surrounded by majestic mountains and offers an idyllic setting for recreational activities such as boating, swimming, and touring charming lakeside villages like Lucerne and Weggis.

Lake Zurich is a scenic retreat located in the vicinity of Zurich, offering amenities such as bathing facilities, boat excursions, and promenades along the lake. The location provides guests with a combination of both natural and urban amenities.

The lakes of Thun and Brienz are situated in the Bernese Oberland area and are renowned for their stunning mountainous scenery, opportunities for water sports, and boat excursions. These features make them a popular destination for tourists seeking to experience the beauty of nature.

C. Analysis of Medical Tourism

The study conducted by Sag and Zengul (2019) is referenced that, medical tourism entails a range of considerations, such as an individual's distinct healthcare needs, treatment inclinations, financial limitations, and other pertinent factors. To enable patients to make informed decisions regarding medical travel, it is recommended that they undertake thorough research and subsequently seek advice from medical practitioners and specialized medical tourism agencies.

Turkey has made significant investments in its healthcare infrastructure, leading to the development of modern hospitals and other medical facilities equipped with state-of-the-art technology. Patients seeking cost-effective healthcare solutions are attracted to it due to its provision of medical procedure pricing that is comparable to that of numerous other countries. Turkey has developed proficiency in various subspecialties of medicine, such as cosmetic surgery, dentistry, ophthalmology, reproductive treatments, and cardiovascular procedures. The medical personnel at Turkish healthcare facilities possess exceptional qualifications, with a significant number having received training abroad and exhibiting fluency in multiple languages, including English. As a result, they are capable of delivering superior healthcare services to patients hailing from foreign nations. Turkey has made significant efforts towards the advancement of its medical tourism sector, leading to the creation of dedicated facilities and departments that cater exclusively to the needs of international patients. It is common for patients to engage in recreational activities while undergoing medical treatments, utilizing Turkey's plentiful cultural heritage, coastal resorts, and historical landmarks. (Çeti & Unluonen, 2020)

According to Matter-Walstra et al., (2006), Switzerland is renowned globally for its exceptional healthcare system, characterized by state-of-the-art medical technology, rigorous quality checks, and proficient medical practitioners. The country is also recognized for its specialized medical interventions, such as orthopedic surgery, neurosurgery, cancer treatment, and rehabilitation services. Swiss medical institutions are renowned for their precision, innovation, and research, which attracts patients who seek to undergo cutting-edge medical procedures. Swiss hospitals are recognized for their commitment to providing individualized treatment plans and attentive healthcare services. These institutions prioritize personalized care and adopt a patient-centered approach as a distinguishing feature. Switzerland may be an attractive location for individuals seeking post-treatment rehabilitation and rejuvenation due to its unspoiled air and landscapes, as well as its abundance of spa facilities. Switzerland's healthcare system is renowned for its superior quality, but the elevated cost of living in the country results in medical treatments being notably pricier than those offered in numerous other nations.

D. Analysis of Resorts and Hotels

The specific amenities offered by hotels and resorts may vary across establishments in different countries, contingent upon factors such as geographical location, target demographic, and property type. Prior to making a reservation at a specific resort or hotel, it is advisable to conduct a thorough inquiry into the amenities and provisions that will be provided at said establishment. The ensuing discourse highlights significant distinctions and resemblances between the hotel and resort alternatives proffered by the two nations.

Facilities in Resorts and Hotels in Turkey described by Kayumova & Nurmatova (2023):

In Turkey, a significant number of resorts, particularly those that offer all-inclusive services, offer comprehensive packages to their guests. Typically, these packages encompass accommodation, sustenance, and a range of recreational pursuits, thereby affording patrons the opportunity to avail themselves of a diverse array of facilities situated within the confines of the resort.

Resorts in Turkey commonly feature a variety of swimming pools, some of which are equipped with water slides and designated areas tailored for children's use. Some resorts offer water parks that provide a diverse range of aquatic activities.

Coastal resorts offer guests the convenience of direct beach access and a range of amenities, including sun loungers, umbrellas, and beachside services. These provisions enable guests to fully enjoy the picturesque coastal landscape and engage in a variety of water sports activities.

Spa and wellness centers are commonly found in hotels and resorts throughout Turkey, offering a range of treatments, massages, saunas, and fitness facilities for visitors seeking relaxation and rejuvenation.

Resorts often organize entertainment programs for their patrons, comprising live performances, musical acts, and themed evenings. In addition, supplementary activities such as athletic facilities, physical training sessions, youth organizations, and pre-planned excursions may be offered.

Resorts frequently provide diverse dining alternatives such as buffet and à la carte restaurants, snack bars, and poolside bars within their premises to cater to the

culinary preferences of their guests.

While when discussing the facilities in Resorts and Hotels by Sund (2006) in Switzerland we found that they offer:

Swiss resorts and hotels commonly provide wellness centers that feature a wide range of spa amenities, catering to clientele who prioritize relaxation and personal wellness. The amenities provided may comprise of facilities such as saunas, steam rooms, massage therapy services, and fitness centers.

During the winter season, resorts situated in regions with Alpine topography generally provide skiing amenities, ski equipment leasing, and skiing tutelage. During the summer season, it is plausible that they may offer open-air pursuits such as accompanied excursions, cycling, and trekking.

Switzerland is widely recognized for its gastronomic excellence, with numerous high-end restaurants located within the country's resorts that offer locally-sourced ingredients and exceptional dining experiences.

Several resorts in Switzerland provide guests with the chance to engage in high-octane adventure sports, including but not limited to paragliding, zip-lining, and rock climbing. These activities occur amidst Switzerland's stunning mountainous landscape.

Numerous hotels and resorts in Switzerland offer conference and event spaces that are equipped with modern amenities and services, specifically tailored to cater to corporate meetings, conferences, and various other special events.

Numerous resorts in Switzerland capitalize on their picturesque environs by providing patrons with outdoor terraces, balconies, or garden areas, affording them the opportunity to unwind amidst natural surroundings while basking in panoramic vistas.

E. Analysis of Tourism Infrastructure

Turkey and Switzerland have undertaken investments in their tourism infrastructure with the aim of enhancing the overall quality of the visitor experience and facilitating travel. Turkey's infrastructure is predominantly geared towards the preservation and promotion of its diverse cultural and historical landmarks, whereas

Switzerland's infrastructure is predominantly oriented towards the conservation and accessibility of its abundant natural landscapes and highly developed transportation systems. (Mammadov, 2012).

The authors Masiero & Zoltan (2013) are referenced that, Turkey has made noteworthy investments in developing contemporary infrastructure with the aim of enhancing its tourism industry. The aforementioned investments encompass the construction of airports, hotels, and transit networks. Turkey boasts several international airports, such as the Istanbul Airport, the Ataturk Airport (which is currently non-operational for commercial flights), the Antalya Airport, and the Izmir Adnan Menderes Airport. These airports provide a high level of convenience for traveling to different regions of the country. In addition, a comprehensive transportation system was established, encompassing highways, railways, and domestic airline connections, thereby facilitating ease of movement for tourists within the country and enabling access to a diverse range of tourist destinations. Turkey offers a wide range of lodging options, such as hotels, resorts, guesthouses, boutique hotels, and vacation rentals, tailored to cater to the diverse needs and financial capabilities of travelers.

The visitor information centers can be found in prominent urban areas and frequently visited tourist spots. The aforementioned centers provide aid to tourists in the form of guidance, maps, and informational pamphlets, thereby facilitating their movement and exploration across the nation. Turkey boasts a robust infrastructure of tour companies and licensed guides, offering travelers guided tours and support to ensure a pleasurable and informative travel experience. Turkey has implemented measures to safeguard and advance its cultural and historical heritage locations, and has guaranteed accessibility for visitors by maintaining the upkeep of pathways, signage, and visitor amenities. (Scaglione et al., 2021)

Switzerland has made investments in modern infrastructure to support its tourism industry. The aforementioned investments comprise of various infrastructural assets such as airports, hotels, and transit networks. Furthermore, Switzerland harbors several noteworthy global airports, including Zurich Airport, Geneva Airport, and Basel-Mulhouse-Freiburg Airport, which collectively assume a crucial function in the nation's tourism sector. Switzerland's public transportation system is highly efficient and well-connected, facilitating ease of travel for tourists

between cities, villages, and scenic locations. The system comprises an extensive train network, complemented by buses, trams, and boats. Switzerland's allure as a tourist destination is heightened by this factor. (Gole et al., 2021)

Switzerland offers a diverse range of lodging options for tourists, such as mountain lodges, bed and breakfast establishments, mountain resorts, boutique hotels, and high-end luxury hotels. Switzerland is renowned for its exceptional hospitality services characterized by superior quality. Switzerland boasts numerous tourist information centers situated in various cities and villages across the country, where travelers can obtain guidance, maps, and pertinent details. Furthermore, a number of destinations provide specialized tourism websites and mobile applications to cater to the needs of travelers. Switzerland has developed an extensive transportation system in its mountainous areas, consisting of cable cars, funiculars, and cogwheel railways that facilitates the accessibility and appreciation of picturesque alpine destinations by visitors. The presence of such infrastructure enables Switzerland to garner a significant influx of tourists on an annual basis. Switzerland ensures that at its renowned tourist destinations, the signage, trail markers, and visitor amenities are regularly maintained and updated. This facilitates the exploration of the region and enhances the enjoyment of the travelers' journeys. (Huang, 2021)

F. Analysis of Tourism Related Challenges

Turkey and Switzerland are both popular tourist destinations that attract millions of visitors annually due to their thriving tourism industries. Notwithstanding, certain challenges and issues have been reported by travelers during their journeys through these nations. With careful planning, attentiveness, and necessary precautions, tourists can effectively overcome these obstacles and enjoy positive experiences in both countries. (Sharpley & Telfer, 2015)

Turkey's tourism sector has experienced adverse effects in recent times, primarily due to the nation's political instability, security concerns, and intermittent regional conflicts. (Derinalp Çanakçı & Birdir, 2020)

Turkey experiences a language barrier. Despite the prevalence of English as the dominant language in tourist destinations, visitors may encounter communication

challenges in locales with a smaller tourist population or more rural areas, owing to the existence of linguistic barriers. As a result of Turkey's unique cultural heritage, travelers may encounter diverse customs and social norms during their visit. It is plausible that Cultural Differences may pose a challenge for individuals during their stay in Turkey. (Hadi et al., 2020)

According to Capocchi et al. (2020), instances of tourists being subjected to fraudulent activities, solicitation, and other forms of unethical behavior have been documented in Turkey. Maintaining a state of vigilance and caution is imperative for visitors. The urban centers of Turkey, notably Istanbul, frequently experience high traffic volumes, leading to potential transit disruptions and challenges in maneuvering through congested zones. The geopolitical circumstances of Turkey, its close proximity to areas of conflict, and intermittent political instability may give rise to safety apprehensions, particularly in the vicinity of border areas. The primary challenge encountered by tourists visiting Turkey is the overcrowding of popular tourist destinations.

The study conducted by Leimgruber (2021) referenced conversely, Switzerland encounters distinct challenges pertaining to its tourism sector as compared to Turkey. Switzerland's linguistic diversity and high cost of living represent two of the most pressing challenges faced by the country, given that it is home to four official languages, namely German, French, Italian, and Romansh. Despite the fact that a considerable proportion of individuals in Switzerland possess the ability to converse in English, there may still be instances where communication obstacles persist in certain regions.

According to Matter-Walstra et al. (2006), the meteorological conditions in Switzerland, especially in areas with high altitude, are frequently characterized by unpredictability. Consequently, specific recreational pursuits, such as hiking and skiing, may encounter limitations at particular periods or due to specific meteorological circumstances. Furthermore, Switzerland's prominent tourist destinations, including Lucerne, Interlaken, and Zermatt, are prone to attracting significant volumes of visitors, particularly during high travel periods, which could potentially impact the overall quality of tourists' experiences.

The work of Williams & Gibson (2004) is referenced, during periods of high travel demand, the availability of affordable lodging options can be constrained,

posing a challenge to prospective travelers seeking accommodations, especially in popular tourist destinations. Tourists who visit the alpine regions of Switzerland can relish in the awe-inspiring landscapes and a diverse range of outdoor pursuits. However, it is crucial for them to take into account mountain safety measures, including but not limited to carrying the necessary equipment, verifying the weather forecast, and donning suitable attire while engaging in activities such as hiking or skiing.

Switzerland is distinguished from Turkey by several distinctive characteristics, including its natural splendor, popularity as a winter tourism destination, and reputation as a luxurious vacation spot for the affluent. Switzerland is globally recognized as a top-tier travel destination due to its abundant natural landscapes, picturesque mountains, popular ski resorts, and highly developed tourism infrastructure. The natural splendor of Switzerland's Alpine region, encompassing the Swiss Alps and unspoiled bodies of water, constitutes a significant attraction for visitors with a penchant for outdoor pursuits such as trekking, skiing, and alpinism. This can be attributed to the nation's remarkably picturesque Alpine landscape. (Iloranta, 2022).

According to Clivaz and Nahrath (2010), Switzerland's globally renowned ski resorts, including Zermatt and St. Moritz, attract winter sports enthusiasts from various parts of the world who exhibit a profound interest in skiing and snowboarding. Moreover, Switzerland is often associated with upscale tourism owing to its luxurious hotels, fine dining, and distinctive activities.

G. Analysis of Economic Contribution made by Tourism Industries

Both Turkey and Switzerland acknowledge the importance of the tourism sector in their respective economies and the valuable contributions it provides. Switzerland leverages its natural splendor, alpine vistas, and esteemed status in the tourism industry, while Turkey capitalizes on its multifarious cultural and historical landmarks. Turkey is a nation with a lengthy historical background and a wealth of cultural heritage. (Figini & Patuelli, 2022)

The Turkish economy heavily relies on the tourism industry, as it contributes significantly to the country's gross domestic product and employment opportunities.

This industry plays a significant role in fostering economic growth and development. Furthermore, it generates substantial foreign currency earnings for Turkey due to the outlays made by global visitors in the country, encompassing expenses related to accommodation, transportation, food, and retail. The flourishing tourism sector in Turkey provides a significant number of employment opportunities to a considerable proportion of the population. The aforementioned individuals encompass hotel staff, tour operators, guides, transportation providers, and artists. (Akan et al., 2007)

As tourists traverse Turkey, they frequent diverse towns and regions, thereby bolstering the expansion of indigenous enterprises and infrastructure. Tourism plays a significant role in promoting regional development in Turkey. The tourism industry plays a pivotal role in fostering a more equitable economic framework, while simultaneously facilitating the expansion of Turkey's economic portfolio. This aids in diminishing the nation's dependence on a limited number of distinct economic sectors. The Turkish government provides active support and promotion for tourism through investments in infrastructure construction, marketing campaigns, and other initiatives aimed at attracting tourists from diverse nations. (Akal, 2010)

Conversely, the tourism sector holds significant economic significance for Switzerland, as it constitutes a substantial portion of the country's gross domestic product, employment opportunities, and the development of local communities. Switzerland is a frequently visited location by affluent international tourists, who allocate a significant portion of their expenditures towards their sojourns. The expenditure of these funds encompasses various categories such as accommodation, sustenance, conveyance, and opulent commodities, all of which make a substantial contribution to the economy of Switzerland. (Lopez et al., 2023)

Switzerland's thriving tourism industry provides a substantial number of employment prospects for a considerable cohort of individuals. The aforementioned job roles encompass positions in the hospitality industry such as hotel staff, tour guides, and ski instructors, as well as roles in food service and event coordination. Ski resorts are renowned for their notable prevalence of temporary employees who work during specific seasons. Tourism has various economic benefits for the alpine regions of Switzerland, such as job creation, infrastructure enhancement, and increased market opportunities for local businesses. (Liu et al., 2022)

Switzerland has successfully carved out distinct and specialized segments

within the tourism industry, including luxury travel, wellness tourism, and adventure tourism, which attract a discerning clientele and enthusiasts from various parts of the globe. Switzerland prioritizes environmentally responsible tourism practices and nature conservation to safeguard its pristine natural environment and maintain its appeal as a tourist destination. (Steiger et al., 2022).

V. CONCLUSION AND RECOMMENDATIONS

A. Conclusion

To summarize, the tourism industries of Turkey and Switzerland are prospering and significantly bolster the economic prosperity of their respective countries. Turkey's diverse range of offerings, including its extensive cultural and historical attractions and seaside tourism, enables the country to attract a significant number of international tourists. The tourism sector in Turkey significantly contributes to the nation's Gross Domestic Product (GDP), foreign currency earnings, and employment opportunities. The region's growth is notably influenced by this factor, which also aids in the diversification of the economy and receives substantial backing from the government.

Switzerland leverages its natural splendor, picturesque vistas, and robust infrastructure to attract visitors, particularly those with a proclivity for wellness tourism, opulent indulgences, and outdoor pursuits. The tourism industry in Switzerland significantly contributes to the country's economy in terms of gross domestic product, foreign currency earnings, employment, and regional development. Switzerland's tourism industry places significant emphasis on the conservation of natural resources and the maintenance of environmental responsibility.

Despite encountering distinct challenges, including language barriers, overcrowding in popular tourist destinations, and seasonal limitations, both nations have implemented significant investments in tourism infrastructure and services to surmount these obstacles and provide positive experiences for visitors.

In conclusion, Turkey and Switzerland serve as illustrations of the economic significance of the tourism sector. Every country leverages its unique strengths to attract international tourists, thereby bolstering the economy and promoting regional growth.

Turkey has emerged as a significant participant in the global tourism industry, owing to its diverse range of cultural and historical landmarks, robust infrastructure, and coastal tourism offerings. The tourism sector of the country constitutes a noteworthy proportion of the national gross domestic product and offers employment prospects for a considerable number of people. Turkey's reputation for its comprehensive resorts, coastal destinations, and historical landmarks enables it to appeal to a wide range of global visitors, resulting in substantial foreign exchange earnings. Furthermore, the aid and financial contributions provided by the government towards the tourism sector have played a crucial role in facilitating its growth and progress.

Switzerland has established itself as a prominent hub for opulent travel, daring expeditions, and rejuvenating wellness encounters, owing to its breathtaking natural vistas, mountainous terrains, and exceptional tourism amenities.

The tourism industry holds significant importance for the Swiss economy, as it contributes substantially to the country's gross domestic product and employment opportunities. The nation possesses a notable benefit in its ability to attract affluent international tourists, who subsequently make valuable contributions to the economy through their expenditures. Switzerland's economic contributions have been further augmented owing to its emphasis on specialized sectors, including wellness tourism and luxury travel. Furthermore, the Swiss tourism sector prioritizes sustainable practices and the conservation of natural areas, which are integral to maintaining Switzerland's appeal as a favored tourist spot.

Both nations encounter a range of challenges and prospects within the scope of their respective tourism industries. Switzerland faces the challenge of high living expenses, linguistic diversity, and bustling tourist destinations, while Turkey confronts linguistic obstacles, intermittent political instability, and the presence of tourist scams. Despite the challenges faced, Turkey and Switzerland have managed to leverage their strengths and address pertinent issues, thereby attracting a significant number of tourists annually. This has had a positive impact on their respective economies and facilitated regional growth.

To sum up, Turkey and Switzerland have effectively leveraged their unique tourism offerings to make noteworthy economic contributions. The tourism industry in Turkey is propelled by the nation's abundant cultural and coastal allure, in addition

to the robust governmental support it garners. Conversely, Switzerland is regarded as a prominent global tourist destination owing to its awe-inspiring natural vistas and its emphasis on opulence and Specialized markets. These countries serve as compelling examples of how tourism can play a significant role in enhancing economic expansion and employment rates, as well as promoting regional progress.

B. Recommendations

Turkey and Switzerland possess the capacity to enhance their respective tourism industries by implementing the aforementioned proposals. By implementing such measures, it is possible to enhance the influx of tourists and optimize the economic gains generated by the sector, all the while safeguarding the integrity of the region's ecological and cultural assets. Drawing upon the findings and deductions derived from the literature review analysis and the present study's conclusions, the following recommendations are proposed for the tourism sectors of the countries under investigation, with the aim of enhancing their efficacy for both tourists and the economies of the respective nations.

1. Recommendations for Turkey

1. It is recommended to pursue further diversification of tourism products. Turkey possesses the potential to further expand its tourism offerings through the promotion of lesser-known destinations, cultural immersion opportunities, and adventure tourism prospects. This has the potential to attract a wider range of tourists, thus promoting a more equitable distribution of tourism-related economic benefits across various regions of the country.
2. Enhancing and fortifying extant sustainable practices. This phase entails implementing and advocating for extant sustainable tourism practices with the aim of conserving natural and cultural resources. The aforementioned entails the advocacy for tourism activities that are responsible, the promotion of lodging options that are eco-friendly, and the dissemination of information to tourists regarding sustainable behaviours.
3. Enhance the existing infrastructure. It is recommended to allocate resources towards the ongoing enhancement of infrastructure, encompassing transport networks, airports, and tourist facilities, with the aim of augmenting

connectivity and accessibility to various regions across the nation.

4. One potential strategy to consider is enhancing destination marketing efforts. Develop targeted marketing strategies to promote particular regions or attractions, highlighting their unique characteristics and distinctive activities. Enhance the prominence of your brand and broaden its appeal to a more heterogeneous audience by collaborating with travel agencies and online platforms.
5. Promote collaborative efforts among individuals or groups to enhance productivity and achieve common goals. Encouraging collaboration among diverse stakeholders in the tourism industry, such as government agencies, local communities, and private sector firms, is crucial for the development and implementation of sustainable tourism policies and initiatives.
6. It is imperative to prioritise the provision of high-quality tourism experiences. To prioritise the quality of tourism experiences, it is imperative to prioritise exceptional customer service, offer genuine cultural connections, and augment the overall visitor experience by recruiting and training knowledgeable guides and staff members.

2. Recommendations for Switzerland

1. Enhancing Switzerland's transport infrastructure is crucial to facilitate tourist mobility across various regions of the country and increase accessibility. It is imperative that the connections encompass both global air transport and local transit systems.
2. One strategy to boost tourism is to focus on attracting visitors during off-peak seasons. This can be achieved by implementing various measures, such as promoting travel during the shoulder season through offering lower prices, organising special events, and providing unique experiences.
3. To further emphasise the importance of sustainable tourism practices, Switzerland ought to persist in its promotion of ecologically responsible hotels, public transport, and initiatives that preserve the country's natural splendour and cultural heritage.
4. To enhance Switzerland's tourism industry, it is recommended to allocate

resources towards bolstering digital marketing strategies. This can be achieved by utilising various online platforms such as social media, travel websites, and targeted online advertising to effectively reach a wider audience and showcase Switzerland's distinctive tourism services. By utilising this approach, it will enable you to expand your reach to a worldwide audience and effectively advertise Switzerland's unique tourism offerings.

5. The strategy of expanding niche tourist markets involves identifying and developing new segments of the tourism industry that cater to specific interests of travellers. Examples of such niche markets include wellness and health tourism, cultural tourism, and adventure tourism. By diversifying the range of offerings, the tourism industry can attract a broader range of travellers with varying preferences and interests.
6. Provide assistance to indigenous enterprises. In order to enhance the regional economy and offer genuine experiences, it is advisable to promote alliances and cooperation between the tourism sector and indigenous enterprises such as hotels, restaurants, and tour operators.

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