

## Chapter 25

# The Importance of the Destination Choices of Tourists: The Case of Kazakh Tourists Visiting Turkey

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### ABSTRACT

*This article describes how the tourism industry is one of the cornerstones of an economy when utilized effectively. Moreover, since the tourism destinations in a country cannot be moved to the visitors, tourists are promoted to visit these places. Therefore, in order to entice the tourists to visit a country, it is indispensable to advertise and promote a destination properly with its hospitality, recreation, sightseeing, sun, sea and natural characteristics in order to attract more visitors. Thus, the aim of this article is to review the literature comprehensively on the economic reflections of the tourism industry, significance of the marketing and promotion of destinations. With this information, the factors affecting the destination choices of tourists are determined. Finally, these factors are used to review the destination preferences of Kazakh tourists to the Turkish Republic by taking destination attractiveness, attributes and management issues into consideration alongside statistical applications.*

### 1. INTRODUCTION

Tourism is one of the significant sectors of a country and its economy. It serves as a way to promote a country or a destination. When utilized properly, it also serves as an efficient tool to contribute positively to economics. The importance of the tourism industry emerges in the mid and long run as a result of economic development and increasing quality of life in the destination in question. Yet, tourism industry is heading to become one of the main sectors in the world as millions of travelers move from one place

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to another. However, tourism industry shall be organized in the highest possible standards in order to attract more visitors; since, it is also an unpredictable and volatile industry too. So, the sustainability of the demand in the tourism industry is fundamental. Yet, such a sustainable industrial framework requires principles as to be different, accomplish authenticity, uphold contemporary values, comprehend the expectations of target markets, improve holiday experience, develop natural values, preserve local merits, achieve perfection in innovation and constitute mutual benefits for both the visitors and hosts. Therefore, the retention of the existing consumers and attraction of new ones have become indispensable. To achieve this target, it is fundamental to use proper marketing methods and disseminate the promotional messages with the most efficient means in order to increase the number of visitors coming each passing year. For, careful strategic tourism planning ought to be made by possibly the state authority and in cooperation with the other stakeholders such as tour operators, hotel chains, travel agencies, transport operators in order to realize destination attractiveness and attribute improvement by proper management policies (Radu et al., 2014; Nordbo et al., 2014; Rakita, Siprgic, 2014; Carson et al., 2004; Halkier et al., 2014).

Destination marketing is to promote a holiday and leisure place in a micro perspective and in a macro perspective is to market all tourism facilities. Destination could either be a small or a large province. The aim is to construct a positive destination image and use this destination image in advertising activities. Destination image is the aggregation of entire beliefs, ideas, impression and experience of a visitor as a result of destination attractiveness, positive attributes with competitive management practices. Also, a positive destination image would largely impact on the visitors' retention and attraction of new ones too. The destination image and marketing should be constituted rationally, projected strategically, shared with society and promoted sufficiently abroad, resulting in a sophisticated, selective and perceptive learning mechanism and lead to more visits in forthcoming periods. This image would also reflect the realities of the destination, preferably in a positive manner. A good holiday destination and its positive image could raise the expectations of visitors prior to voyage, enhance the tourism experience, accommodate the commitment of consumers and value proposition. Thereby, the advertising of a destination is considerable owing to the positive contributions it could make (Silva et al., 2013; Nordbo et al., 2014; Dongfeng, 2013; Vilchez, 2013; Golja, Slivar, 2014; Correia, Guillet, 2013)

Within the framework of tourism promotion, the essential of market orientation is to communicate the right message to focal consumers who are likely to make the potential visit. Such tourism marketing action is focused on market creation which could increase the competitiveness of a destination. The enhancement of the competitiveness of a destination is fundamental since there are so many other destination choices for tourists. This process ought to be executed with outmost care in order to reflect the reality about the destination as to affect the destination choice of consumers positively. The positive development of this process would also benefit the economic development of a destination and the country as a whole too. It is true that the tourism industry effects the economic development of a country; yet the opposite could also be true in adverse situations. Tourism industry would benefit the destinations with new revenue generating opportunities and regional development possibilities such as improvements in infrastructure and superstructure facilities. Therefore, it is possible to state that tourism is a considerable industry for a country and the destination choice of consumers matters comprehensively from this regard (Nordbo et al., 2014; Rakita, Siprgic, 2014; Silva et al., 2013; Dongfeng, 2013; Vilchez, 2013). Thus, the aim of this paper is to review the literature on tourism industry relevant to economic reflections of tourism industry, tourism marketing in general and determinants of the destination choices of visitors in particular as well as to examine the destination preferences of Kazakh tourists regarding to the Republic of Turkey by taking destination attractiveness, attributes and management issues into consideration. The

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