особенности индустрии туризма в турецкой республике

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Аннопиция. В работе были рассмотрены особенности и ключевые направления развития туристической индустрии в Турецкой Республике. Показаны особенности развития туризма в стране и его отличительные черты. В работе, также анализируются факторы развития туристической индустрии в республике, и услех Турции на рынке международных туристских услуг, основные направления и перспективы развития.

Ключевые слова: Турция, туризм, туристическая индустрия, туристический потенциал рынок

Туризм является одним из наиболее развивающихся рынков в мире. За последнее десятилетие мировой туристический рынок вырос, и даже в период кризисов он оставался надежным сектором экономики. В 2019 году Всемирная туристская органивация (ЮНВТО) варегистрировала 1,5 миллизода международных туристических поездок по всему миру [1]. При этом для некоторых стран индустрия туризма становиться особенно важно для развития экономики страны и ее человеческих ресурсов. Турция является одной из таких стран и занимает лидирующие позиции в современной туристической индустрии. Тот факт, что она продолжает развиваться, несмотря на негативные последствия экономического кризиса 2007-2008 гг. служит показателем успеха страны в сфере туризма Турция - страна, обладающая большиым рекреационными ресурсами.

Несмотря на ощибочное мнение, что вся эта страна существует исключительно за счет туризма. Турция не входит список стран с высокой долей туризма в ВВП. Согласно данным института статистики Турции (TUIK), последние 10 лет доля туризма в ВВП Турции колеблется между 2,6 и 3,9% [2].

Однако, туризм является одной из наиболее динамично развивающихся отраслей турецкой экономики. Обилие уникальных исторических памятников на территории Турции, исключительной красоты средиземноморские пляжи, благоприятные климатические условия, выгодное географическое положение – все это открывает широкие перспективы для туристического бизнеса Турция занимает 9 место в рейтинге ведущих стран мира по прибытиям туристов и 2 место в рейтинге велущих стран по прибытию российских туристов [3]. Турция ежегодно принимает 40 мли туристов, из более чем 110 стран. В основном туристический сезои в Турции длится с мая по октябрь включительно, но на курортах Эгейского моря сезон немного короче - с июня по сентябрь. Одним из главных аспектов для туристов является температура воздуха и морской воды в Турции диевная температура в начале сезона достигает 30°C, а в июле порой -40°C. Море в мае прогревается до 22°C, а до конца сезона температура воды составляет не менее 27°-28°С [4].

Туризм в Турции вачал активно развиваться в 50-е годы. Правительство начало разрабатывать пятилетние планы развития туристического бизиеса, в бюджете страны с каждым годом увеличивались ассигнования на подьем этой индустрии. В рамках проводимой политики в Турции началосьсоздание свободных экономических зон, которые сыграли значительную роль в развитии сферы туризма. Ориентация на внешнюю сферу в период реформ, создание здоровой конкурентной обстановки во всей экономике и в сфере услуг, в частности, обеспечение в целом социальноэкономической стабильности в стряне

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- 1. Understanding the eBook Rubkoe Natsionalnoe Menshinstvo V Estonskoi Respublike 19181940
 - The Rise of Digital Reading Rubkoe Natsionalnoe Menshinstvo V Estonskoi Respublike 19181940
 - Advantages of eBooks Over Traditional Books
- 2. Identifying Rubkoe Natsionalnoe Menshinstvo V Estonskoi Respublike 19181940
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
- 3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - o Features to Look for in an Rubkoe Natsionalnoe Menshinstvo V Estonskoi Respublike 19181940
 - User-Friendly Interface
- 4. Exploring eBook Recommendations from Rubkoe Natsionalnoe Menshinstvo V Estonskoi Respublike 19181940
 - Personalized Recommendations
 - o Rubkoe Natsionalnoe Menshinstvo V Estonskoi Respublike 19181940 User Reviews and Ratings
 - Rubkoe Natsionalnoe Menshinstvo V Estonskoi Respublike 19181940 and Bestseller Lists

- 5. Accessing Rubkoe Natsionalnoe Menshinstvo V Estonskoi Respublike 19181940 Free and Paid eBooks
 - o Rubkoe Natsionalnoe Menshinstvo V Estonskoi Respublike 19181940 Public Domain eBooks
 - Rubkoe Natsionalnoe Menshinstvo V Estonskoi Respublike 19181940 eBook Subscription Services
 - o Rubkoe Natsionalnoe Menshinstvo V Estonskoi Respublike 19181940 Budget-Friendly Options
- 6. Navigating Rubkoe Natsionalnoe Menshinstvo V Estonskoi Respublike 19181940 eBook Formats
 - ∘ ePub, PDF, MOBI, and More
 - o Rubkoe Natsionalnoe Menshinstvo V Estonskoi Respublike 19181940 Compatibility with Devices
 - o Rubkoe Natsionalnoe Menshinstvo V Estonskoi Respublike 19181940 Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - o Adjustable Fonts and Text Sizes of Rubkoe Natsionalnoe Menshinstvo V Estonskoi Respublike 19181940
 - Highlighting and Note-Taking Rubkoe Natsionalnoe Menshinstvo V Estonskoi Respublike 19181940
 - Interactive Elements Rubkoe Natsionalnoe Menshinstvo V Estonskoi Respublike 19181940
- 8. Staying Engaged with Rubkoe Natsionalnoe Menshinstvo V Estonskoi Respublike 19181940
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Rubkoe Natsionalnoe Menshinstvo V Estonskoi Respublike 19181940
- 9. Balancing eBooks and Physical Books Rubkoe Natsionalnoe Menshinstvo V Estonskoi Respublike 19181940
 - Benefits of a Digital Library
 - o Creating a Diverse Reading Collection Rubkoe Natsionalnoe Menshinstvo V Estonskoi Respublike 19181940
- 10. Overcoming Reading Challenges
 - o Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Rubkoe Natsionalnoe Menshinstvo V Estonskoi Respublike 19181940
 - Setting Reading Goals Rubkoe Natsionalnoe Menshinstvo V Estonskoi Respublike 19181940
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Rubkoe Natsionalnoe Menshinstvo V Estonskoi Respublike 19181940
 - Fact-Checking eBook Content of Rubkoe Natsionalnoe Menshinstvo V Estonskoi Respublike 19181940
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
- Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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