

DIVERSITY OF CULTURAL TOURISM IN TURKEY

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Abstract:

Cultural tourism refers to a wide range of activities that enables the traveler to learn about the history, heritage and lifestyles of other areas, incorporating museums, festivals, architecture, historic sites and artistic performances as well as any experience that brings one culture in contact with another for the specific purpose in a touring situation. Cultural tourism is a kind of special interest tourism. It is very popular both as a touristic product and as a theme. It has become more popular with international tourism movements during the last 40 years. To the speculations made by the international tourism organizations, this trend is to be continued is especially in Europe, Middle East and Asia. Turkey has got so many cultural heritages because of being in a special geographic places and also including many different civilizations which had been established in this area.

Key words: *cultural tourism, historical places of Turkey, cultural tourism of Turkey*

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Introduction

Cultural tourism is a form of tourism motivated by interest in historical, artistic, scientific or heritage offering of a community, region, group or institution [2]. It can be considered an independent segment of the tourism industry as well as a complement to mainstream tourism, in conjunction with other forms of attraction. It can be argued that all tourism is cultural; people consistently travel to locations that are unlike their own [2]. But in the past decade tourism industry has created a distinct travel product.

All over the world local communities and national organizations have developed particular cultural and heritage tourism products that attract increasing tourists' visitation each year. In the last decade the cultural tourism became a big business. According to experts, cultural tourism would represent from 8 to 20% of the shares of the tourists market. According to a study conducted by the European Commission, 20% of tourists visit Europe responds to cultural motivations, while 60% of European tourists are interested in cultural discoveries during their trips [3].

Cultural tourism is a general term referring to leisure travel motivated by one or more aspects of the culture of a particular area (Dictionary of Travel, Tourism and Hospitality Terms, 1996). From his point of view, Richards G. [4] considered that the term of cultural tourism has been used to describe the consumption of art, heritage, folklore and whole range of other cultural manifestations by tourists. We found out that cultural tourism also includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also, less often, include tourism to rural areas for outdoors festivals, the houses of famous writers & artists, sculpture parks and landscapes made famous in literature.

So when speaking about cultural tourism we include different categories of touristy experiences involved in that. World Tourism Organization defines cultural tourism as the movements of persons for essentially cultural motivations, which includes study tours, performing arts, cultural tours, travel to festivals, visits to historic sites and monuments, folklore [6].

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1. Historical places in Turkey

Being in the center of the birthplace of human civilization, Turkey has plenty to offer to history lovers. Ancient Anatolian civilizations such as Hittites, Lydians and Urartus left their marks on central Anatolia, and many of their remainings can be seen in museums and ancient city excavations in and around Ankara. Ancient Greeks have flourished in Southern and Western Turkey, where you can experience a beautiful coastline surrounded with thousands of years of history. Turkey also carries the marks of Muslim Ottomans, who were in rule until less than 100 years ago.

Best examples of Ottoman mosques, carvansaraies and schools can be seen in northwestern Turkey, especially in Istanbul. For that reason, historical places are very important for Turkey's tourism. The most important historical places in Turkey are: İstanbul, Ankara castle, Antkahir, Ephesus, The Temple of Artemis, Pergamum, Aspendos, Letoon, Termessos, Perga, Gallipoli, Mount Nemrut, Hattusas, Cappadocia, Sümela Monastery.

Istanbul has rich historical past since it became a bridge between different cultures, societies and even civilizations. It is like a bridge between Europe and Asia as well. It is also a backdoor opening through Ottoman and Bizantian Empires. Being impressed by the historical tissue of Istanbul is almost impossible. Every year, there are millions of tourists visiting Istanbul because of its historical importance. Istanbul's important historical places are:

- Topkapi Place. Its construction started in 1459 by the order of Ottoman Sultan Mehmed II. Mehmet II is one of the important sultans of Ottoman Empire since he was the the conquerer of Istanbul. Topkapi Palace was the home and official residence of Ottoman Emperors from 1465 to 1863. The historical tissue of Topkapi Palace damaged because of big earthquakes and fires. Currently, Topkapi Palace is museum. It is under administration of Ministry of Culture and Tourism. When you visit Topkapi Palace Museum, you can see a large collection of Ottoman art and architecture, Ottoman miniatures, weapons, shields, armor and a display of Ottoman treasure and jewelry.

- Dolmabahce Palace. It is located at the European side of Istanbul. After 1853, it was used as the official residence of Ottoman Emperors. It was also the administrative center of Ottoman Empire from 1853 to 1922. Dolmabahce palace is the first European style palace in Ottoman Empire history. It was built by Ottoman Sultan Abdulmecid II between 1842 and 1853. Mustafa Kemal Ataturk, founder and the first president of Turkey Republic, spent his last years in this palace. Ataturk died in November 10, 1938 in Dolmabahce Palace.

- Ciragan Palace. It is located between Besiktas and Ortakoy at the European side of Istanbul. It was built between 1863 and 1867 by the order of Ottoman Sultan Abdulaziz. It was designed by famous Armenian architect Nigogayos Balyan and constructed by his sons Hagop and Sarkis Balyan. In 1910, it was destroyed by a great fire. However, the ruined palace was restored in 1991. It was designed in Baroque style during restoration. Currently, it is used as a five-star hotel.

- Grand Bazaar. World's biggest covered historic Bazaar. It is one of the most famous spots of Istanbul, always filled with crowds who not only come to shop but to window-shop carpets, jewellery, leathers, handcrafts, home decoration items and many more.

- The Maiden's Tower (Kızkulesi). Maiden's Tower is one of the romantic symbols of Istanbul. It constructed first in the 12th century and present building get dates from 18th century. It is on a tiny-tiny bit islet at the entrance to Istanbul Harbor on Bosphorus. Islet's nearest land point is Istanbul's Uskudar district at Asian side of the city. This miniature tower has been in service as a lighthouse, a watchtower, a traffic control center and a prison in its lifetime and after its restoration now it is open as a several flats tower for tourist attraction... an observation terrace, gift store, a small Bosphorus Museum, tea/coffee house and restaurant.

- Mosques and Churches. These are beautiful creations commissioned by the rulers of Istanbul to give a glimpse of their own power and glorious reign. The Blue Mosque built by Sultan Ahmet is the largest mosque in Istanbul. Its specialty lies in its Iznik tile interior. The Ahi Çelebi Mosque holds an important place in the Istanbul myth for being the mosque where Evliya Çelebi had his famous dream. The Aya Sofya (known as Hagia Sofia in Grek) was regarded as the greatest church in the entire Christian kingdom until the fall of Constantinople after which it was used as a mosque. Since the foundation of Turkish Republic, modern day Turkey, Hagia Sophia is being used as a museum. The Anglikan/Crimean Church in Beyoğlu, which was built in the memory of English soldiers who fought the Crimean War, is another attraction. The church was closed in 1971 due to its declining parishioners but was re-opened in 1991.

Ankara Castle. Building date is not known exactly. However, it is known that Byzantians and Romans use this castle for military purposes. It was captured by Seljuqid Empire in 1073 and became Turkish territory. It is located in Ulus province in Ankara, Gençlik Park nearby.

Anıtkabir. The graveyard of Turkish Republic founder, Mustafa Kemal Atatürk. It is also the graveyard of second president of Turkish Republic, İsmet İnönü. In Anıtkabir, there are many towers. It has a very different architectural structure and was built by famous architects Emin Onat and Orhan Arda.

Ephesus. Ephesus which was established as a port, was used to be the most important commercial centre. It played a great role in the ancient times with its strategic location. Ephesus is located on a very fertile valley. Ephesus, once, the trade centre of the ancient world, a religious centre of the early Christianity and today, Ephesus is an important tourism centre in Turkey. The ancient city Ephesus is located in Selçuk, a small town 30km away from Kusadasi.

The Temple of Artemis at Ephesus was one of the Seven Ancient Wonders of the World. To those who saw it and wrote about it, it was the most beautiful structure on Earth. It was built in the sixth century B.C. It was sponsored by the Croesus, the Lydian king. The bronze statues that dotted it were sculpted by the most skilled artists of their time.

The temple itself was made of marble, with 127 60-foot-high columns. The temple was 425 feet high and 225 feet wide. The temple stood for many years, as both a house for worship of Artemis and as a marketplace. People came from all over the known world to deliver gifts at this temple and to behold its wonder. The temple was destroyed and rebuilt more than once. In 356 B.C., it was burned to the ground. It was also destroyed in A.D. 262 (by the Goths) and in 401 by Christians eager to make their followers abandon old religions.

Pergamum. Built on a conical hill rising 1,000 feet above the surrounding valley, Pergamum (also spelled Pergamon) was an important capital city in ancient times. Its modern successor is the Turkish city of Bergama. A lack of modern

accommodations means that Bergama is often a very quick stop, if visitors bother to come at all. But it is worth a long stop, for Bergama is home to two of the country's most celebrated archaeological sites: Pergamum's acropolis and Asklepiion are both listed among the top 100 historical sites on the Mediterranean.

Most of the buildings and monuments in Pergamum date to the time of Eumenes II (197-159 BC), including the famed library, the terrace of the spectacularly sited hillside theater, the main palace, the Altar of Zeus, and the propylaeum of the Temple of Athena.

In the early Christian era, Pergamum's church was a major center of Christianity and was one of the Seven Churches of Revelation. The ancient city is composed of three main parts: the Acropolis, whose main function was social and cultural as much as it was sacred; the Lower City, realm of the lower classes; and the Asklepiion, one of the earliest medical centers on record.

Aspendos nearby Antalya is famous for its best-preserved theater of antiquity built in the 2nd AD with a capacity of 15,000 people. Still used today for performances and festivals, the theater's galleries, stage decorations and acoustics all testify to its architect Xenon's success. Next to the stage there is a small room which is used as a small museum where you can see some of the masks and clay tickets. Nearby stand the remains of a basilica, agora and one of the largest aqueducts in Anatolia. Here you can visit also the acropolis of the city with a great view of the river.

Letoon It is near Kumluova Village at 65th km of Fethiye - Kas highway. In accordance with a story told by the poet Ovidius, the city was established in the name of Leto, who became pregnant from Zeus. The traces of old settlement in the city go back to 7th century BC. The ruins and the inscriptions obtained show that this place was a religious and political area. There are three temples at the center of the ruin place side by side.

The one at the most northern direction is devoted to Leto, the one in the middle is devoted to Artemis and the one in the south is devoted to Apollo. In the southwest of the temples, there is a fountain building and just beside it, there is a church. In the northern side of the city, there is a Stoa and a theater, which gives its rear side to the natural slope partially, belonging to the Hellenistic Period. Letoon has been left in the 7th century AD.

Termesos is one of the best preserved of the ancient cities of Turkey. It lies 30 kilometres to the north-west of Antalya. It was founded on a natural platform on top of Gulluk Dagi, soaring to a height of 1.665 metres from among the surrounding travertine mountains of Antalya, which average only 200 metres above sea level.

Concealed by a multitude of wild plants and bounded by dense pine forests, the side, with its peaceful and untouched appearance, has a more distinct and impressive atmosphere than other ancient cities. Because of its natural and historical riches, the city has been included in a National Park bearing its name.

Perga was an ancient Greek city in Anatolia and the capital of Pamphylia, now in Antalya province on the southwestern Mediterranean coast of Turkey. Today it is a large site of ancient ruins 15 kilometres (9.3 mil) east of Antalya on the coastal plain. Located there is an acropolis dating back to the Bronze Age. During the Hellenistic period, Perga was one of the richest and most beautiful cities in the ancient world, famous for its temple of Artemis. It also is notable for being the home of the renowned ancient Greek mathematician Apollonius of Perga.

Gallipoli (Gelibolu). The Gallipoli peninsula, which is situated just across the Dardanelles, has a small bit of land jutting out, which has a length of 80 kms. With a history of immense impact to back it, the Gallipoli area of Turkey has come up as an important tourist attraction. Ancient charm, nature's proximity, peaceful atmosphere

and unpolluted environment - with all these attributes, Gallipoli beckons thousands of visitors from all across the globe.

Mount Nemrut is a 2150 m high mountain positioned in the middle of Taurus Mountains in Southeastern Turkey. It is precisely located in Commagene of the province of Adiyaman. Commagene is situated around the city of Adiyaman in southeastern Anatolia. The Commagene region has seen many rulers.

The Persians, Alexander the Great and Seleucus I Nikator ruled, until it was established as an autonomous empire by Mithradates I Kallinikos. Commagene reached its golden era during the reign of his son Antiochos I Epiphanes. This dynasty flourished until AD 72 after, which Commagene was occupied by the Romans and was regarded as a part of Syria. Dawn is the best time to visit Mount Nemrut and the sunrise is breathtaking. A striking contrast is formed between the ruins and the natural beauty, no wonder it is regarded as the 8th wonder.

If the name of "City of a Thousand Gods" really arouses your interest then **Hattusas** (Hattusa or Hattush) is the place to be. Located in one of the most rugged territories in the central Anatolian region Hattusas used to be the political and the religious capital of the Hittite Empire. Having the modern-day village of Bogazkale (formerly known as Bogazköy) as its immediate neighbor Hattusas has the Kizil Irmak River running through it. It is amazing to see how Turkey holds the key to so many civilizations.

Cappadocia, largely in Nevşehir Province, is Central Turkey's region of exceptional natural wonders particularly characterized by a unique historical and cultural heritage. Generally regarded as the plains and the mountainous region of eastern central Anatolia, Cappadocia is largely underlain by sedimentary rocks and ignimbrite deposits.

The rocks of Cappadocia near Goreme eroded into hundreds of spectacular minaret-like forms and pillars. The incredible and unique tuff-coned landscape has shaped thanks to forces of erosion. It was believed that the underground communities of Cappadocia served as temporary shelters rather than as permanent hidden cities. Cappadocia's holy grottoes once housed the largest community of monks in Asia Minor. The two largest communities are situated at Derinkuyu and Kaymakli. Men created dwellings, churches, monasteries, and underground cities for hundreds of years.

Sumela monastery. Sumela is 1600 year old ancient Orthodox monastery located at a 1200 meters height on the steep cliff at Macka region of Trabzon city in Turkey. The monastery is constructed on rocks reached by a path through the forest. The beautiful frescoes dating from the 18 th century on the walls of the monastery are biblical scenes of Christ and Virgin Mary.

The site was abandoned in 1923 and became a museum and a popular tourist attraction because of its breath-taking location, structure and scenery. On 15 August 2010, with the permission of Turkish Government, an Orthodox Mass was held for the first time at Sumela monastery since 1923.

2. Defining points of Turkish culture

Cultural tourism is a kind of special interest tourism. It is very popular both as a touristic product and as a theme. It has become more popular with international tourism movements during the last 40 years. To the speculations made by the international tourism organizations, this trend is to be continued is especially in Europe, Middle East and Asia. Turkey has got so many cultural heritages because of being in a special geographic places and also including many different civilizations which had been established in this area. But most of the cultural heritages aren't utilized so tourism seems to be limited with just sea, sun and sand.

Istanbul has become important city through history with its strategic location connecting Asia and Europe and served as capital to Roman, Byzantine and Ottoman Empires. With its different religions, cultures and the products of those cultures, Istanbul allows cultural integration. In 1985, Istanbul's historical sites with a cultural quality were included in the UNESCO World Heritage List.

Cultural tourism is becoming prominent in Istanbul for increasing attendance to regional and international activities and provision of local/global integration. From the cultural tourism products, Istanbul has a cultural heritage, artistic activities and creative industries like design, fashion, contemporary architecture, advertising etc.

The culture of Turkey is very diverse. The culture is rich because of the various elements of the different independent empires in the past. The important elements that comprise the culture of Turkey are folk dances, adumbration play, cuisine, abstract and etc.

There are number of folk dances in Turkey namely Izmir and Horon folk dances. The Izmir people accomplish Izmir folk dance, aswell accepted as Zeybek dances. There are two types of Zeybek folk dances including apathetic and Yoruk Zeybek. The clarinet and boom are the two agreeable instruments that are acclimated to play the accomplishments music of the Izmir dance. If the ball is performed in a calm building, the baglama apparatus is used.

The Turkish literature is greatly influenced from the Ottoman Empire. The Persian and Arabian influence can also been seen the literature. Some of the famous Turkish authors are Tevfik Fikret, Yunus Emre and Asik Veysel.

The cuisines from all around the world are served in Turkish restaurants. Kebab is a very famous dish being served in the restaurants. Turkish people are fond of lamb meat in their meals. There are different types of kebabs being served in the restaurants, which includes sis kebab, doner kebab, alanazik and etc. Aubergine is acclimated as the capital capacity in abounding dishes such as hunkarbegendi. The pilav is one of the complicated rice dishes that are being prepared only by some of the experienced chefs. Borek is another famous Turkish dish which is a pie filled with potatoes and cheese. The confectionaries in Turkey are also very famous. Some of the Turkish confectionaries cover helva, asure, lokum and kadayif.

Turkey offers the visitor a rich and colourful culture with a unique blend of East and West. Here we look at some defining points of Turkish culture.

- **Karagoz and Hacivat.** Have you ever heard something about the sense of humor of Turkey? Or, are you interested in it? Actually, Karagoz and Hacivat are just two examples of Turkish sense of humor. It is told that it was once a true history, for now it is just a history and a shadow play that is played at special days and fetes of Turkey. There are lots of myths in the history like Karagoz and Hacivat and they are a special two.

Karagoz and Hacivat were two workers at the age of Ottomans and they have worked to construct a mosque. But the problem is, they were just too funny, they always make the other people who are working with them laugh. So, the consturction process was too slow so managers had to do something. So, they did what? They punished the Karagoz and Hacivat and they sentenced Karagoz and Hacivat to the death. That makes the Karagoz and Hacivat legends, after that years Turkish people started to perform Karagoz and Hacivat shadow plays.

This is a tradation for especially Ramadan (a holy month) and every evening of the Ramadan, some Karagoz and Hacivat shadow plays are performed at Turkey. That is still a tradition for them.

- **Carpets and rugs.** Carpets and rugs are parts of the Turkish lifestyle and actually they have a long history. According to the history experts, the history of Turkish carpets and rugs is dates back to about 3000 years. First examples of Turkish

carpets and rugs were seen at the Hun Empire, which is one of the oldest Turkish communities. So, you can understand that using carpets and rugs is a part of Turkish culture and it's very common throughout the history. According to the history experts, the cause of the Turkish carpets and rugs come from the nomad lifestyle of all Turkish.

Turkish people still use carpets and rugs, I know every country's people use carpets and rugs but Turkish generally prefer the classical ones. Turkish carpets and rugs produced everywhere but at some cities like Corum, Usak etc, women produce these carpets and rugs with hand and they are really worth to see, their prices are generally high, too. You can frequently see the geometrical themes and also flower themes on Turkish carpets and rugs and it makes double the charming of them. You can easily find the Turkish carpets and rugs at Europe, America and also every other part of the world, not only Turkey, because of its fame and beautiful looking. The most important examples of Turkish carpets and rugs are produced at the hand, especially handmade rugs are sold at high prices.

- **Kutahya Tile and Ceramic Art.** Tile and Ceramic is really hard materials and it's also hard to form them. Kutahya tile and ceramic are really famous especially in Turkey. Kutahya not only produce these tiles and ceramics only for Turkey, also import them and lots of country have Kutahya tile and ceramic. The history of tile and ceramic really dates back very very old; it dates back about the 9.000 years ago. The tile and ceramic making in Kutahya started centuries ago and it has reached it's top point about 14th century. From that point Kutahya is really an important city for tile and ceramic, not only for Turkey but also for whole world.

You can find Kutahya tiles and ceramics any part of the world. But the most quality types of them still produced in Kutahya and it's easy to get them in Kutahya. Because, other parts of the world it's very expensive and some of them are not quality types. There are also antique types of tiles and they are really expensive.

- **Turkish cuisine.** Traditional Turkish cuisine, has an important place in world cuisine. Turkish people, are addicted to the taste. Therefore, eating is an art in Turkey. Especially meat, bitter, sweet and pastry foods, more is preferred. Turkish cuisine, with dishes that people are most interested.

- **Turkish delight.** Turkish delight, which is named Lokum in Turkish, is a kind of candy peculiar to Turkey. Its raw materials are sugar and starch. It is made by boiling a mixture consisting of sugar solution, starch suspension and citric acid. Boiled mixture is cooled until it gets a certain density. Then, it is poured into special moulds inside of which is covered by starch. The starch prevents the mixture sticking to the inner part of the moulds. After this procedure, Lokum blocks are cut into cubic pieces. These pieces are covered by powdered sugar, coconuts or hazelnut powder. Some types of Lokum have hazelnuts as whole in the center of the cube or on it. These additives give extra taste to Lokum. Turkish delight seems like chewing gum and it may stick to your teeth. So, we don't recommend it to you if you have got sensitive teeth. Though, if you are curious about tasting different things, you will certainly love this authentic Turkish candy.

- **Baklava.** If you ask a Turk "which is the most popular dessert in Turkish cuisine", he will most probably say "Baklava". It is a delicious dessert which is made of finely layered pastry. These layers are so thin and there are nuts between them. It is baked and then steeped in syrup composed of boiled water with sugar. Baklava, like Kebab, has got a wide range of variety. They contain hazelnuts, peanuts, walnuts and pistachios between layers. A type of Baklava seems like a cigar filled with minced pistachios while another one filled with hazelnuts is like a stuffed green pepper.

Baklava is available even in the smallest patisseries every season and it is mostly consumed in religious festivals. It is a tradition in Turkey to serve desserts to the people

in religious festivals. Tough, you don't have to visit Turkey in a religious holiday to eat it, you just need to ask for it whenever you want.

- **Turkish Ayran.** Ayran is yogurt based drink. Yogurt into the water and salt is obtained by joining. Ayran is the traditional drink of the Turks, the Balkan and Asian countries as well drink. In some eastern parts of Turkey with the mixing method is obtained that ayran is delicious and frothy. Ayran is usually served chilled, and is a common accompaniment to döner, kebab, gözleme, or pastry.

- **Turkish Dolma - Sarma (Stuffed Vine Leaves).** Dolma has a important place in Turkish cuisine. In almost every region of the Turkish cuisine is one of the national dishes. Almost all vegetables can use make Dolma. Sarma is made with grape leaves or cabbage. Often made from vine leaves are preferred. A main dish, and can be consumed as an appetizer. As can be eaten plain, is poured over the beaten yogurt. In Turkey is one of the essential flavors. Dolma meals, with neighboring countries are also almost the same Turkish name.

- **Turkish Borek (Flaky Pastry).** Börek is a very popular and also very delicious cuisine which comes from the Turkish foods. Actually, it's not only belongs to the Turks, it originally comes from the Ottoman Empire and it has a long history as you can see. So, today börek is cooked not only in Turkey but also in Greece, Albania, Bulgaria and some other countries with other names like banisa in Bulgaria, boureg in Albania and burekki in Greece. But, it's still produced and eaten in Turkey at most. It is generally a part of Turkish breakfast and they also eat it at lunch, sometimes.

- **Döner Kebab.** Doner kebab is the most famous Turkish food among the tourists. So, what is doner kebab and what makes it? It's simply the "rotating roast." You can enjoy the doner kebab at Turkey, Greece, Arab, China countries and also many other places, but the most famous and the most delicious type of doner kebab is found at Turkey, for sure. Even if there are no exact data on that, it is considered that Turkish is who first invented the Doner Kebab, one of the most delicious foods. Actually, doner kebab can't be considered as a single food, it is much more a snack.

Conclusions

Today, tourism, with its complex social, economic and physical impact, has become an international phenomenon, and is one of the largest and most rapidly growing industries in the international market. Now, tourism is a very competitive business. It is no longer a supply driven sector but a demand driven market. It is now commonly accepted that Turkey has one of the most progressing tourism industries in the world. Turkey has been successful in providing incentives to native and foreign investors for further tourism development. The transformation to a liberalized economy and its strong commitment to that policy suggest that Turkey has been adjusting well to the globalization of the world market with well-developed destinations and highly qualified personnel to provide tourism services. Today, the number of international arrivals is around 15 million visitors a year.

The key to the continued attraction of visitors to Turkey in significant numbers is a careful coordination of marketing and planning of its rich and diverse tourism resources. Over the past two decades, tourism has become a very important industry for the economies of a large number of both coastal and inland Turkish towns and cities. Tourism revenues, the number of tourists, the number of accommodation establishments and the number of travel agencies dramatically increased between 1983 and 2005.

Turkey's tourism strategy for 2023 has been released by the country's Culture and Tourism Ministry. According to the strategic plan, Turkey aims to create seven tourism development corridors and nine cultural and tourism zones in 2023. In addition to this the construction of one airport, 11 cruise ports, 10 tourism cities and 9 marinas will be part of the first leg of the tourism strategy, to be completed in 2013.

Turkey also seeks to increase the number of tourists visiting in 2013 to 40 million, which will earn the country a total of \$50 billion in revenue from foreign tourists. Emphasis will also be placed on increasing domestic tourism, with goals to earn revenue of \$20 billion further from the activity.

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