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THE APPROACH OF PRINTED MEDIA TO TOURISM IN TURKEY: TOO MANY PROBLEMS, NO INTEREST

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EXTENSIVE SUMMARY

Mass communication tools have major impact on the development of tourism events conducted from residential venues to other places to rest, be entertained, see new places and experience new cultures. A book we read, a comment in the newspaper or magazine, a news item heard on the radio, a promotional film on television, a shared experience on the internet, a series, film we see or a scene in a cinema affects our mind and generates different perceptions in our minds. We make our plans regarding tourism according to these perceptions and determine our tourism destination. News items in newspapers may have a positive or negative impact regarding the perception of tourism in a given area. People follow their ambient environment and the external world through newspapers. Although readers may not accept every news item or message as the absolute truth they are affected by what they see and read. Therefore newspapers have a major role in changing the minds of masses in a negative or positive way and the establishing new behavioral patterns.

The fundamental objective of this study is to analyze how, where and to what degree news about tourism is delivered by the printed press in Turkey. Furthermore, by manifesting the areas, problems and impacts in tourism of the promulgated news items it is possible to make an assessment on the perspective of printed press in terms of 'tourism' in Turkey. In line with the objective of the study the contents of five different newspapers (Zaman, Hürriyet, Sabah, Milliyet and Cumhuriyet) were analyzed with a content analysis method to determine the amount of space allocated to the processing of tourism related news in the national printed media in Turkey. A table for the study was prepared before starting the study which included various criteria and categories such as the name of the newspaper, the year, publishing date, the part of the newspaper where the article was printed, its page number, size, the area of tourism that it concerned, the season it was published and which region the news

item pertained to. The acquired data were primarily written into an Excel table and subsequently criteria and categories were coded and the data was entered into SPSS. The findings were interpreted according to the generated results and according to the observations from the newspaper examination process.

2615 newspapers for the two years were examined one by one and 781 news items involving tourism were determined in the examined newspapers. A newspaper publishes approximately 150 news items per day and since 2615 newspapers were examined it is evident that only one out of 500 printed news items only one involves tourism. Taking into consideration the contribution of tourism in Turkey in terms of economic, social, environmental and political impact, its impact on rural development, employment and revenue opportunities it is evident that the news items in the local press involving tourism are insufficient.

A review of the results indicated that tourism related news items in the newspapers did not manifest a seasonal characteristics however they did display regionalism. A major section of tourism related news is compiled of tourism related news abroad and regions where tourism is developing. Furthermore, it was evident that the newspapers which were studied mainly printed their tourism related news items in a supplement, on pages which deal with the agenda-contemporary events and economy-finance and approximately three quarters of the news items are about the promotion and marketing of tourism as well as the attractions and types of tourism. Accordingly, it is manifested that newspapers in Turkey did not allocate sufficient space to the economic, social, environmental, political, operational, personnel, agency activities, problems such as infrastructure and superstructure of tourism in Turkey and therefore national newspapers in Turkey are inadequate in terms of addressing the real problems of tourism in Turkey.