CONFERENCE PROCEEDINGS

INTERNATIONAL CONFERENCE ON ECONOMICS ENERGY AND ENVIRONMENT

JUNE 25-27, 2020

www.iceee2020.com



Editor & Chairman
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Publication Date: JUNE 30, 2020

Publication Language: ENGLISH

ISBN: 978-625-400-773-6



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A Look at Indices Evaluating Climatic Characteristics for Tourism Activities in the Sample of Erzurum City to Discuss A Turkey's Climate Index for Tourism

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ABSTRACT: According to UNWTO (United Nations World Tourism Organisation), tourism offers all over the world cultural, environmental and social (peace and security) benefits, as well as provides employment (creating jobs), economic growth and development. Tourism accounted for 1/10 of jobs created in the world, 10% of World's GDP (1.6 trillion by 2030 1.8 US Dollars), 7% of all exports, and 30% all service exports in the world in 2017. Tourism is among the fastest growing economic sectors (the business volume of which has surpassed that of oil exports, food products or automobiles) in the world with continuously increasing forms and number of destinations and the main income sources of most developing countries supporting several sectors from construction to agriculture or telecommunications. In such a vitally important sector, competition among destinations is inevitable and its economic contribution is related to the service quality and the high revenues. In such a high competition, every type of potential or resource is given to the benefit of tourism sector and used in promotional materials even, marketing and branding efforts e.g. quality of the snow cover or sun and beaches. In order to guarantee the tourist satisfaction, make a brand and increase revenues weather and climatic parameters are very important factors to be considered and employed. In this respect, all over the world since the last quarter of the past century some indices were proposed to determine or reveal the advantages of climatic characteristics at a given tourist destination. The objective of the present study is to mention about climate indices prepared for tourism in the world, evaluate climatic characteristics of a Turkish city, Erzurum as a winter destination to reveal the deficiencies of the two most widely used indices, Tourism Climate Index (TCI) and Climate and Tourism Information Schemes (CTIS) make suggestions for the tourism climate index to be developed uniquely to Turkey.

KEYWORDS: Tourism; Climate; Tourism; Climate index; Erzurum; Turkey