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Swot Analysis for Determining the Tourism Potentials of Certain Regions: Akçakoca

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ABSTRACT

The aim of this research is to develop the ideas for improving the tourism in the district by determining the advantages and the disadvantages of Akçakoca. Furthermore, there are also some data information about the opportunities and the threats, which are available or might be available in the future in the frame of tourism. In this context, some negotiations as semi-structured interviews have been done with the representatives of both the government and the private sectors who have significant roles of regional tourism of Akçakoca. For resolving of the data, categorical analysis was used as a content analysis. According to the obtained findings, the most valuable tips of Akçakoca tourism are the rich history, the geographical location, climate, natural resources and uncorrupted neighbourhood. The weakness of Akçakoca are: the residents of the region who are not conscious enough for the tourism capacity, the lack of advertising and marketing and the lack of communication and coordination among the foundations. In addition, for these it is seen as an opportunity that the district has alternative tourism opportunities but the weaknesses of the city's touristic image are accepted as the biggest threat factor.

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INTRODUCTION

Tourism has an important role in life and the development of the countries (Bayer, 1992: 19). Turkey is determined to progress by the industrial acts, but the effects of tourism like foreign currency earnings made tourism important and in the specific seasons wide range of importance is given to the tourism and it is started to be interested in (Usta, 2009: 3). The tourism sector and tourism marketing are complex structures; they have many risk factors for that matter it becomes compulsory to look from a strategical point of view (Ünisan and Sezgin, 2004: 25). In today's competitive environment, macro and micro environments (economical, socio cultural, technological etc.) have intensive change and new performance criteria occur in today's competitive environment. Being successful in those environments depends on the specification of the weaknesses and the strengthness of the cities, taking advantages of the opportunities of the region in maximum and minimizing the threats.

This will be possible by developing the suitable strategies (Altay, 2009:69). SWOT analysis is the most important analysis that is used for evaluating the weak and strong sides of a city, opportunities and the threats that is available or might be available. The study consists of the parts like introduction, analysis of literature, methodology, findings, results and offers. In this study semi structured interviews were used for determining the potential of tourism of Akçakoca region. At the final part of the study, there are the results of the findings and some offers about the region.

1. LITERATURE REVIEW

1.1. Akçakoca and Tourism

Akçakoca is in the furthest western coast of Black Sea region and it is the only district, which is located on the seaside. It is on 41.05 degrees North Parallels and 31.07 East Longitude (Okan, 2002: 65). Akçakoca belonged to Bolu city in Black Sea Region until 1999, later it was given to Düzce city. It is on TEM highway and far from Ankara 270 kilometres and 235 kilometres from Istanbul. Akçakoca is among Zonguldak; Alaplı district and Kocaman River on its east, and on the west, it is located between embouchure of Melen and Kocaeli-Karasu District. The district has a 462 kilometre square area (Okan, 2002: 65). The foundation date of Akçakoca is not known definitely. There is no certain information about the historical habiting of Akçakoca and its neighbourhood. Nevertheless, it is thought that the first written documents about Akçakoca belonged to the year 1112. The first comers of the region were Tracks and Phrygians in 1200 BC. The ancient and the Modern Greek Historians write that the clan of Beotya Kokonas of Greek came to the today's Akçakoca region and found the Dia city in here. The Coulons gave the 'Dia' name to the city because of the white rocks in the coast of there, which means shine and star. In the Byzantium age, they added Poly (city) at the end of this name and it became Diapolis. However, some other documents stated that the original name of it is Tospolis (Kıngır vd. 2006: 15). While it was a commune in 23 June 1934, it was made a district by dedicating the name of the conqueror Akçakoca Bey; the name was changed from Akçaşehir to Akçakoca in 7 September 1934 (www.akcakoca.org: 2013). Akçakoca is one of the starting points of turism activities in our country. Beginning from 1950, it became a very popular summer place just because it was very close to Ankara and İstanbul. There is a lack of economic development in the region and the residents of this town during summer leave in their farming houses taking care of their hazelnut gardens, which makes it possible to easily find houses for holidays. In this way, it can be possible to find 2500 total bed amounts (Okan, 2002: 99). One other reason why there is a declined tourism potential in Akçakoca is that visitors from Ankara and İstanbul prefer to visit Marmara region at first. (Dönmez, 2000: 198). The tourism process in Akçakoca was very silent for 10-15 years; but it has started to revive in 1985 (Okan, 2007: 110). Akçakoca attracts so many tourists because of its climate, natural resources, uncorrupted neighbourhood, its historical and cultural presence, life style, traditions, geographical state, closeness of main markets, being suitable for the coastal holiday and so on (Altanlar, 2007: 85).

1.2. The Evaluation of Swot Analysis In The Frame of Tourism Sector

SWOT (FÜTZ) analysis is used in various sectors and scientific branches for strategic planning, marketing and managing subjects by the scientists. The definitions and the explanations are tried to be discussed in the previous parts in general by using the SWOT analysis techniques.

In this part, it will be discussed about the research and descriptions for the use of SWOT analysis in determining the potential of tourism in local destinations, which is the base of this study (Gökçe, 2006: 14). Despite the uncertain global economic and politic changes in the Middle East and North Africa, adding the earthquakes around the world, the international tourism keeps growing up in 2011. The number of tourists decreased in 4.6% in 2010 and the international tourist number reached to 982 million in 2011. Tourism incomes reached to 1,030 billion dollars by the 3.8% decrease (UNWTO, 2011: 7). The status that the tourism sector has reached it is seen and used as the main factor for a growing economy especially for a developing country. The competition among tourism products are decreased by the introduction of facilities, the services and presenting the products that can be replaced with each other. The decreased competition forces the tourism businesses to determine efficient different strategies (Pike, 2008; akt, Emir, 2011: 30) or plans for strategic marketing (Emir, 2011: 30). Many environmental factors affect the tourism businesses and the regions. It is very clear that guessing the future this status is very hard. It is also clear that without planning to continue with the trade facilities life is impossible. In addition, to reach the determined goals is very hard. The first step of the marketing plan is "situation analysis". First of all the past facilities of the tourism region, the weaknesses and the strengthnesses of the tourism businesses against its competitors and the potential opportunities are examined (Kozak, 2012: 53-55).

SWOT analysis (Strong, Weak, Opportunities, and Threats) is an important analysis that determines the business status; it defines the problems, and determines some goals for the future by the marketing strategies. Moreover, it is an assistant for management. This analysis determines the weaknesses and the strengthnesses of the business by doing so that it defines the opportunities coming from the business environment and the techniques that can come across. While the strong and weak sides are about the inner neighbourhood factor of the destination or a business, the opportunities and the threats are about the outer neighbourhood factor. The outer neighbourhood includes not only the technological, political, social, cultural, and physical neighbourhood but also the competitor analysis of the destination and the business (Kurt, 2009: 29). In the frame of touristic product and tourism businesses the SWOT (FÜTZ) analysis is the way of identifying the advantages and disadvantages of the product against its competitors then taking precautions and making strategic marketing plans before the opportunities and threats that might be came across with. It is the way to use the data, which are collected from those plans (Kotler 1994; akt, Gökçe, 2006: 14). The data that are obtained from the SWOT analysis are very important for fulfilling the touristic destinations strategic marketing plans. Because of the SWOT analysis today, we are able to define the benefits of this touristic region, and guesses that are indeed more accurate can be made about the future (Tunç and Uygur, 2002: 3-4). SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis can be applied for revealing the available natural geographical tourism wealth of tourism destinations and regions. Thus, it will be clear what kind of plans are needed for contributing the regions socio economic structure with the natural geography resourced tourism attractions of the region (Özgen, 2010: 1428).

1.2.1. The Strong Sides

It states the operations and the factors, which contribute to the success of tourism sector. For example, the superior sides for tourism businesses/destinations are well educated qualified personnel, well-developed transportation network, hospitable personnel/local residents, well managed specialized (3-4 or 5 star) hotel businesses, uncorrupted environment. Another important view is the hotel businesses that can meet the needs and desires of the customers, rich history, culture and nature presences, the suitability of the climate, working power for the tourism and the young population (Emir, 2011: 30).

1.2.2. The Weak Sides

If it is necessary to talk about the weak sides of the tourism or destinations, product or service quality resourced or because of the incorrect marketing facilities, there are some determinors, which symbolize the tourism values. The weaknesses for tourism businesses and destinations should be evaluated in the customers' shoes. If we have to give some examples for the tourism businesses or destinations, we can add these: absence of strategic plans, slow or inadequate service, the coastal areas are not clean enough and the number of clean coasts are very little, the lack of recreational facilities or their inactivity, the workers of tourism, the personnel of the tourism bureaus or businesses are not conscious enough for tourism, the irrelevance of local managements, financial problems, introduction, lack of brand and facility and so on (Emir, 2011: 31).

1.2.3. Opportunities

There are some reasons that can give some opportunities to the tourism businesses and the destinations. They can be: the political changes in the destination or in the main market, social economic trends, the opportunities that comes with the technology, the political applications that are about saving the environment and the investment areas, the various positive factors such as climate, decreased desires and the needs of the customers, the high potential of decreased alternative tourism types, being an applicant to the European Union, and getting older of the competitor destinations (Emir, 2011: 31).

1.2.4. Threats

The threats of tourism businesses and destinations affect the future of tourism in a negative way. Those threats are the weak touristic images of the region, political and economic instabilities, lack of audit, and the transportation services, which goes steps back day-by-day. We can add the new competitors, the efficient and strategic marketing facilities that the competitor businesses started, not answering the changing desires of the customers, the possible deficiencies that may occur in the future (Emir, 2011: 31).

2. The Aim of The Research and Its Importance

The main reason for this research is to stress the strategic importance of the tourism facilities in the region and in this frame to develop the tourism by removing the deficiencies and to create the potential of the regions. The other sub aim is to define the strong, the weak sides, opportunities, and the threats of Akçakoca. By doing these, some offers for improving the tourism in the region will be developed. This study is very important for it is prepared with the support of the people, whose opinions are very important for tourism and this survey is a new means for it, which enables to reach a common consensus.

3. The Way of The Research

Akçakoca is an important region of historical, cultural and recreational values, which has a big tourism potential in Blacksea Region. The aim of this research is to define the tourism potential of Akçakoca region. We used the interview technique from the qualitative search techniques. The interviews enable us to reach the detailed data that cannot be reached by the questionnaires (Altunışık vd., 2010: 93). In this research, the data are obtained by the semi structured interview technique. For analysing the data, the categorical analyse is used among the content analysis. We had some negotiations with the head official of the district, the head of municipality, the managers of four and five star hotels and the head of Akçakoca Tourism Introduction Association. The negotiations are recorded by the voice recorder. The records were written onto paper and they were analysed. The content analysis method was used for analysing the data obtained from the participants. The questionnaire questions that are used in the research are comprised of 13 questions that they are prepared in the frame of the strong and weak sides of Akçakoca by the aim of defining the opportunities and the threats of there by doing literature

scanning. In addition, those questions are analysed and evaluated by six academicians before they were used. The questions were prepared by benefiting from the table “the environmental factors from tourism businesses” of Kozak that is made in 2010. Moreover, the similar previous SWOT analyses are examined for those questions.

4. Findings

The findings that are found by examining with SWOT analysis at the end of the research have four parts such as: The Strong Sides of Akçakoca Region, The Weak Sides of Akçakoca Region, The Opportunities of Akçakoca Region, and The Threats of Akçakoca Region.

The Strong Sides of Akçakoca District

The participants of the research stated the strong sides about Akçakoca: Akçakoca has a strong history and a cultural heritage, the district has a tourism high school and a university, natural resources and an uncorrupted natural habitat, the changing needs and desires of the customers, there is a friendly competition, the geographical status, the transportation possibilities, sea-sand-sun tourism, well-known for years, it has a brand value, the beaches have blue flags, there is not any industry in the region, there is a collaboration and coordination among the foundations. You can see the answers of the applicants in their own sentences below.

(A1) *”The tourism and the history is related with each other. It is needed to present the history of Akçakoca, there should be some underground surveys, and Akçakoca should become a charming place. The historical and cultural values have to be stressed. Konuralp region is very important for its historical and cultural heritage for which reason some common projects should be produced.”*

(A5): *“Akçakoca region has got a historical and cultural rich heritage. The historical houses in Akçakoca have to be gained to the tourism and the variety in the tourism should be decreased.”*

(A4): *”We are benefiting from the high school and university students for the internship and employment needs. Because the intern time of universities is very short, we generally get benefit from the high school students more.”*

(A5): *“The strongest side of Akçakoca is that there is no industry in here and the natural environment is not corrupted.”*

(A4): *“As hotels we can meet all of the customer desires”*

(A2): *“We have got a different tourism understanding from the Turkey tourism system. First of all the other hotels are working as a “all in” system but we are working as “full board” or “half board” system. In addition, the tourism season is shorter than on the other regions in here. After 1980, the customers started to prefer the Mediterranean and the Aegean Regions. Because of the global warming, the perception of holiday of the people has changed a lot. This caused the popularity of the Black Sea Region to decrease. Repairing the roads and the geographical state of Akçakoca may reach Akçakoca in the old days.”*

(A6): *“There is a positive competition for that reason the businesses are searching the ways to renew themselves.”*

(A3): *“The competition in the region is done by the quality not on the price. Especially the restaurants and hotels are competing with each other but that is not an irritating act, actually it is very positive.”*

(A1, A2, A4, A5, and A6): *“The participants implied that the geographical state and the closeness to Ankara and Istanbul is a very strong side of Akçakoca.”*

(A2): *“One of the biggest advantages of Akçakoca is that Akçakoca has a very good highway and a geographical state. To varieties, the transportation (seaway, railway) options may decrease the number of the tourist that can come to Akçakoca. It is the only place in Blacksea, which has blue flags in its beaches. There are some hard conditions to have a blue flag; in this way to be just one blue flag beach in Blacksea is a very strong side of us.”*

(A5): “Karasu; Free zone, Düzce and Ereğli are circled with organised industrial zone, for that reason Akçakoca is the only option in here for taking a good breath in this region. This is our strong side.”

The Weaknesses of Akçakoca District

The applicants implied the weak sides of Akçakoca region as: the lack of collaboration and coordination among the foundations, there is not a strategic and master plan, the non-governmental organisations are not active, the deficiencies of accommodation establishments and lack of service varieties, there is not enough support from the center managing (from the past until now), there is not qualified personnel, lack of super structure (hotel, travel agencies, and recreational areas) the shortness of the season, the residents are not conscious enough, lack of governmental support, encouragement and backing, the festivals are not integrated to the tourism, to inform the visitors in the field of tourism is restricted, there is nor a feasibility study on tourism sector, the tourism high school and the university are not active enough, there is not syndication, lack of introduction and image in addition the changing of the desires and the needs of customers. You can see the answers of the applicants in their own sentences below.

(A6): “The lack of coordination and communication among the foundations in Akçakoca Region affects the tourism in a negative way.”

(A4): “Local managements have the effects to bring the investors here but they are late and the continuing underground construction affects the tourism in a negative way.”

(A2): “The effects of NGO’s are not enough but there is an effort for some years. More efficient would be creating an association in which the governmental and local management is also integrated. A foundation for introduction to the tourism can be thought for the region tourism.”

(A1): “The number of residing establishments and the service quality are not enough. In addition, the managers of the businesses do not have a vision. Those facts affect the tourism in a bad way.”

(A6): “There are some unqualified personals that they are not graduated from the high school and the universities but they have only a certificate of apprenticeship public education center. There are not qualified personnel in Akçakoca.”

(A4): “The consciousness of tourism is not enough in the region. The hotels try to impose some good qualities to the workers. But the authority that may give the consciousness to the public is the local managements.”

(A3): “The tourism was better in 1950s. However, the immigration from the villages to the cities reversed this situation. The nut agriculture affects the people in the frame of tourism in a negative way.”

(A6): “The number of the hotels is enough for the tourists who visit the region but the travel agencies and the recreational areas are inadequate and not enough.”

(A3): “The superstructure is not enough because there are not travel agencies, the small businesses sell the rooms as online. Only 3 hotels are working with an agency in the district.”

(A1): “There is not a foreign language speaker person who knows Akçakoca well. For that reason we cannot make an enough introduction because there is not a guide to introduce and show around of Akçakoca.”

(A3): “The people of Akçakoca did not perceive well the changing desires and the needs of the customers. The people of Akçakoca follow the changings from the back. This is our weak side.”

The Opportunities of Akçakoca District

As the opportunities of Akçakoca, (the applicants implied these): the rich history of the district enables the researchers to make some archaeological surveys; it has immigrations for that reason it is a multicultural district; it has a rich plant cover, forest products and natural beauties, alternative tourism

opportunities, the closeness of airport, coastal areas etc. The 3th Bridge and Blacksea Coastal Road is on the Akçakoca route, the bullet train will pass in Akçakoca turnout route, the economical level of the people in the region, the continuing projects in the region, the global warming and changing of the climate and changing desires and needs of the customers. You can see the answers of the applicants in their own sentences below.

(A1): *“If we make some archaeological studies in the region in which lots of civilisations lived, we will develop the historical and cultural tourism of the district. For this we have to reveal history of Akçakoca, do some archaeological surveys and make here a charming place.”*

(A1): *“The region had much immigration from out, now there is a multicultural structure in the district. If we appraise this structure, it will return to us as an opportunity.”*

(A6): *“The region gives importance to their rich plant cover, forest products and natural beauties. This is also a very good opportunity.”*

(A1, A2, A3, A4, A5, and A6): *“All of the applicants stated that the alternative tourism facilities are opportunities for the region tourism.”*

(A2): *“The 3rd Bridge and the coastal road project which is planned to pass from Akçakoca are opportunities for the tourism of the region.”*

(A2, A6): *“The bullet train which is planned to pass from Akçakoca Turnout Route is a varying opportunity for tourism.”*

(A2): *“There are some projects which are on the Preservation Board and are planned to be done; Cityslow, Making the streets more healthier, Akçakoca - the City which does not have any disability, The Ceneviz Castle Project and the women beach.”* (A1, A2, A3, A4, A5, and A6): *“The Global warming and the changing of the climate decrease the value of Blacksea and Akçakoca. Moreover, this is an opportunity for developing the tourism potential.”*

(A5): *“The needs and the desires of the customers are changing for that reason the customers come to the region by investigating. Akçakoca is not such a place for infinite fun but is a place for peace and rest. It is needed to canalize the visitors to the alternative tourism sources in the region. Village houses and village breakfasts are needed to be given importance. Those changing needs and desires may be an opportunity for Akçakoca and more tourists may come to the region.”*

The Threats of Akçakoca District

The applicants implied these as the threats; the necessary information and the sense about the tourism do not develop enough, taking immigration, being a multicultural society, inactiveness of the tourism high school and the university and the Mendirek Project. You can see the answers of the applicants in their own sentences below.

(K4): *“The people of Akçakoca do not know the tourism enough and how to behave the tourist that they come across on the street. For instance if they see an unveiled woman on the street, they stare at her as bad temperedly.”*

(K1): *“The Region had lots of immigrations so there is a multicultural structure in the district. If we can get behalf of it, it is an advantage for tourism; but if we cannot it may be a threat.”*

(K1): *“There is a university in here; it may be seen as a positive impulsion however the university just deals with its own issues for that reason the people of Akçakoca changed their minds about the university. This may be a threat for Akçakoca tourism.”*

(K1): *“There is a planned project in Akçakoca named Mendirek Project. The feasibility studies of Mendirek Project must be done very attentively otherwise, it can be a threat for the coasts.”*

Table 1: The SWOT Analyse of Akçakoca District

<p>The Strong Sides</p> <p>A strong historical and cultural heritage The existence of a tourism high school and university The Natural sources and uncorrupted natural environment The changing customer desires and needs There is a friendly competition The geographical location There is Sea-sand-sun tourism It is well known for years and has a brand value The beaches have got blue flags The people are hospitable There is not industrial area in the Region.</p>	<p>The Weak Sides</p> <ul style="list-style-type: none"> ✓ Lack of coordination and cooperation among the foundations ✓ There is not a master plan ✓ The inactiveness of the non-governmental organisations ✓ Lack of the number and service of establishments for accommodation ✓ There is not enough support from the Central Management (from the past until now). ✓ There is not qualified personnel ✓ Lack of super structure (hotel, travel agencies, and recreational areas) ✓ The shortness of the season ✓ The residents are not conscious enough ✓ Lack of governmental support, encouragement and backing ✓ The festivals are not integrated to the tourism ✓ Informing the visitors in the field of tourism is restricted ✓ there is nor a feasibility study on tourism sector ✓ the tourism high school and the university are not active enough ✓ Lack of introduction and image ✓ The changing desires and the needs of customers. ✓ There is no syndication. ✓ The cleaning and the hygiene are insufficient.
<p>The Opportunities</p> <ul style="list-style-type: none"> ✓ The district is suitable for the archaeological surveys because of its rich history. ✓ It has immigrations for that reason it is a multicultural district ✓ It has a rich plant cover, forest products and natural beauties ✓ Alternative tourism opportunities ✓ The closeness of airport, coastal areas etc. ✓ The 3th Bridge and Blacksea Coastal Road is on the Akçakoca route ✓ The bullet train will pass in Akçakoca turnout route ✓ The economical level of the people in the region ✓ The continuing projects in the region ✓ The global warming and changing of the climate ✓ Changing desires and needs of the customers ✓ The changing needs and desires of the customers. 	<p>The Threats</p> <ul style="list-style-type: none"> ✓ The necessary information and the sense about the tourism do not develop enough ✓ The weak tourism image of the city. ✓ Taking immigration, being a multicultural society ✓ Inactiveness of the tourism high school and the university ✓ The Mendirek Project. ✓ Lack of vision of the managers and people in the sector. ✓ The conflicts among the tourism sector and the other sectors.

CONCLUSION

In this study SWOT analysis is done for determining the tourism potential of Akçakoca. First, it is determined why the tourism potential is important and how it is done. Then the searching subject is determined according to the data obtained. In the first part of the survey, there is information about Akçakoca and Akçakoca tourism. In the second part, the tourism potential is determined by using the SWOT analyses technique. In addition, "How the SWOT analyses technique is used" was expressed. By using the primary data, which are obtained, by using the questioning technique, the SWOT matrix is deducted.

Since 1950, the government supports the tourism, which is a very important sector in the region. Some regions took advantage of this support but in lots of touristic areas, the necessary underground funds and incentives were neglected. Because of this, the Akçakoca region fell behind its competitors in Mediterranean and Aegean coasts. It is needed to develop the alternative tourism such as cultural tourism, congress tourism, health and thermal tourism, winter tourism, bird observation, mountaineering and trekking, water sports for extending the accommodation time in Akçakoca, to decrease the incomes of tourism or the number of the tourists. The local managements and governmental foundations have to enable the necessary transportation services (buses or guiding services) at least in determined periods (such as at weekends, on summer or semester holidays) to the geographical, historical, and cultural sourced touristic areas. By the contributions of the university and non-governmental organisations, the consciousness of the local people has to be maintained and the lack of education of tourism in Akçakoca's local people has to be resolved by the common education facilities. The most important cause of not benefiting from the tourism potential of Akçakoca is the deficiency of introduction of Akçakoca.

The Ministry of Tourism does some introductions in the fairs domestically or abroad by introducing booklets or some CDs, but unfortunately, they are not enough. For decreasing the number of the tourists in the region, the culture, nature and historical wealth should be brought into public and the necessary studies and introductions have to be done. The movie sector can be used as an introduction tool. The series or the movies that are acted in Akçakoca and in its neighbourhood can be used strategically in decreasing the number of the visitors or introducing the district. The number of the guides is very small and they are not professional, this is unfortunately a weakness. The guides should be educated and they have to be enabled to have a cockade. The number of the superstructures (recreational areas, travel agencies and the hotels etc.) should be decreased and they should be supported for contributing the introduction of the region. The arrangement of the beaches and sandy beaches, recreation and park workings should be done in addition the beaches should be clean and hygienic. The marketing strategies should be re-evaluated, instead of using the central marketing insights (sea, sand, sun); a new marketing insight should be prepared which must be suitable for the entire region. Some model villages should be found in the frame of eco-tourism in the region and some various 1-st tour programmes" should be done. With the collaboration by The Tourism Ministry and the tourism agencies, the necessary information exchange should be done and the introductions should be done in board or internationally. The festivals should not be used as a political material but they have to be used for the introduction aim by integrating the tourism. The attendance to those festivals is very important for they are thought as the facilities, which will accelerate the developing and progressing of the region. To make this study more successful, it is needed to support this study with PEST (Political, Economic, Sociological and Technological) analysis and it is needed to compare the study with the other tourism regions. After the PEST analysis, an extended strategic plan should be prepared. However, just preparing a strategic plan is not enough. This plan should be enabled to be active and realistic. Moreover, the time and expense groundwork of the plans should be calculated well. For this, a working group organisation is necessary, which comprises the related governmental foundations and organisations, non-governmental foundations, the managers of the sector and the experts of tourism (such as tourism academicians etc.) This working group have to determine some

plans and policies about the future of Akçakoca tourism. The feasibility studies of Akçakoca would be done; and those questions answers should be found: Which tourism branch is suitable with Akçakoca? Which months are full in Akçakoca? Are there any other alternative opportunities in Akçakoca except for sea-sand-sun? Which tourist groups are tend to visit the region?

As a result, the Akçakoca region is privileged generally for the alternative tourism types especially for the nature, culture and historical tourism point. However, because of the lack of tourism consciousness of the local people in the region the tourism consciousness does not evolve. In addition, there is not any coordination and connection among the private sector and the local managements; the region tourism is not interested enough. For all of these reasons the potentials are not introduced enough and they are not commercialised. This study is conducted with the local managers, who are very important people in Akçakoca in the point of tourism, the Head of Akçakoca Tourism Introduction Association, the Managers of 4 and 5 starred hotels. It can be suggested to make the studies by using some different research techniques in different contexts for the studies, which will be conducted in the future.

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