

Econometrically Examining the Effect of Publicity Budgets on Tourism Demand: The Case of Turkey

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ABSTRACT

The tourism sector is the most important sector contributing to the balance of payments and the country's economy. The countries, to stimulate foreign tourism and promote new destinations allocates the promotion budget. Promotion is an intensive and systematic activity for countries to create images and gain prestige carried out in accordance with the foreign policy. Promotional budgets of countries are increasing every year. In this study, the effect of Turkey's promotion budget on external tourism is measured. Time series between the years 2000-2016 (annual) were analysed. The series were analysed by an econometric analysis program. For the purposes of the study, various tests were performed. As a result, the promotional budget affects foreign tourism demand.

Key Words: Tourism Demand, Promotional Budget, Time Series Analyse

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