



Destination Life Cycle: A Conceptual Approach Based on the Turkish Experience

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Abstract

The aim of this study is to produce a conceptual understanding to the issue of destination life cycle within the context of Turkey's experiences as a mature mass tourist destination and to determine the impact of multinational hotel chains on the destination life cycle processes of Turkey. By this way, it is hoped that this study will make a contribution to the related body of knowledge. For this purpose, an in-depth review of the literature is carried out, and the ways of sustainable destination life cycle is elaborated in the context of Turkish tourism development. On the framework of updated objectives of Turkey Tourism Strategy 2023 Action Plan, it is concluded that Turkey has the potential to receive a greater share from the world's tourism pie through product and market diversifications, and auditing the market needs which are expected to make greater contribution to the consolidation stage of destination life cycle of Turkey. This study emphasizes that multinational hotels have significant impacts on each stage of destination life cycle of Turkey.

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