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Economic Development of Ski Industry in Experimental Innovation: Example of Palandöken Turkey and Alps Switzerland

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Abstract

Sport contributions to people health, social development also it regulates social with unity and solidarity. All people around the World accepts existence of sport benefits. In this age, sport base on economy that is extends domestic and international tourism and one of the winter sport. In the World, most preferred winter sport is Ski. Palandöken is most suitable sport facility respecting to season conditions and facility sufficiency in our country. Alps is one of example in the World at Switzerland. Switzerland, hosts 30.000.000 Ski Lover which is that amount equal to 4 times Switzerland's population at Alps. That amount of tourist came to Turkey in 2012.

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1. Introduction

Skiing tourism constitutes one of the significant market segments based on sports. 400-million ski lover from almost 80 countries visit ski tracks every year (Vanat, 2012:10). Our country's investment in recent years attracts the attention of ski lovers.

Various motivation elements may have influence on tourists' choice of a particular region (Bahar and Kozak, 2005:79). Contemporary ski guest demands well-kept and secure tracks and high quality services as well as comfortable chairlift facilities. Contemporary forms of winter sports should meet the criteria of modern life style in full. In addition to meeting individual demands for entertainment sector in particular, health and security guarantee during skiing and wealth of gaining experience, meeting individual needs creates significant advantages in terms of competition.

Winter tourism facilities, which are developed within the frame of skiing activities, having a competitive structure and character with regards to touristic product components and costs leads to the increase of demand (Incekara, 1998:4).

Duration of snow cover, topographic condition of the ski region, number of sunny days and accessibility factors are important components of ski tourism (Kosan, 1996:3-6). Moreover, mechanic facilities, catering, entertainment units along with factors such as scenery, flora, cultural values are the important elements that increase the attraction of the product (Incekara, 1998:3). This equipment in the ski region constitutes the main element of touristic infrastructure by meeting the relaxation request of both the local people and guests. Another main element of being successful in ski regions in long term is the competition capabilities of destinations (Kämpf and Kaspar, 2005: 6).

2. Skiing Tourism in Turkey

Even though skiing tourism recently entered into market in Turkey, it demonstrates remarkably successful developments. Natural resources are considered as the most important elements that leads and affects tourists' selection of destination (Bahar and Kozak, 2005:86). Country's topography, climate conditions, geographical location, attractive scenery and hospitality of local people hold appropriate potential for winter sports.

2.1. Erzurum Palandöken Winter Tourism Center

Main elements allowing for winter sports in Erzurum are the Palandöken Mountains in the south of the city center, east - west direction of 76 km, 25 km extending north-south direction. The height of the mountain belt is 2200-3176 m. Movements in terms of winter sports and winter tourism, Turkey's prime importance and Palandöken Mountains, which have primarily important and prioritized ski areas in terms of winter sports and winter tourism movements, it also bears the distinction of being an international station for skiing and winter tourism. It is also attractive for athletes with the ski facilities, at which Alpine discipline can be easily applied, wide and long ski tracks and snow quality. In Palandöken Ski slopes are among the longest and steepest ski runs in the world. The longest track is 12 km. The total length of the ski slopes is 28 km.

Winter tourism centers in Erzurum city center and immediate vicinity of it are the first winter sports centers community with a master plan in Turkey. 32,000 skiers are determined to ski at the same time with the completion of the project. This plan (Erzurum-Palandöken Winter Sports Center and the Tourism Master Plan) prepared by the State Planning institution addresses the areas appropriate for winter sports with rough terrain and harsh climate (DPT, 1991: 6-9).

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mountain belt is 2200-3176 m. Movements in terms of winter sports and winter tourism Turkey's prime importance and Palandöken Mountains ski areas among the priority areas in terms of skiing and winter tourism movement bears the distinction of being an international station. Alpine ski resort can easily be applied and carries large and long slopes and snow attractive features in terms of quality athletes. In Palandöken Ski slopes are among the longest and steepest ski runs in the world. The longest track is 12 km. The total length of the ski slopes is 28 km.

Erzurum city center and the winter tourism centers in the immediate vicinity of a master plan community in Turkey was the first winter sports resorts. 32,000 skiers a day in the region in the completion of the project at the same time has been determined to be able to ski the State Planning prepared by the Organization of the plan (Erzurum-Palandöken Winter Sports Center and the Tourism Master Plan) suitable areas for rough terrain and harsh climate areas with winter sports tackles (SPO, 1991: 6-9).

With the infrastructure facilities built within the frame of "2011 Inter-University Winter Games", which was held between 27 January – 6 February 2011 and seriously accelerated the winter tourism in our country internationally, Erzurum became one of the most important winter tourism centers. In addition to leading international recognition of winter tourism in Turkey, Erzurum-Palandöken ski center started playing an important role in regional development. Many business areas in the region develop in line with this sector either directly or indirectly. Nowadays, discussions focus on insufficient snow based on climate changes and future of snow sports rather than the contributions of tourism. On the other hand, innovative concepts that can meet the evolving demands of winter tourism guests constitute the other angle of the discussions.

2.2. Touristic Infrastructure

In addition to provision of winter sports, transportation infrastructure is one the most important components of winter sports tourism. While catering supply for daily skiers and services (ski for rent, skiing lessons, etc.) related to winter sports constitutes importance, overnight guests demand more comprehensive service packages (Allman et.al. 2009: 229-247). In addition to quality accommodation they want to benefit from facilities to pass time and health, thermal attraction services. Bed capacities of accommodating businesses are the most important component of a destination in market position. Great capacities present advantages in terms of business economy and distribution channels. If the quality requested by the guest is presented, these businesses turn into profitable entities.

Accommodation supply in Erzurum is mostly by tourism business document facilities. Majority of bed stock belongs to businesses located in Palandöken Ski Center. All of the 4 and 5 star hotels (5 hotels) in the region are located next to ski areas. 48% of bed stock belongs to 5 star hotels and 43% of bed stock belongs to 4 star hotels and 9% of bed stock belongs to other businesses out of 12 total businesses. Only 14 of municipality owned facilities can provide quality facilities to the market (Table 1).

Table 1: Erzurum Accommodation Facilities

	Number of Facilities	Number of Rooms	Number of Beds		Investment Documented Center	
Municipality facilities	64	1428	2881	Number of Facilities	Number of rooms	Number of Beds
Tourism Business Facilities	12	1114	2391	5	549	2106
Total	76	2542	5272	5	549	2106

Source: Compiled from the data of Erzurum Provincial Directorate of Tourism

Table 2: Number of Guests Entered to Erzurum Accommodation Facilities

Years	Local	Foreign	Total
2004	145.086	22.892	167.978
2005	148.475	37.263	185.738
2006	142.059	14.883	156.941
2007	165.850	15.866	181.685
2008	154.190	21.540	175.730

2009	133.228	22.183	155.411
2010	185.280	22.515	207.792
2011	194.325	27.072	221.397

Source: Compiled from the data of Erzurum Provincial Directorate of Tourism.

Number of local and foreign guests arrived in Erzurum between the years 2004-2011 is listed in Table 2. According to the data of Erzurum Provincial Directorate of Tourism, highest number of foreign guests is from Iran, which is followed by Russian and Ukrainian tourist. Citizens of two countries other than Iran entered most in November, December, January and February. This is obviously related to winter tourism.

According to all these developments, snow in Erzurum, which disrupts the daily life for 6-7 months, is turning into a productive natural resource. With the conclusion of investments that are planned to be completed next year, significant employment and foreign currency opportunities will be provided for province and country economy. It can be said that Palandoken took an important step in becoming a significant ski tourism center of Turkey and Europe (Incekara, 1998:51).

3. Effects of Sports Organizations

“Sports activities” and sports organizations constitute another important segment of sports tourism. Erzurum and Palandoken ski center hosts a number of high prestige sportive activity, winter sports organization in particular. Many international and national organization and competition within the scope of winter sports such as 25th Universidad 2011, 2012 North Discipline World Youth Championship, Exclusive Athletes World Ski Championship left a mark on the region. Winter Biathlon Balkan Championship of 2014 and the fact that the championship will be held in Erzurum translate into internationally recognition of Palandoken. The fact that the competitions were held in the region is meaningful in terms of customer demands and demand potential. It should be noted that successful organizations cannot only be explained with location components (terrain pattern, climate, etc.) but activities may be organized with the synergy of available touristic infrastructure. Occupancy rates increase and other vacation entertainment entities can operate with high capacity as a result of emergence of new winter sports activities with the help of this synergy.

4. Ski Tourism Center of Europe: Alps

Tourism industry has risen to become the third biggest economic sector of the world economy after petroleum and automotive. Tourism, electronics and telecommunication are considered to be the growing sectors. International tourism reached to 1.035 million with annual tourist increase of 166 millions between the years of 1970-2011 (Travel and Tourism Economic Impact 2012). Increased welfare, more spare time, continuously improving transportation facilities and infrastructure and superstructure investments in tourism supply are among significant reasons of this increase. Growth is anticipated to be 1,6 billion in international circulation in 2020, according to the projections of World Tourism Organization.

Alpine region has a major share on World tourism also Alps is one of the important mountain and winter destination in the World. Present Alpine region (8 country; Germany, France, Italy, FL, Monaco, Switzerland and Slovenia) which is contains 11.500 mechanic facilities (gondola lift, tele ski, chair lift) , 18.000 ski-run (total length 25.000). Ever year 20 million tourists visits Alpine region for skiing. In Austria and France there are more than 10 ski resort which is can host 1 million skier every year. These amounts express that ski is a mass sport and it causes mass tourism(Tourismus Bench Marking, 2010 : 40).

For European people; Alps is at the 3rd place after seaside and city tourism. Ski has 11% market share for European people. Alpine region has 5 million beds, 60 million arrival, average 6.2 days residence time, 370 million overnight, 900 million overnight capacity and 26 billion Euro revenue every year (Ennemoser 2013:4).

One of the best mountain and winter tourism example, Alps' importance causes by employment. There is no exact numbers but food and beverage business has 7% of total employment. BAKBASEL say that studies have stated a 15% share in total employment tourism in the region (Tourismus Benchmarking 2010: 40).

Six regions in the Alps (Berner Oberland, Graubünden, Wallis, Tyrol, Salzburg and South Tyrol) tourism is a leading sector position and more than 10% of employment is in this area. Employment tourism sector's share is around 27% in Wallis, impact and added value is calculated as 25%. In the canton of Graubünden tourism accounts for 30% of regional economic activity. However, it is not possible to say that the Alba field in the motor industry of tourism in all regions (Tourisms Benchmarking 2010: 41).

Switzerland began by taking in a program that tourism versions mostly and accommodation facilities with all kinds of ancillary services unit, which produces the necessary equipment for sports units and directing athletes, established to train specialist staff, has developed and has been influential in the international market (First and Dincer, 1991: 73).

Besides the development of centers for ski tourism in Switzerland, in the health field tourism different and complementary projects have been implemented (İncekara, 1998: 10).

It is understood that all of these applications in rural marginal areas, there is a limited chance of tourism. In general, infrastructure availability and supply of a tourist area (hotels, motels, skiing, mechanical facilities, etc.). And the heavy financial difficulties are encountered not sufficient. Switzerland thus maintaining the regional specificity besides taking into account the nature of demand in the regional tourism policy and strategy attaches particular importance to the protection of the natural environmental. (Running, 1994: 62).

Table 3: Ski resorts in Switzerland, and Turkey and Visitors Indicators

Country	Number of taking research	Mechanical plant	Resort host million skier	Number of mechanical plant	Number of skier in last five years	Rate of mechanical skier plant	Population	Rate of domestic skier participation	Number of domestic skier	World sorting	Number of foreign tourist	Rate of foreign tourist	Rate of domestic skier	Rate of foreign skier
CHE	240	102	7	1'174	27'089'362	15'270	7'581'520	37,0 %	2'805'162	27	8'300'000	50,0 %	1,79	1,63
TR	16	6	0	78	750'000	9'165	71'892'808	1.0%	718'928	8	25'500'00	15.0 %	0.01	0.00

Source:2012 International report on mountain tourism - Overview of the key industry figures for ski resorts, May 2012, s.16

5. Success Factors in Winter Tourism

To obtain competitiveness in competitive tourism market, it must be understood the possibilities of tourism area more detailed and systematically (Bahar ve Kozak, 2005: 85). BAKBASEL (Kämpf, R., Kaspar, W., 2005: 6,7,117,119) analyses 150 destination in Europe Alps continuously to understand success of destination and to make international comparison.

In these analyses, which is formed empiric statistical researches with the aid of expert opinions, 15 factor defined. These factors makes Alps destinations successful. These are;

- ✓Open to innovation, well-educated, good-humoured
- ✓High occupancy rates in accommodation business
- ✓The supply of quality accommodation
- ✓To realize economies of scale
- ✓Unique sales proposal
- ✓Authentic local sights
- ✓Advanced tourism awareness

- ✓Attractive ski areas
- ✓Varies summer supply
- ✓The process of regularly increasing demand every year
- ✓Professional destination management that is laid down its strategy clearly
- ✓Tourism organizations, tourism, tourism business, intensive cooperation between official and agencies
- ✓At least one powerful and reputed brand
- ✓Tourism promotion, intensive marketing on regional scale

As a result of these factors' harmonious combination, winter and tourism centers becomes successful. Every factor is important by itself but successful in destination can only occurs with optimum interaction of all these factors. It must be considered external factors of tourism industry beside its internal factors to achieve destination success and competitive advantage (Kämpf, R., Kaspar, W., 2005:119).

6. Conclusion

Erzurum Palandöken Winter Tourism Centre location is on display that could potentially contribute significantly to economic growth in the region topography and climate conditions across the board. However the natural landscape not protected sufficiently, connected as snow withdrawal to climate change is a threat in front of the competitive development is increased. Visit contraction in winter tourism market in the face of intense competition in winter sports tourism in Palandöken visited via further develop strategies reuse of existing design rules , we constantly need to be passed review.

The available capacity is not possible to say that very proper use. There is a need for additional investment to use full potential. Palandöken Mountains, at the national and international competition and open country ski tourism has an important function the current position of Palandöken has emerged as a result of a national effort. Accommodation business, restaurants local people, chambers of commerce, universities, politicians, banks and media provide an important contribution to reaching to current image, Palandöken winter tourism in Turkey to maintain is competitive edge in the long term, taking into account environmental sensitivities to further place and improve the environmental quality of results it will be able strengths.

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