



A Comparative Analysis Between the Numbers of Tourist Guides and the Tourists Visiting Turkey*

Türkiye'yi Ziyaret Eden Turistler ile Turist Rehberi Sayılarının Karşılaştırmalı Analizi

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Abstract

Tourism activities are increasing day by day and showing innovations. These innovations highlight the need of the person to lead in the tourism activities that it accompanies. Tourist guides tell the foreign languages they want, the country's history, cultural, natural etc. are the people who tell their beauties and heritages to those who visit their country. People, by their nature, needed people who will constantly guide through the ages because they did not know in detail about their first visit to an area and security measures. In this respect, the importance of the guides who first meet and lead the tourists entering their countries is increasing day by day. Aim of the research is to determine the number of guides per tourist in Turkey and to determine which foreign languages are missing by determining an average in the light of the data obtained. In order to ensure these, in the study, the Ministry of Culture and Tourism 2019 "Ministry Certified and Municipal Certified" accommodation statistics and the "Number of Guidelines by Languages" statistics according to TUREB data of 2020 were used. As a result, it has been shown to be lacking in some foreign language guides and suggestions were made.

Keywords: Tourism, Tourist, Tourist Guide, Tourist Guide Numbers

Özet

Turizm aktiviteleri günden güne artmakta ve yenilikler göstermektedir. Bu yenilikler, beraberinde yer aldığı turizm aktivitelerinde öncülük edecek kişi ihtiyacını ön plana çıkarmaktadır. Turist rehberleri, istedikleri yabancı dillerde anlatım yapan, ülkenin tarihi, kültürel, doğal vb. güzelliklerini ve miraslarını ülkelerini ziyaret edenlere anlatan kişilerdir. İnsanlar doğası gereği güvenlik tedbirlerinden ve bir bölgeyi ilk ziyaretlerinde detaylı bilmedikleri için çağlar boyunca sürekli rehberlik edecek kişilere ihtiyaç duymuşlardır. Bu doğrultuda bakıldığında ülkelerine giren turistleri ilk karşılayan ve onlara öncülük eden rehberlerin önemi de her geçen gün artmaktadır. Araştırmanın amacı, Türkiye'de turist başına düşen rehber sayısını belirlemek ve elde edilen veriler ışığında bir ortalama belirleyerek hangi yabancı dillerin eksik olduğunu belirlemektir. Bunların sağlanabilmesi için çalışmada Kültür ve Turizm Bakanlığı 2019 yılında yayımlanan "Bakanlık Belgeli ve Belediye Belgeli" konaklama istatistikleri ile 2020 yılı TUREB verilerine göre olan "Dillere Göre Rehber Sayıları" istatistikleri kullanılmıştır. Sonuç olarak bazı yabancı dillerde eksik rehber olduğu görülmüş ve önerilerde bulunulmuştur.

Anahtar Sözcükler: Turizm, Turist, Turist Rehberi, Turist Rehberi Sayıları

1. INTRODUCTION

Tourism is considered one of the important sources of income of the world economy. Every year, the number of tourists participating in tourism activities around the world is also increasing. Tourists, who are considered the core of this sector, can access the information they want at any time thanks to today's technology. But tourist guides have this information and are preferred to tour tourists and introduce their country as experienced (Koroğlu, 2013: 91-92). In addition to providing information, tourist guides are seen as providing information, interpreting and managing natural resources, especially by tour operators (Randall and Rollins, 2009: 358). Tourism, which is a sector in the developing and competitive phenomenon in the world, should take into account the demands of the customers of countries that want to maintain or increase their Sunday share in it and should increase their service quality. In this context, tourist guides who meet tourists first and send them off are very important because they are among the people who can give tourists a positive and negative holiday experience during their travel period and the places they visit (Şahin, Tezcan and Bekçi, 2018: 252). For this reason, it is not enough to simply transfer information under the responsibility of a qualified guide. According to the responsibilities of the profession, it is necessary to transfer its knowledge to tourists in an accurate, up-to-date, enjoyable and interesting way. Guides who are an intermediary and cultural ambassador should know the cultural and natural beauty of their country, as well as the culture and characteristics of the nation of the foreign language they express (Yarcan, 2007: 35).

In the light of the information given above, the necessity of the study is that the number of tourists coming and staying in our country is increasing day by day. In this sense, the number of tourist guides who introduce our country to them is also beginning to be insufficient. In this direction, the aim of the research is to determine the number of guides per tourist in Turkey and to determine which foreign languages are missing by determining an average in the light of the data obtained. In this context, a synthesis was obtained by statistically comparing the data of tourists who come to Turkey and stay published in 2019 and the number of tourist guides described according to TUREB statistics for 2020. The limitation of the research is the use of general accommodation data published in 2019 in our country.

2. LITERATURE

2.1. The Importance of Tourist Guide

Many definitions can be made for the profession of tourist guide, but according to the Federation of the World Association of Tourist Guides as the most accurate definition, it can be explained to tourists as those who narration in the foreign language of their choice, have appropriate legal authority in their country and have characteristics specific to the regions to visit, and interpret their cultural and natural heritage (WFTGA, 2020).

Tourist guides are key ingredients for interpreting local heritage, protecting and promoting culture and values. The difference of tourist guides from other tourism personnel is that they are people who protect tourism in accordance with the principles of sustainability and communicate with tourists face-to-face and intensively. The tourist guide, called a cultural ambassador, is especially preferred by foreign tourists not to experience the difficulties of being in the countries they visit (Aslan and Çokal, 2016:55-56). According to researches, the cultural interaction of tourist guides between host communities and the experiences of tourists has a direct impact (Yu, Weiler and Ham, 2002:75). The study by Harpe and Sevenhuysun (2019) emphasizes that tourist guides have a direct impact in many senses, from shopping to economic impacts and satisfactions. According to the research of Hwang, Kim, Lee and Sahito (2020), it is understood that even if tourists are satisfied with the places they visit, tourist guides will not make a good impression as satisfaction at the end of the tour if they do not do their job well enough. It is very important for tourists in

general because they trust their guides in every sense. For example, if the service personnel have a negative attitude when eating, they think this is due to a lack of communication with the service person of the guide (Caber, Yılmaz, Kılıçarslan and Öztürk, 2017). Also, despite the geopolitical difficulties in some places, the Middle East has emerged as one of the tourism destinations. The bad media advertisement depicting the whole Middle East as a troubled area might negatively influence tourist development in some of the best places in the middle East. It is therefore necessary for the tour guides to provide the visitors of the Middle East locations with a good representation for recurrent trips and references to other tourists (Nejmeddin, 2020).

The understanding of the foreign language is highly crucial for tourist guides. It can make known local games, regional foods, traditions and traditions, some civilizations which are regarded visitors alien. If guides have the stronger foreign language skills, they can speak and understand better. So they transmits to tourists the cultures of the country they are visiting and they can get the higher the degree of pleasing tourists. In this context, it would not be wrong to say foreign language knowledge of tourist guides as one of the biggest factors that can affect the success or failure of a tour (Yenipinar, Bak and Çapar, 2014:89-90).

Tour guides are increasingly concerned with intangible problems such as social relations, culture, sustainability, storytelling, education, performance, authenticity, values, expertise, and memories. This discusses how a tour guide may impact a visitor's experience and the tourist location favorably or adversely (Abd El kafy, 2020: 113). In the rivalry between guided and non-guided tours that employ technology, tourist operators encourage credentials and abilities to improve the experience provided by their guides in order to separate the tour guide from their rivals (Sotohy, 2020: 37).

According to Cohen (1985), tour guide has four primary responsibilities to fulfill. The instrumental function includes guidance, access, safety and security, organization, management and group control, the power to select what is presented and what is not presented. The interactionary function consists of the management of local and visitor connections, experiencing other cultures leading to the knowledge of local culture. The social function include guaranteeing group cohesiveness as well as entertainment, humor, discipline, and morale. Finally, the communication function entails giving information, expertise, and interpretation about various locations, as well as elements of the destination (Abd El kafy, 2020: 116).

2.2. Tourist Guide Training and the Legal Evolution of the Profession

The purpose of the travels that took place in ancient times was undoubtedly based on necessity and need. Below them, finding food, moving away from difficult climatic conditions, etc. the reasons lie. In this context, the English equivalent of the word travel comes from the French word "Travailler", meaning work, and the role of guides at the time was guiding (Arslantürk, 2016: 188).

As is known, the history of the profession of tourist guide dates back hundreds of years, but its emergence in Turkey in the modern sense is 19th century. it goes to the century, The Last periods of the Ottoman Empire. After the Tanzimat edict (1839), the children of Armenian, Russian, French, Italian and many foreign families provided translator guide to businessmen who came to Istanbul for trade purposes (Zengin, Bayram and Eker, 2017: 144). Before the Republican period, Regulation No. 190 on those who translate to travelers was published in 1890, but during the Republican period, for the first time, in 1925, an arrangement called "decree on those who translate and guide foreign travelers" was made. In the following years, various regulations were introduced in the legal framework, but after the 1950s, the importance of Tourism and the profession of guide gained awareness.

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Guide courses were opened between 1953 and 1970, but the first legally published regulation in terms of tourist guide was the translator guide courses and interpreter guide Regulation No. 13945 on September 3, 1971 (Albuz, Çakmak, Eren, Tekin and Yeşildağ, 2018: 84-85). Today's guide law has entered into force in 2012 as "tourist guide Professional Law" No. 6326 (Official Gazette, 2012).

Tourist guide education in Turkey is the responsibility of the Ministry of Culture and Tourism and universities. Tourist guide education in universities was first opened "Ankara University Başkent Vocational School Tourism Guide Program" and gave its first graduates in 1992. Again, the first undergraduate education in the field was opened in 1997 "Erciyes University Nevşehir School of Tourism Management and Hotel Management" (Tolga, Atay and Korkmaz, 2015: 28).

With the encouragement of the Ministry of Culture and tourism with the Law No. 6326, the number of universities providing tourist guide education was increased and the profession was given importance by providing qualified education (Avcıkurt, Alper and Deer, 2009: 59-60). Among the general requirements to be a guide today (TUREB, 2014):

- To be a citizen of T.R.
- Being over the age of 18,
- Graduate from Associate, Bachelor or Master's degree departments of tourist guide universities or complete the certificate program that the ministry will open
- The participation in practice (training) trips made through the ministry
- Achieving at least 1 foreign language exam.

Tourist guide training regulations in the world are far different from each other in many ways. In some countries, neither working certificate nor training is required. In some countries, guide training is provided according to the legal laws of the country (Lovrentjev, 2015: 557). Common information such as the duration of the tourist guide training given in the world, the institution providing the training and the levels of authority are given in Table 1.

Table 1. Common Information on Tourist Guide Training in the World

Europe	Requirements	Education Period	Level Types	Working Times	Affiliated Institution	Graduation	Nationality	Working Places
England	At least 30 years old Written Oral examination	1-2 years	White Green Blue Badge	Full Part time	Tourist Guides Institute	University of Westminster	England North Ireland Jersey Islands	Region Country
Scotland	70% Success 4 Trials 1 Project	680 hours theoretical 7 days practice trip	White Green blue Yellow Rosette	-	Scottish Tourist Guides Association	University of Edinburgh	Scotland	Region Country
Iceland	At least 21 years old Graduated from a University Language proficiency	1 year 444 hours theoretical 6 days practice trip	None	-	-	-	Ireland Canada Germany Sweden Norway Spain	-
France	At least 2 languages	12-14 weeks	None	Full Part time	Ministry of Education	BTS Tourism Program Tourism Application School and Application Institute	France	Region

Table 1. Common Information on Tourist Guide Training in the World (continued)

Europe	Requirements	Education Period	Level Types	Working Times	Affiliated Institution	Graduation	Nationality	Working Places
Germany	Institutions determine	6-9 months	None	-	No Legal Regulation	Travel agency Tour Op. municipality	Germany	Region
Russia	At least 1 language	5 years	None	Full Part time	Tourism Directorate	University Vocational High Schools	Russia	Region Country
Ukraine	National and international internships	4 years	None	Full Part time	-	University	Ukraine	Region
Greece	At least high school graduate Fluent Greek	2.5 years	None	Full Part time	Ministry of Development	University	EU country Hellenic	Country
Austria	At least 2 languages	3 years	None	-	Chamber of Commerce	Austrian Federal Rep. Ministry of Tourism	Austria	Region
Croatia	At least high school graduate At least 1 language		None	Full Part time	Ministry of Tourism	University	EU country Croatian	Region
Italy	Uni. Graduate	-	None	-	Local Governments	Local Governments	Italian	Region
Spain	At least high school graduate At least 18 years old Language Proficiency	Varies by regions	Yellow Badge	Full Part time	Local Governments	Local Governments	EU country Spanish	Region
Slovenia	At least 18 years old At least a secondary school graduate At least 1 foreign language	3-stage training	-	-	Ministry of Labor, Family and Social Policies Ministry of Culture and Tourism	Slovenia Rep. Chamber of Commerce	Slovak	Region
America	Requirements	Education Period	Level Types	Working Times	Affiliated Institution	Graduation	Nationality	Working Places
USA	7 Day Course 10 Days Training	17 Days	None	-	International Tour Management Institute International Directory Academy	International Tour Management Institute International Directory Academy	USA	Region
Canada	Secondary Education At least 1 Foreign Language	-	None	-	-	-	USA	Region
Asia	Requirements	Education Period	Level Types	Working Times	Affiliated Institution	Graduation	Nationality	Working Places
China	Every Year National Guide Exam Becoming a Undergraduate	It is enough to pass the exam	None	-	Tour company Travel agency	China National Tourism Authority	China	Country
Hong Kong	At least 50.000 Euros	Domestic 4 years Foreign 6 years	Grade E	-	Travel Industry Consul	Caritas Institute of Community Education Hkct	China Other	Region Country

Table 1. Common Information on Tourist Guide Training in the World (continued)

Asia	Requirements	Education Period	Level Types	Working Times	Affiliated Institution	Graduation	Nationality	Working Places
Singapore	At least 21 years old	It is enough to pass the exam	None	-	Tourism Mngmnt. Inst. of Singapore	Tourism Mngmnt.Inst. of Singapore	Singapore	Region
Japan	Intermediate English	20 Hours	None	-	-	Temple University	Japan	Region
Thailand	Tai Citizen At least 18 years old	It is enough to pass the exam	None	-	Ministry of Tourism and Sports	Tourism Schools	Korea China Russia	-
Kyrgyzstan Azerbaijan Uzbekistan	14-Day Practice Trip	2 or 4 years	None	-	-	Tourism Faculties	Kirghiz Azerbaijani Uzbek	-
Other countries	Requirements	Education Period	Level Types	Working Times	Affiliated Institution	Graduation	Nationality	Working Places
Egypt	At least 21 years old At least 1 foreign language	Pass the exam Enough	None	-	Ministry of Tourism and the Egyptian Guides Syndicate	Tourism Faculties	-	Country
Zimbabwe	Mathematics English	3 months	None	-	Zimbabwe Tourism Authority	University	-	-
UAE (Dubai)	At least high school graduate No criminal record	10 days	None	-	-	DCT DED DTCM	Living in Dubai and Arab	Region
Australia	Participating in VET Certificate Programs	5 level training	None	-	-	Technical and Advanced Education Institutions Private Education Institutions Savannah Tourist Guides Association	-	Region Country
TRNC	Good Turkish At least high school graduate Not working in the public sector	2 years 3 months	None	-	Ministry of Tourism and Environment	University Ministry of Tourism and Environment	TRNC	Country

Source: Tanrısever, C., Bektaş, İ. & Koç, D. E. (2019). Dünyada Turist Rehberliği Eğitimi. *Turist Rehberliği Dergisi (TURED)*, 2(1), 44-56.

3. METHODOLOGY

The research was designed in accordance with the general survey model. The population of the research consists of 34.265.150 accommodated foreign tourist in Turkey. The sample consists of 11.036 Professional Tourist Guides registered in guide rooms who are in different language. In the research, firstly, the literature about the field was searched. After that, Ministry of Culture and Tourism's "Ministry and municipality certified" accommodation statistics in 2019, were used. The nationalities included in these statistics are listed individually and the language or languages spoken in that country have been identified. Due to the fact that more than one language is spoken officially in some countries, these situations have also been identified and recorded. In this context, the

languages and number of people that tourists can speak were determined among the accommodation data published in 2019. In light of these data, the 2020 “Guide numbers by language” obtained from the TUREB website was written in front of people who speak this language. Thus, it was determined how many tourists per guide fell, according to the languages that tourists coming to Turkey, can speak.

4. FINDINGS

The statistics of the accommodation statistics published in 2019 and the guide distribution statistics of TUREB for 2020 were blended and arranged in a single table. The statistical data generated are given in Table 2.

Table 2. Guide Statistics per Tourist

The Language	The Number of Tourists Accommodating	Total Share %	The Number of Guides	The Number of Tourists Per Guide
Georgian	105.565	0,31%	1	105.565
Lithuanian	188.530	0,55%	2	94.265
Hindi	165.268	0,48%	2	82.634
Slovak	135.432	0,40%	3	45.144
Czech	249.939	0,73%	6	41.657
Danish	326.576	0,95%	8	40.822
Romanian	649.085	1,89%	21	30.909
Persian	1.154.883	3,37%	39	29.612
Finnish	126.623	0,37%	7	18.089
Hebrew	406.200	1,19%	23	17.661
Polish	703.901	2,05%	47	14.977
Urdu	111.614	0,33%	9	12.402
Russian	8.205.080	23,95%	699	11.738
Arabic	4.119.948	12,02%	365	11.288
Swedish	305.524	0,89%	28	10.912
Macedonian	83.207	0,24%	8	10.401
Korean	342.418	1,00%	33	10.376
Bosnian	77.914	0,23%	8	9.739
Icelandic	9.380	0,03%	1	9.380
Dutch	1.087.394	3,17%	236	4.608
Hungarian	96.140	0,28%	22	4.370
Chinese	1.249.042	3,65%	287	4.352
Serbian	169.624	0,50%	45	3.769
Armenian	24.311	0,07%	7	3.473
Norwegian	102.419	0,30%	32	3.201
German	4.969.319	14,50%	1.650	3.012
Bulgarian	397.032	1,16%	231	1.719
Croatian	30.397	0,09%	24	1.267
French	1.409.064	4,11%	1.119	1.259
Greek	126.137	0,37%	142	888
Indonesian	104.385	0,30%	130	803
Italian	350.029	1,02%	551	635
Spanish	413.454	1,21%	768	538

Table 2. Guide Statistics per Tourist (continued)

The Language	The Number of Tourists Accommodating	Total Share %	The Number of Guides	The Number of Tourists Per Guide
English	2.989.959	8,73%	7.039	425
Portuguese	149.353	0,44%	377	396
Japanese	160.558	0,47%	589	273
Ukrainian	913.048	2,66%	0	0
Kazakh	325.569	0,95%	0	0
Azerbaijani	285.827	0,83%	0	0
Malay	229.785	0,67%	0	0
Belarusian	228.842	0,67%	0	0
Albanian	207.222	0,60%	0	0
Uzbek	137.480	0,40%	0	0
Turkish	90.878	0,27%	0	0
Thai	89.568	0,26%	0	0
Turkmen	75.829	0,22%	0	0
Irish	70.971	0,21%	0	0
Kyrgyz	63.684	0,19%	0	0
Estonian	63.505	0,19%	0	0
Afrikaans	54.336	0,16%	0	0
Latvian	48.111	0,14%	0	0
Slovenian	32.803	0,10%	0	0
Filipino	22.600	0,07%	0	0
Tajik	15.923	0,05%	0	0
Bengali	9.244	0,03%	0	0
Montenegrin	4.221	0,01%	0	0
GENERAL TOTAL	34.265.150	100,00%	14.559	2.354

When the data in Table 2 were examined, the highest number of tourists per guide was "Georgian" with 105.565 people. The important thing to note here is that although a total of 105.565 Georgian-speaking tourists came to Turkey, the number of guides who can speak this language is only 1 in TUREB records. Therefore, the addition of several additional tourist guides in this language will be able to bring this figure down quickly.

Similarly, the number of guides certified in Lithuanian and Hindi is only 2. However, it is understood that there is no need for a new guide in The Indian language, since all of the Hindi speakers are Indian, the official second language of India is English, and the number of English-speaking guides is 425 people, the third lowest per guest arriving.

Likewise, although there are no certified tourist guides speaking Ukrainian, Kazakh, Azerbaijani, Belarusian, Uzbek, Turkmen, Kyrgyz and Tajik, the need for new tourist guides is not foreseen in these languages since the tourists from these countries can speak "Russian" as a second language. The number of tourists who can speak "Turkish" with 90.878 people on the list belongs to northern Cypriot guests. These guests can already speak Turkish very well and also English. In this respect, in both cases, a new certificate is not needed because all 11.036 guides certified in Turkey know "Turkish", and 7.039 of them have "English" guide certificates.

It is understood that the tourists who speak "Irish" and "Afrikaans" languages who do not have a certified guide, can all speak English, so there is no need for additional guides for these languages.

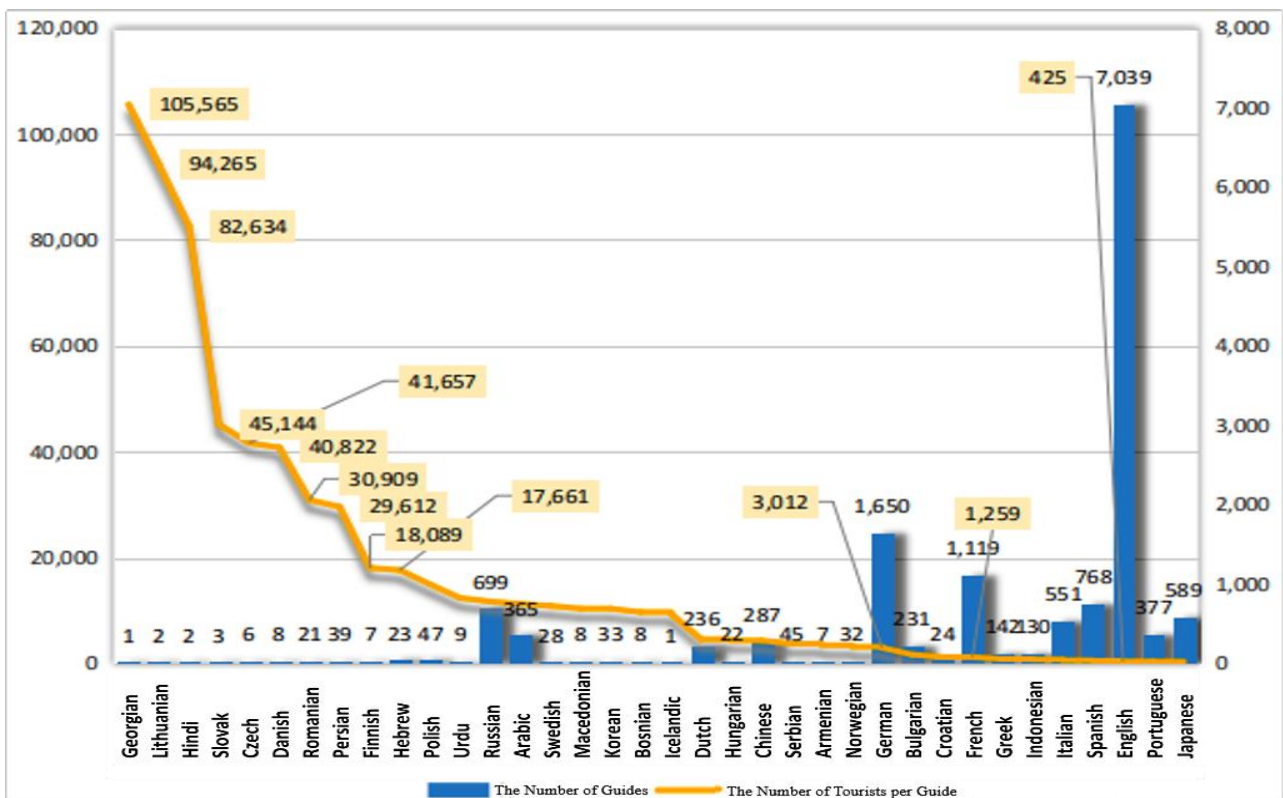
Since the number of Bengali-speaking tourists is 9.244 and the number of Montenegrin speakers is 4.221, it is said that the need for more tourist guides in these languages is not needed in the near future. If the number of guests speaking these languages will be 20.000 or more, the need for guests for above mentioned languages should be re-evaluated.

When we look at the total number of tourists staying in hotels in Turkey 31.135.545 people accommodated in the facilities certified by Ministry as well as the municipalities. When we look at the nationality statistics of these people, it is seen that people of 94 different nationalities can speak 56 different languages. Since citizens of the same country can speak more than one language, the total number of people who can speak these 56 different languages is 34.265.150, which is 3.129.604 more than the total number of people. When the number of 14.559 guides is divided into this number, the total number of tourists per guide is 2.354.

While the number of Lithuanian speaking tourists staying at the hotel is 188.530, the number of professional tourist guides is only 2, and there are 94.265 tourists per guide. When we examine the Russian-speaking nations in Turkey's biggest market position, it is observed that 699 certified guides found. The number of people per guide is 11.738.

It can be seen that 1.154.883 people can speak "Persian". On the other hand, the number of certified guides who can speak Persian is only 39 people. The number per guide is seen as 29.612. Though there was such a high figure, the official language of the Persian "with the coming of the fact that you know the Turkish language in the ratio of 50-60 % of the population of Iran and Turkey are known to generally encounter with a shortage of communication when they come due to the individuals of this rate.

Looking at over a million languages spoken, it comes to French with 1.409.064 people, Chinese with 1.249.042 and Dutch with 1.087.394. The number of people per tourist guide in these languages, respectively; there are 1.259 guests for French, 4.352 for Chinese and 4.608 for Dutch. Of these three languages, other languages except French alone are above the average number per guide.



Graph 1. The Numbers of Tourists per Guide and the Guides per Language.

In Graph 1, the lines indicated in orange show the number of tourists per guide, and next to it, the data in blue shows the number of certified guides in those languages.

In light of the above information, when we look at Graph 1; it is seen that the highest number of guides is "English" with 7.039 people, the second highest number of guides is German with 1.650 and followed by French with 1.119, Spanish with 768, Russian with 699, Japanese with 589 and Italian tourist guides with 551 people. Looking at the number of tourists per guide in these languages; with the highest number of guides respectively 425 for English, 3.012 for German, 1.259 for French, 538 for Spanish, 11.738 for Russian, 273 for Japanese and 635 for Italian. Since the average number of guests per guide was 2.354, this was in Russian and German, which was higher than the average. Languages with other guides remained below the overall average. The number of certified guides with Portuguese is 377, while the number of guides with Arabic is 365.

Although the number of guides is almost the same, when we look at the number of tourists per guide, the number of tourists per Arabic-speaking guide are 11.288, while in Portuguese it is only 396 people.

CONCLUSIONS and RECOMMENDATIONS

First of all, in instead of "border" entry or exit statistics of tourists, "accommodation" statistics were used in this study. The most important reason for this is that foreign citizens of "Turkish origin" who enter Turkey and appear as tourists in the records, the reasons for visiting Turkey are usually due to the fact that they visit friends and relatives. For this reason, the demand for professional guide services during their stay in Turkey is very low and limited according to the number of entries. In addition, although people from Armenia and Georgia appear as tourists in Turkish border statistics, they usually come to Turkey for reasons such as "working" or "trading goods" informally, rather than a tourist trip. For this reason, if it is used for this study, the boundary Statistics data may cause incorrect results. Because of this situation, statistics of foreign guests who came to Turkey and stayed at least one night were used due to the requirement of "at least one night stay", which is the only and most important condition for the realization of tourism activities in the general definition of Tourism.

When the data above is examined, it is seen that there is a very serious lack of tourist guides in some languages spoken by tourists coming to Turkey. Our proposal for this situation, which will be examined in detail below, is that the number of tourists per guide is twice the country average of 2.354 tourists, i.e. 4.708 people and it is thought that there is a serious need for a guide for languages.

Furthermore, taking into account the languages spoken by the guests staying in accommodation facilities in Turkey, the total spoken languages were proportioned to those share was 0.50 % and above and the number of tourists per guide was 4.708 (average number of tourists per guide x 2) and above were filtered down. The figures per guide found were divided by 4.708, the maximum number of people per tourist guide, and the number of guides needed in this language was determined.

No average number was discovered in this respect in the literature review. For this reason a filtering has been performed as mentioned above and the resulting table and hence requirement numbers have been established. These numbers are not a definite decision but a sector guideline, and various research can be done.

Moreover, it is recommended that the number of tourists coming to Turkey should have 2 times the number of guides needed. This is due to busy programs of the guides in the season and the possibility that the guides speaking more than one language will not be able to go on tour at the same time. In addition, it is said that the reason for this situation, 1/4 of the existing number of guides

does not work in their sector for providing active guide. Detailed information about the subject is included in Table 3.

Table 3. The Number of needed Guides in accordance with Language Requirements

Spoken Language	Number of Tourists Accommodated	Total % Share	Number of Guides	Number of Tourists Per Guide	Required Guide Number	New Guide Positions Recommended to Open
Lithuanian	188.530	0.55%	2	94.265	20	40
Czech	249.939	0.73%	6	41.657	9	18
Danish	326.576	0.95%	8	40.822	9	18
Romanian	649.085	1.89%	21	30.909	7	14
Persian	1.154.883	3.37%	39	29.612	6	12
Hebrew	406.200	1.19%	23	17.661	4	8
Polish	703.901	2,05%	47	14.977	3	6
Russian	8.205.080	23.95%	699	11.738	2	4
Arabic	4.119.948	12,02%	365	11.288	2	4
Swedish	305.524	0.89%	28	10.912	2	4
Korean	342.418	1.00%	33	10.376	2	4

In order to overcome the gaps in these critical languages as soon as possible, TUREB can launch necessary language courses in the near future and so these courses can satisfy the need. Besides, the interviews with universities can be conducted through the Ministry of Culture and Tourism and TUREB to provide needed language education for their students.

Recommendations for the Sector

In order to correct the deficiencies in the specified languages, under the supervision of TUREB and the Ministry of Culture and Tourism; regional-based analyses can be conducted for extraction of language needs and required foreign language training courses can be open by which tourist guides can learn additional foreign languages and distributing the languages needed in the sector among the existing professional tourist guides. Furthermore, with the support of the Ministry and TUREB, the foreign language curriculums in universities may be reviewed and given courses can be enhanced or changed as needed.

Recommendations for Future Research

In addition to above mentioned, these data obtained from guests staying in Turkey can be repeated in the light of fresh tourism data carried out every year. And table can be updated based on number of guides needed with new additional languages. The topic can be done regionally in a general sense. In this way, city by city and region by region, all deficiencies can be revealed.

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