ABSTRACT
Reliable and accurate estimates of demand are necessary for the effective planning of all activities related to the tourism sector, particularly in accommodation, transportation and travel. In this study, it is aimed modeling inbound tourism demand for Muğla as a major tourism destination in Turkey by Exponential Smoothing and Box-Jenkins methods and forecasting monthly tourism demand of Muğla for years 2012 and 2013 via the method providing the highest accuracy when compared the forecast performances of methods. As a consequence of the analysis and evaluations, it has been observed that Holt-Winter’s Exponential Smoothing model has presented best performance and by the means of this model it has been forecasted the monthly inbound tourism demand to Muğla for years 2012 and 2013. Number of foreign tourists taken as a measure of tourism demand in the study. Monthly statistics of foreign tourist arrivals within the borders of Muğla were utilized.

Key Words: Muğla, Tourism Demand Forecasting, Exponential Smoothing Method, Box-Jenkins Methodology.

JEL Classification: C53, L83