Most of the countries mainly the developed countries have been influenced by the recent financial and social problems in the world. In many of these countries there is a search for alternative solutions to solve these problems they have encountered. Tourism business with a rising significance by the developed communication and transportation sectors has become one of the most important sector in developing economies of many countries. Turkey has an inclining value in tourism sector due to the natural and cultural values they possess. In Turkey that have important tourism investments, the number of tourists and tourism income have increased continuously after 1985. Turkey is among one of the countries that were least affected by the global financial crisis that influenced the world in general, influenced the tourism sector in many countries. Turkey has become a with high charming country as a result of contributions of Ministry of Culture mainly, tourism associations, non-governmental organizations and tourism enterprises to develop tourism in the country and will continue to be a preferred country as long as they use the relevant values rationally in accordance with “use - protect” principle.