Abstract
Aim: In this study, it is aimed modeling and forecasting domestic tourism demand to Gaziantep as a major cultural tourism destination of Turkey by various time series models and forecasting monthly tourism demand for year 2017 via the method providing the highest accuracy. Method: In the research, it is used the number of tourist arrivals as a measure of tourism demand and monthly domestic tourist arrivals to accommodation establishments operating in Gaziantep licensed by Ministry of Culture and Tourism in the period of January 2012 – December 2016 data were used to build convenient model. Exponential smoothing and Box-Jenkins methods were used as forecasting methods in the study and the forecasting performances of the models were evaluated with the help of the "Mean Absolute Percentage Error (MAPE)" statistic. Findings: When the results of the forecasting accuracy of the applied models are examined, it is seen that the model with the highest accuracy (MAPE value is 7.6) is the Additive-Seasonal exponential smoothing model of Holt-Winters. These results show that the model can be used for future forecasts.
Results and Suggestions: Future work may include analysis, modeling and forecasting studies on occupancy rates at accommodation establishments operating within the provincial borders of Gaziantep, the number of overnight stays in tourist accommodation enterprises and the average length of stay. Suggested studies are expected to guide the future planning efforts of managers in the tourism sector and decision makers.
Originality/value: As a result of the literature survey, it can be said that this study is one of a limited number of studies on the modeling and forecasting tourism demand to Gaziantep which has rich tourism values with historical and cultural heritage. It is thought that modeling and demand forecasting studies to be carried out in this area will contribute to carrying out activities for leading cultural tourism destinations such as Gaziantep in a planned way and without resource waste.
Keywords: Tourism Demand, Gaziantep, Modeling, Forecasting.