

ULUDAĞ WINTER TOURISM and ITS IMPORTANCE IN THE ECONOMIC DEVELOPMENT*

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Abstract

Tourism that is a regional means of development is closely related with the local economic development. Winter tourism is a set of activities and relationships composed of trips made to the regions which are located in the heart of ski sports and accordingly with slopes and snow, accommodations and other services. Since winter tourism mainly consists of a number of activities depending on snowy environments, it requires locations with certain height and slope which will also allow the execution of other nature sports such as walking, climbing etc. besides skiing and snowboarding. Uludağ, the most popular winter sports center that is 30 km away from the Bursa city center has significant natural advantages in terms of winter tourism. However, with the recently changing tourism demands in winter tourism, developments have been taking place in the types of tourism. Uludağ having natural advantages have not been able to sufficiently benefit from these advantages and cannot make use of its existing potential. Besides the countries having successful snow resorts of Europe such as Austria, France, Switzerland, Italy and Andorra, Romania and Bulgaria are also increasing their competitiveness in the international markets in recent years with ambitious investments. When Uludağ that is in the location of the largest snow resort in Turkey is compared with these resorts, it is thought that there is a way to go in the field of winter tourism. Starting from this idea, in the research, it is aimed to identify the contribution of Uludağ to the local economic development and the potentials for increasing this contribution. Towards the mentioned aim, the study will be carried out based on field research. In the conclusion of the study, it is planned to submit the proposals focused on policy and strategy to be followed in terms of having Uludağ use its potential in the most efficient way and provide more contribution to the local economy. In addition, its thought that the results to be obtained will be a basis for another study with the subject "the comparison of Uludağ with foreign snow resorts in terms of winter tourism" which is planned to be conducted after the study is completed.

Keywords: *Winter Tourism, Economic Development, Tourism and Development*

Clasificare JEL : *O10, Z32*

1. Introduction

Tourism which is a means of regional development is closely related with the local economic development. Winter tourism is a set of activities and relationships consist of the trips made to the areas located in the center of the ski sports and to the snowy and sloping areas appropriate to this, accommodation and other services. Winter tourism, because of covering a number of activities depending on snowy environments, mainly requires locations which has certain height and slope enabling the performance the nature sports such as hiking, climbing besides skiing and snowboarding.

Uludağ which is the most popular winter sports resort being 30 km away from the Bursa city center has important natural advantages in terms of winter tourism. However, with the recently changing tourism demands in the winter tourism, developments have been happening in the types of tourism. In the face of these developments, it has

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been observed that Uludağ cannot sufficiently benefit from these advantages and evaluate its existing potential. On the other hand, recently Romania and Bulgaria have also been increasing their competitiveness in the international markets with ambitious investments besides the countries which have successful winter resorts of Europe such as Austria, France, Switzerland, Italy and Andorra. Uludağ which is the largest winter resort in Turkey is considered to have a way to cover in the field of winter tourism when compared with these resorts.

From this point of view, in the research, it has been aimed to determine the contribution of Uludağ to the local economic development and the potentials for increasing this contribution. The study is based on field research in the direction of the mentioned aim. In the conclusion of the study, it has been planned to present the policies and strategy-focused suggestions so that Uludağ will use its potential the most efficiently and contribute more to the local economy. So, it has been expected that an increase of competitiveness of Uludağ with the other winter resorts in the international arena will be made possible.

The study consists of four parts. In the first part, the importance of tourism activities in the local economic development will be expressed briefly. In the second part, the features that Uludağ has as a winter resort will be expressed and information will be given about the winter tourism activities here. The findings of the field research conducted to determine the importance of Uludağ winter tourism in the local economic development will be presented in the third part. And in the conclusion part of the study, a number of suggestions will be presented in order to benefit more from the existing potential of Uludağ by discussing the findings obtained from the field research.

2. The Importance of Tourism in The Local Economic Development

Tourism is a sector which has rapidly increased its economic importance after the World War II. In particular, tourism has almost been a starting point with its dynamic economic characteristics in the solution of the national and international economic problems and in overcoming the bottlenecks faced during first half of the 20th century. For the modern economies, tourism is an important market with supply and demand and important resource with tourism revenues.

Development comes ahead of the most important problems for the developing countries and one of the ways of overcoming this problem is determining the priority sectors of the countries for development. It is known that tourism sector is of an important place within the framework of realization of the regional development. Since industrialization is not sufficient in the developing countries, in the context of development goals, evaluation of the touristic supply potential being owned becomes more important [1].

The tourism and travel industry is one of the sectors which creates the most of employment in the world. As the year of 2015, this sector in which 276.845.000 people are employed all over the world constitutes the 9.4% of the total employment. In the year of 2025, it is estimated that the share tourism and travel industry with the number of employees of 356.911.000 will rise to 10.7% [2]. The tourism sector is accepted as a pioneering sector not only for bringing foreign currency and creating employment but also for its dragging the socio-cultural change, expanding the economic prosperity to wide masses of people, contribution to the balanced development all over the country, interaction with other sectors and publicity of that country [3]. Tourism is included in the services sector in the triple sector classification in the form of agriculture-industry-services. As its structure, it is the sector which has its weight felt in the services sector since it directly influences all of the three sectors during both establishment and management phases. Thus, its impact is quite enormous with its multiplying and increasing effects.

Numerous studies have been conducted in order to measure the relationship between economic development and the tourism sector which is accepted as a means of regional development. The literature related with that tourism will lead to economic development emphasizes the three benefits (direct, indirect and directed economic benefits) of tourism. A group of studies in the literature on the subject puts forth the benefits arising from establishment expenditures made for tourism which is defined as direct benefits [4], [5], [6], [7]. The second group studies draw attentions to the direct benefits caused by the expenditures of the suppliers and for enabling the continuation of the establishment expenditures [8], [9], [10]. In the literature, the third group studies related with that tourism leads to economic development emphasize the directed benefits arising as the result of that the employees in the sector spend their income and that the direct/indirect economic benefits increase [11], [12], [13], [14].

Turkey as a rich country in the subject of touristic product supply has an important place in winter tourism as well. Uludağ, 30 km away from the Bursa city center, is one of the most popular snow resorts of Turkey. It has important natural advantages and is a preferred location related with winter tourism.

3. Uludağ and Winter Tourism

Winter tourism is a set of activities and relationships consist of the trips made to the areas located in the center of the ski sports and to the snowy and sloping areas appropriate to this, accommodation and other services. Since it mainly covers the activities depending on the snowy environments, it requires locations having certain height and slope. Uludağ which is the most popular winter sports resort being 30 km away from the Bursa city center has

important natural advantages in terms of winter tourism. It is the highest mountain of the Western Anatolia with its peak (Kar Tepe) reaching up to 2,543 meters. In the center of which skiing area is located at an altitude of 1750-2543 meters, the snow thickness goes up to 3 meters from time to time. There are 25 accommodation facilities in the center 18 of which belong to the private sector and 7 of which belong to the public institutions. A total of 21 mechanical systems as of 10 tele-siege and 11 tele-ski and T-bars are available. There are 13 different tracks on the facility having the capability of carrying 11,000 person/hour. It is possible to rent ski, snowboard and outfit from the ski offices, to take ski and snowboard lessons from the professional ski instructors, to have snow trips with paletted vehicles such as snow motors and atv's. The most appropriate time for skiing on Uludağ which has a temperate climate as of the region is the period between the months of December-March. These advantages make Uludağ attractive especially for the skiers. The center which attracted people mainly from Istanbul during the previous years has recently been crowded by Russian, Dutch and Arab tourists as well. As of the year 2014, a total of 139 476 tourists 116.082 of which are natives and 23 394 of which are foreigners have visited Uludağ [15].

Winter sports such as skiing and snowboarding are on the basis of the Uludağ winter tourism. Winter tourism and winter sports require costly investments in terms of both economic and environmental aspects. Uludağ has industrial infrastructure in terms of making large investments. These investments are of great importance in order to prevent the number of tourists vary from year to year. The remarkable characteristics of the investments on Uludağ can be listed as follows:

-*the centrality of ski lift technology*: Fast and comfortable ski-lifts carrying a great number of skiers up to the slopy hills without waiting in the lines are available

-*the centrality of snowmaking technology*: In order to diminish the effects of the amount of the snowfall on performing this sport, artificial snow machines are utilized.

-*a mass tourism model*: Since the ski-lift and snow machine investments burden the investors with giant costs, the marketing strategy of the ski-lifts is carried out as weekly or seasonal sales.

-*a high rate of innovation*: In order to have the region maintain its attractiveness, the ski-lifts, tracks and services are constantly improved. Tracks and lifts are diversified according to the slope. Besides, mechanisms connecting the close tracks to each other are established.

-*comfortable and fast transportation*: In addition to the land way providing access from the city center to the region located on mountainous and elevated area, a cable car line is available.

It is expected that all of these characteristics should present significant income resources and contribute to the local economic development. Under these circumstances, the evaluation of the uludağ winter tourism in terms of revealing its importance in the local economic development and increasing its contribution to the economic development presents great importance.

4. The Importance of Uludağ Winter Tourism in The Local Economic Development

4.1. Aim of the Study

The aim of the study is to reveal the importance of winter tourism on Uludağ which has significant natural advantages in the local economic development and provide solution suggestions on the detected problems related with winter tourism. For this purpose, primarily the determinations on the demographic features of the participants and on the reasons of preference of Uludağ as an important winter tourism resort in Turkey have been cited. Then, by giving details about the accomodations and spending amounts of the tourists coming to Uludağ, it has been discussed whether or not this situation is contributing to the economy of the city of Bursa where Uludağ is located. Finally, by examining the issues which have not been satisfied with on Uludağ when tourism services are demanded, various suggestions for of solutions have been tried to bring about.

4.2. Method of Study

A field research has been carried out towards the visitors coming to Uludağ within the framework of the contribution of the Uludağ winter tourism to the economic development. Within the scope of the field research, a face-to-face survey has been conducted with the visitors coming to Uludağ for taking advantage of the winter tourism activities. The studies performed previously for the aims of the research have been examined. The questions are the ones aiming to reveal the reasons for the preference of Uludağ as a snow resort and points of dissatisfaction, so the contribution of the tourism activities here to the provincial economy.

In determining the sampling to be taken, it is important to represent the main mass with which the study will be carried out. Because there is a problem of which size of sampling will represent the main mass. Therefore, the size of the main mass which is the subject of the the survey to be conducted to visitors coming to Uludağ and the number of the sampling to be withdrawn from the main mass are quite important. In order not to fall into sampling error, the table 1 has been utilized on which the sampling sizes required to be withdrawn from the main mass sizes are calculated for the $\alpha = 0.05$ için - 0.03, - 0.05 and - 0.10 sampling errors.

Table 1: Sampling sizes for $\alpha = 0.05$ [16]

| Size of the Space | ± 0.03 Sampling Error | | | ± 0.05 Sampling Error | | | ± 0.10 Sampling Error | | |
|-------------------|-----------------------|-----------------|----------------|-----------------------|-----------------|----------------|-----------------------|-----------------|----------------|
| | p=0.5 q=0.5 | p=0.8 q= 0.2 | p=0.3 q=0.7 | p=0.5 q=0.5 | p=0.8 q= 0.2 | p=0.3 q=0.7 | p=0.5 q=0.5 | p=0.8 q= 0.2 | p=0.3 q=0.7 |
| 100 | 92 | 87 | 90 | 80 | 71 | 77 | 49 | 38 | 45 |
| 500 | 341 | 289 | 321 | 217 | 165 | 196 | 81 | 55 | 70 |
| 750 | 441 | 358 | 409 | 254 | 185 | 226 | 85 | 57 | 73 |
| 1000 | 516 | 406 | 473 | 278 | 198 | 244 | 88 | 58 | 75 |
| 2500 | 748 | 537 | 660 | 333 | 224 | 286 | 93 | 60 | 78 |
| 5000 | 880 | 601 | 760 | 357 | 234 | 303 | 94 | 61 | 79 |
| 10000 | 964 | 639 | 823 | 370 | 240 | 313 | 95 | 61 | 80 |
| 25000 | 1023 | 665 | 865 | 378 | 244 | 319 | 96 | 61 | 80 |
| 50000 | 1045 | 674 | 881 | 381 | 245 | 321 | 96 | 61 | 81 |
| 100000 | 1056 | 678 | 888 | 383 | 245 | 322 | 96 | 61 | 81 |
| 1000000 | 1066 | 682 | 896 | 384 | 246 | 323 | 96 | 61 | 81 |
| 100 million | 1067 | 683 | 896 | 384 | 245 | 323 | 96 | 61 | 81 |

Theoretically, for the population of which main mass volume is 139.476, it is enough to take 1023 sampling the most at the 5% significance level. However, in our survey conducted with the visitors coming to Uludağ a sampling consisting of 1500 visitors has been used in order to raise the significance level and thus to obtain as accurate results as possible.

4.3. Findings of the Research

The demographic findings of the survey research carried out with 1500 visitors who came to Uludağ during the 2015 winter season has been summarized in Table 2. The 53.1% (797) of the survey participants are male and the 46.9% (703) of them are female. The 41.8% (627) of these visitors are in the age range of 18-28, and the education status of 67.9% (1018) them is at the associate degree level. While the 30.4% (456) of them are officials, the 50.5% (758) of the visitors who came to Uludağ for winter tourism live in Bursa.

Table 2: Profile of the Visitors Coming to Uludağ

| Gender | Frequency | % | Age | Frequency | % |
|------------------|-----------|------|-------------|-----------|------|
| Male | 797 | 53,1 | 18-28 | 627 | 41,8 |
| Female | 703 | 46,9 | 29-38 | 391 | 26,1 |
| Education Status | Frequency | % | 39-48 | 249 | 16,6 |
| Primary School | 21 | 1,4 | 49-58 | 135 | 9,0 |
| Secondary School | 315 | 21,0 | 59 and over | 98 | 6,5 |
| Associate Degree | 1018 | 67,9 | City lived | Frequency | % |
| Bachelor | 146 | 9,7 | Bursa | 758 | 50,5 |
| Profession | Frequency | % | İstanbul | 326 | 21,7 |
| Official | 456 | 30,4 | İzmir | 110 | 7,3 |
| Student | 340 | 22,7 | Ankara | 96 | 6,4 |
| Manager | 166 | 11,1 | Adana | 50 | 3,3 |
| Retired | 104 | 6,9 | | | |
| Free Lance | 103 | 6,9 | | | |

In the Table 3, the factors that the visitors demanding tourism services on Uludağ take into consideration in their decisions for coming to Uludağ and to the winter tourism centers in general are displayed. In the survey, it has been determined that mostly "easy and convenient access", secondly "suitable prices", thirdly "the beautiful and different tracks and nature" concerning the winter sports have been effective on decisions of the participants responding the related question and that the other reasons take place in the following orders. With only one difference, Similar situation is observed on their coming to Uludağ as well. On the decision of coming to Uludağ, "beautiful and different tracks and nature concerning the winter sports" has passed before the justification of "suitable prices".

Table 3: Distribution According to the Justifications Effective on the Coming Decision

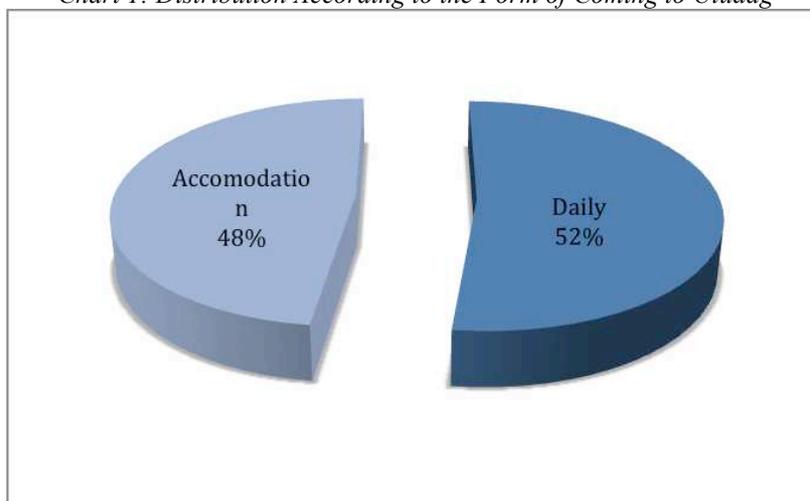
| Justifications Effective on the Coming Decision | For Any Winter Tourism Center (%) | For Uludağ (%) |
|---|-----------------------------------|----------------|
| Easy and Comfortable Access | 33,8 | 37,3 |
| Suitable Prices | 21,4 | 13,3 |
| Beautiful and Different Tracks and Nature Concernin the Winter sports | 18,9 | 21,0 |
| Sufficient Snow Thickness | 7,6 | 5,9 |
| Lots of Options for Accomodation | 4,1 | 4,3 |
| Sufficient Facilities for Winter Sports | 3,9 | 3,9 |
| The High Quality of Accommodation | 3,7 | 3,0 |

NOTE: When the participants of the field research are asked the questions, more justifications related with their coming decisions to Uludağ than the ones included in the table have been provided but the ones below 3% have not been included in the table.

That Uludağ is far from the city center and that the land access is through forested area have caused Uludağ to experience hardships regarding the transportation for many years. However, thanks to the alternative land road completed recently, transportation has been easier and its time has been shortened. Besides the land road, the Bursa Metropolitan Municipality has established a cable car line from the city center up to Uludağ, so the time has been shortened even more and transportation has become easy and enjoyable. All of these have made Uludağ which is already rich in terms of its nature and tracks more attractive for the visitors who consider the "easy and comfortable access" when coming to winter tourism resorts.

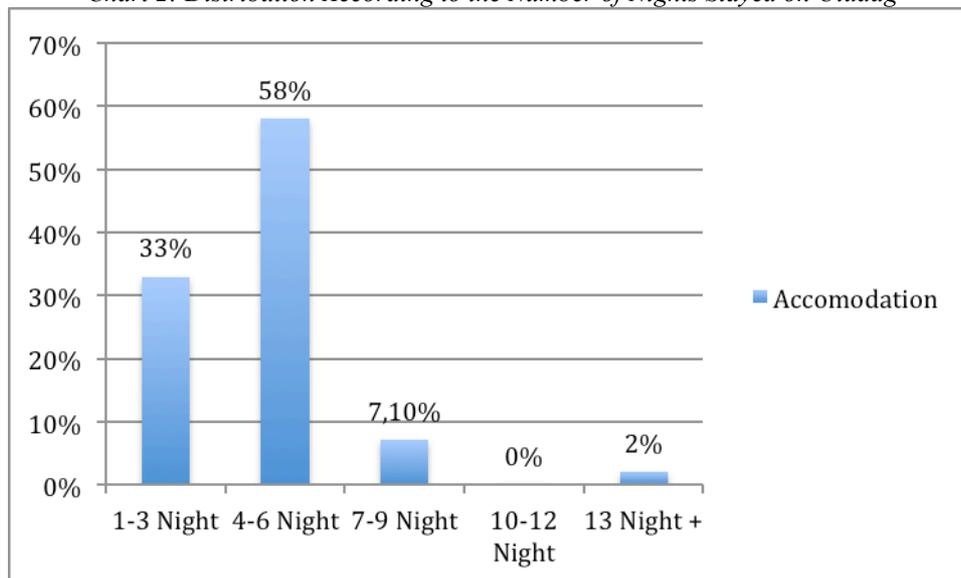
It is thought that the easy and short access influences the availability of accomodation. With a small margin though, the daily comers are more than the accomodated comers. In fact, while the 52.3%(784) 1500 participants responded the survey are the daily coming visitors, the 47,7% (716) of them are the accomodated visitors (chart 1). The daily comers also have demands for a number of services related with catering and winter sports (ski rentals, taking ski lessons etc.). Accomodated guests need more comprehensive service packages. They would like to take advantage of the special services such as the health-related thermal services etc. in addition to the quality accomodational conditions.

Chart 1: Distribution According to the Form of Coming to Uludağ



The length of staying period of the visitors who come to Uludağ for accomodation is not too long. According to the Chart 2, the 33% of the 716 participants who came to Uludağ for accomodation have stated that they stayed on Uludağ for 1-3 nights, the 58% 4-6 nights, the 7.1% 7-9 nights, and the 2% 13 and more nights. None of the participants stayed on Uludağ for 10-12 nights.

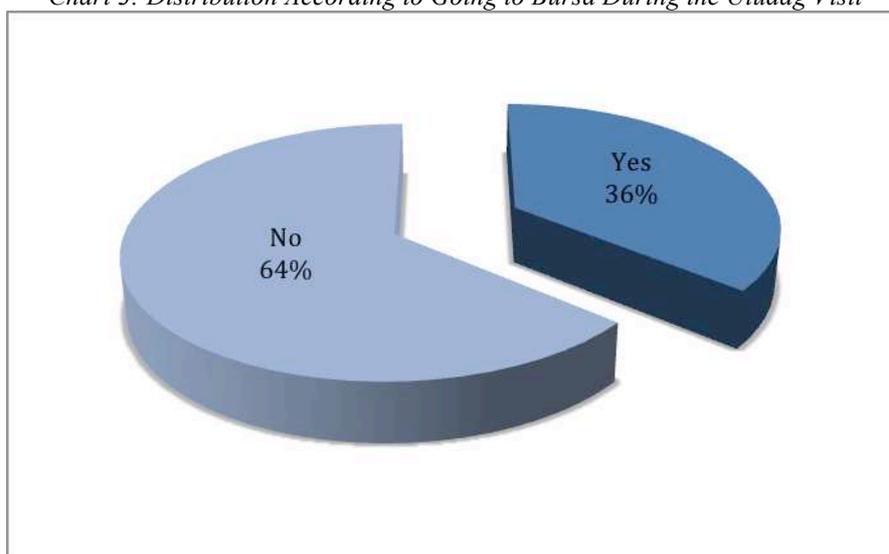
Chart 2: Distribution According to the Number of Nights Stayed on Uludağ



It is considered as important in terms of economic development whether or not the ones who come to Uludağ for accommodation in order to benefit from the winter tourism go to the Bursa city center, and the reason of going of the ones who go. Bursa, once being the capital of the Ottoman Empire, has a lot of historical artifacts and an authentic view. Its geographical location is interesting with Uludağ on the south and the Sea of Marmara on the north. Its rich cuisine is famous throughout the country. Under these circumstances, it is thought that the local wealth will also attract the ones who come to Uludağ for taking advantage of the winter tourism activities and that they would like to see Bursa.

The 63.8% of the 716 participants who came to Uludağ for accommodation have stated that they did not go to Bursa during their visit to Uludağ, and the 36,2's% have stated that they did (Chart 3).

Chart 3: Distribution According to Going to Bursa During the Uludağ Visit



The reasons for going to Bursa of the 259 participants who came to Uludağ for accommodation and went to Bursa during their visits, the reasons for not going of the 457 participants have been summarized on Table 4. According to Table 4, among the reasons for going to Bursa of the participants, "visiting Bursa" has been in the first

order with a ratio of 52.5%. This is followed by "visiting the acquaintances" with the ratio of 35.5% and "tasting the Bursa local flavors" with the ratio of 15.1% respectively. "Accommodation" has taken the last order among the for going to Bursa with the ratio of 3.9%.

Table 4: Distribution According to the Reasons for Going/not Going to Bursa

| Reasons for Going | % | Reasons for not Going | % |
|---------------------------------|------|--|------|
| Visiting Bursa | 52,5 | No need for going | 32,4 |
| Visiting the acquaintances | 35,5 | Having previously seen Bursa | 17,9 |
| Tasting the Bursa local flavors | 15,1 | Having the possibility to stop by Bursa during coming to and going from Uludağ | 17,1 |
| Shopping | 5,0 | Already living in Bursa | 15,5 |
| Accommodation | 3,9 | Having come to Uludağ for the purpose of skiing/holiday | 9,8 |

NOTE: When the participants of the field research are asked the questions, more justifications related with their going/not going decisions to Bursa than the ones included in the table have been provided but the first five most effective justifications have been included in the table.

Among the reasons of not going to Bursa, "feeling no need to go" has been the one in the first rank with the ratio of 32.4%. The 83% of the accomodational facilities work with full-board or all-inclusive system and almost all needs of the visitors are met in the hotel. Therefore, the ones who come to Uludağ feel no need to go to Bursa. On the other hand, the reasons "having seen Bursa before" with a ratio of 17.9%,and "having possibility to stop by in Bursa during coming and going to Uludağ" with ratio of 17.1%, "already living in Bursa" with a ratio of 15.5%, and "having come to Uludağ for the purpose of skiing/holiday" with a ratio of 9.8% follow respectively. Either Uludağ is reached on highway or by cable car, many people may not have needed to go to Bursa during time of stay on Uludağ since it is on the coming and going route. Since a great portion of the visitors who come to Uludağ come from Bursa and/or they would like to allocate more time for winter sports instead of going for sightseeing during their stay.

In terms of its contribution to the economic development, the amount of the daily average spending of the visitors in Bursa besides their reasons for going to Bursa is considered to be important. The responses related with the amounts of spending are listed in Table 5.

Table 5: Distribution According to the Amount of Daily Average Spending

| Amount of Spending | On Uludağ (%) | In Bursa(%) |
|--------------------|---------------|-------------|
| 100 TL and less | 12 | 6,2 |
| 101 TL – 500 TL | 79,2 | 81,9 |
| 501 TL – 1000 TL | 7,3 | 10,4 |
| 1001 TL – 1500 TL | 0,1 | 1,5 |
| 1501 TL and more | 0,5 | 0,0 |

The 12.9% of the 1500 survey participants have stated that they have spent an average of "100 TL and less", the 79.2% of them "between 101 TL -500 TL" and the 7.3% "between 501 TL – 1000 TL" per day for themselves during their stay on Uludağ. The 6.2% of the participants who came to Uludağ and went to Bursa during their visit have spent an average of "100 TL and less", the 81.9% of them "between 101 TL – 500 TL", the 10.4% of them "between 501 TL – 1000 TL" and the 1.5% of them "between "1001 TL – 1500 TL" per day during the time they were in Bursa. Nobody has spent "1501 TL and more". It is remarkable that the people taking advantage of the winter tourism activities on Uludağ spent at a great extent between "101 TL – 500 TL" either on Uludağ or in Bursa.

Table 6: Distribution According to the Subjects of Dissatisfaction

| Subject of Dissatisfaction | % |
|--|------|
| Parking Problem | 46,1 |
| High level of Prices | 15,4 |
| The lack of night entertainment programs | 6,1 |
| The lack of wide variety of activities related to winter tourism | 6,0 |
| The lack of sports trainers on winter sports | 4,6 |
| The lack of pleasant and diverse tracks for winter sports and the nature | 3,5 |
| The lack of convenient and easy access | 3,2 |
| The lack of adequate facilities related to winter sports | 2,9 |

On the other hand, there are also issues that the visitors coming to Uludağ for taking advantage of winter tourism activities are dissatisfied with. According to Table 6, the most important issue which is dissatisfied is related with parking. The first dissatisfaction of the 1,500 survey participants is the limited parking facilities with a ratio of 46.1%. Travelling back and forth by the cable car has not been a solution to the parking problem. As the result of solving the parking problem, it is expected that Uludağ will both be more preferable and its natural beauties will come in view better. The second issue of dissatisfaction is the "High level of prices" with a ratio of 15.4%. The tourist who come to Uludağ on a daily basis are compulsorily supposed to meet their requirements such as eating-drinking, renting ski-snowboard, utilizing the mechanical facilities from the accomodational facilities. The prices of these services offered to the daily guests by the accomodational facilities are kept higher compared to the accomodated guests. Direct dissatisfactions related to the winter sports are not at a large ratio and take place in the last ranks.

In fact, All of these indicate that Uludağ winter tourism based on winter sports has an important place in the local development, but, that it does not adequately benefit from its existing advantages and potential and that its competitiveness has been decreased compared to other winter tourism resorts.

5. Conclusions And Recommendations

Turkey, as a rich country in the field of touristic product supply, has also an important place in the winter tourism. Uludağ which is located in the province of Bursa is one of the most popular snow resorts in Turkey. It has important natural advantages and a preferred place for winter tourism. It is expected that these advantages will offer significant income resources and assist the economic development. Under these circumstances, revealing the importance of Uludağ winter tourism in the local economic development and increasing its contribution to the economic development is of great importance. Within the framework of the contribution of the Uludağ winter tourism to economic development, a field research has been carried out towards visitors coming to Uludağ. Within the scope of the research, a face-to-face survey has been conducted with the visitors who come to Uludağ for taking advantage of the winter tourism activities.

On the profile of the visitors coming to Uludağ, it attracts attention that young people are the majority and they mostly come from Bursa. In preferring Uludağ for winter tourism, easy and comfortable access has been considered to be important to a large extent. It is thought that the recently constructed highway and cable car investments have played a role. The easy access has led more than half of the visits to be daily basis visits. The duration of stay of the ones who come for accomodation is not too long. The visitors did not feel any need to go to Bursa during their stay due to the "full board" and "all inclusive" applications. On the other hand, that Bursa is on the coming-going route to Uludağ has led the visitors to get more concentrated on winter sports instead of going for sightseeing during times of accomodation. Despite this, there are also people who go to Bursa for sightseeing and for tasting the local flavors of Bursa. The ones who come to Uludağ for taking advantage of winter tourism activities have stated that they spent approximately "between 101 TL – 500 TL" per day during the time of their stay here or in Bursa. All of these indicate that Uludağ has an important place in the local development.

On the other hand, there are issues that the visitors who come to Uludağ for taking advantage of the winter tourism activities are dissatisfied with. The most important issue of dissatisfaction is related with parking. As the result of solving the parking problem, it is expected that Uludağ will both be more preferable and its natural beauties will come in view better. The second issue of dissatisfaction is the "High level of prices" The tourist who come to Uludağ on a daily basis are compulsorily supposed to meet their requirements such as catering, renting ski-snowboard, utilizing the mechanical facilities from the accomodational facilities. The prices of these services offered to the daily guests by the accomodational facilities are kept higher compared to the accomodated guests. Direct dissatisfactions related to the winter sports are not at a large ratio and take place in the last ranks.

In fact, All of these indicate that Uludağ winter tourism based on winter sports has an important place in the local development, but, that it does not adequately benefit from its existing advantages and potential and that its competitiveness has been decreased compared to other winter tourism resorts.

The solution recommendations for having Uludağ contribute more to the local economic development and increase its competitiveness are as follows:

- The number of accomodated tourists from Bursa, even outside of Turkey should be increased. In order to do this, tourism promotions and intensive marketing activities should be focused on.

- Bursa is an attractive place with its authentic ambiance especially for the foreign visitors. The city of Bursa should be caused to attract more visitors planning tourism organizations from Uludağ to the Bursa city center.

- The opportunities for the daily visitors to meet their needs with more affordable prices should be created.

- On Uludağ where the winter tourism depends on winter sports, the dissatisfied ones with the issues related with the winter sports are few. In order to take more advantage of this situation, national and international sports organizations should be organized. As an important factor effecting the demands of the consumers in tourism, "publicity" should be increased by means of sports organizations.

- Parking problem should be solved, causing the natural beauties to remain behind the vehicular traffic should be prevented.

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