



## TURİZM VE EDEBİYAT: TÜRK ALMAN GÖÇMEN EDEBİYATI ÖRNEĞİ

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### Öz

Dünya ekonomisinde hızla gelişen turizm, Türkiye'nin kalkınmasında önemli bir sektör haline gelmiştir. Türkiye'deki turist sayısı ve turizm gelirleri sürekli artmaktadır. Bu gelişmeye katkı sağlayan gruplardan birisi de Almanya'da Almanca yazan Türk asıllı edebiyatçılardır.

Turizm, edebiyat bilim dalı ile kesişmesi ile birlikte edebiyat turizmi meydana gelmektedir. Edebiyat Turizmi; yazarların doğduğu, yaşadığı, okuduğu, eserlerini kaleme aldığı yerlere, olayların geçtiği mekânlara, eserlerindeki karakterlerle bağlantılı yerlere ya da edebi figürlerden dolayı meşhur hale gelmiş destinasyonlara yapılan seyahatleri kapsamaktadır. Bu seyahatlere çıkanlara da edebiyat turistleri denilmektedir. Türk Alman Edebiyatının getirdiği bu yakınlaşma, Almanların Türkiye'ye ilgisini artırarak Türkiye'ye daha fazla Alman turistlerin gelmesine neden olmaktadır.

Bu makale Türk Alman Edebiyatı ile Türk Alman turizm ilişkisini ele almaktadır. 1961 yılından beri Almanya'da yaşayan ve Alman toplumun bir parçası haline gelen Türk edebiyatçıları, iki toplumun yakınlaşmasını ve bilhassa Türkiye tanıtımını yaparak Türk turizmine çok olumlu katkılar sağlamışlardır. Edebi eserler aracılığıyla bir ülke bir turizm merkezi haline gelebilmektedir. Destinasyon yaratıcıları olan yazar ve şairler bir ülkeye farklılık ve kimlik kazandırarak, dünya turizm piyasasının marka kenti haline getirebilir. Makalede Turizm Edebiyat ilişkisinde Türk Alman Edebiyatı irdelenecektir. Makale üç bölümden oluşmaktadır; birinci bölüm Turizm Edebiyat ilişkisi, ikinci bölüm Türk Alman Edebiyatı ve üçüncü bölümde ise Türk Alman Turizmi hakkında bilgiler verilecektir. Çalışmadan önce çıkan sonuç Türk Alman Edebiyatının etkisiyle Türkiye, Almanya için önemli bir turizm destinasyonu olmaya başlamıştır.

### Anahtar Kelimeler

*Türk Alman İlişkisi, Edebiyat Turizmi, Türk Alman Edebiyatı, Türk Alman Turizmi*

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## TOURISM AND LITERATURE: TURKISH-GERMAN MIGRANT LITERATURE SAMPLE

### Abstract

*The Tourism which is rapidly growing in world economy has become an important sector in the development of Turkey. The number of tourists in Turkey and the tourism incomes are continuously increasing. One of the groups contributing to this development is the Turkish origin literature men writing in German in Germany.*

*Literature tourism occurs as a result of the intersection of tourism with the literature science. Literature Tourism contains the places where writers were born, lived, studied and wrote their works, spaces where the events have occurred, places connected to the characters in their works or the travels to the destinations that have become famous due to the literary figures. Those making these travels are called literature tourists. This approach brought by the Turkish German Literature causes more German tourists to go Turkey by increasing their interest to Turkey.*

*This study reviews the Turkish German Literature and Turkish German tourism relation. Turkish literature men living in Germany since 1961 and became a part of the German society have provided the approach of the two societies and made very positive contributions to the Turkish tourism especially by advertising Turkey. A country could become a tourism center by the literary works. The writers and poets who became destination makers could turn a country into the brand city of world tourism market by gaining a difference and identity to the country. In the study, the Turkish*

*German Literature will be examined within the relation of Tourism and Literature. The study consists of three parts; the first part will give information about the relation between Tourism and Literature, second part will give information about the Turkish German Literature and the third part will give information about the Turkish German Tourism. The primary result of the study is that Turkey has started to be an important tourism destination for Germany together with the impact of the Turkish German Literature.*

### Keywords

*Turkish German Relation, Literature Tourism, Turkish German Literature, Turkish German  
Touris*



## INTRODUCTION

Although literature is as old as the history of humanity, the occurrence of tourism in today's form dates back to 18<sup>th</sup> century. Especially the increase in the transportation opportunities has become very effective after the Industrial Revolution. It could be said that the relation between literature and tourism dates back to old times as the area of implementation and data, but it has become clear in 20<sup>th</sup> century after this period in terms of usage. Tourism sector whose importance in world economy is increasing day by day makes great contributions to the state economy. In addition to this contribution, tourism plays an important role in the social, societal, cultural, political and environmental development of the countries. The social and cultural dimension of tourism is also very important as well as the economic dimension. Tourism is a social phenomenon ensuring the societies with different socio-cultural structure to establish relationships with one another, ensuring the interaction between one another and as a result, affecting the change of the value judgment of the countries. Tourists going to other countries thanks to tourism activities could both affect the people of those countries in various aspects and they could also get affected from them in a significant way. Via this bilateral social and cultural relation, tourism reinforces the bonds between people and societies as a culture bearer and improves the feeling of tolerance.

In many studies conducted, recognizing and living a different culture come out as the first factor for the people to attend tourism activities; because, tourism contributes to understanding the cultural differences and mutual affection by seeing and living a culture in the place where it is in (Kozak, 2010:91).

Turkey following the developments in international tourism has increased its share in the international tourism market as of the beginning of 1980s and has become the tourism attraction center of the world and especially of the European countries in 1990s. Tourism sector making great contributions to the development of Turkey has increased the number of tourists for the country and therefore, the income of tourism. While the majority of the tourism request for Turkey consists of the Western European countries, the first ranks among these countries are occupied with the countries in which German is spoken (Germany, Austria and Switzerland). There are many reasons for the fact that Germany is one of the countries sending the highest number of tourists to Turkey; one of these reasons is that Germany is one of the countries sending the highest number of tourists in the world and also the fact that the number of the Turkish citizens living in Germany is high. In this study, it is considered that the literature made by approximately 300



Turkish origin migrant writers according to Wikipedia and living in Germany have positive impact on the holiday preferences of Germans for Turkey. Who are these writers? German Turkish writers or Turkish origin German writers are the ones that could be counted within German-Turkish literature group with the works they have written. Most of them are the writers migrating from Turkey to the countries in which German is spoken and the Turkish origin contemporary writers born or grown there. There are both those writing in Turkish or German and writing in both languages among them.

Tourism occurs naturally within literature. Description of elements belonging to nature in literary works is very old. Social and cultural structures have also taken place besides the nature being the inspiration source for the occurrence of literary works. The place of the space being a part of them in literary works is significant. Those wondering the nature and spaces etc. in literary work will travel and satisfy their curiosity. There are many types of literary works. These could be story, legend, novel, tale, poem opinion column, diary, letter and memory written on a text. The fact that literature and tourism is interwoven and affect each other forms the justification of the study. The purpose of the study is to reveal the reflections of Turkish German Literature in literature tourism being a slightly studied subject on Turkish German tourism relation.

## **TOURISM AND LITERATURE**

The solution and development of the relation, interaction rather, the cooperation between tourism and literature require inter-disciplinary approach and research. Tourism and literature are accepted as the areas with different dimensions and which are generally far from each other. Especially the developments in tourism sector have started to reveal the importance of the relation between tourism and literature. The scientific research and publications in this issue in the countries such as America, England and Germany are newly revealed generally by the primary scientists of the tourism and culture science areas. As in the world; also in Turkey, the literature scientists dealing with the artistic analyses of the texts have not dealt with this issue, yet. Studying the importance of the literary works, writers and poets for the different areas such as economy, administration science, politics, psychology, sociology, marketing and tourism is maybe perceived as a useless activity. Generally the discussions on the function of literature are conducted more within the scope of religion, art, culture and history. According to the literature scientists, tourism scientists adopting more flexible and changing approaches or at least comprehending the importance of the trans-



formation in life had to tend to different areas by becoming aware of the limitedness of the sea, sand and sun centered interpretations and implementations. Especially the diversification of tourism and therefore, the clarification of the culture tourism have ensured the understanding of the value and functionality of culture and especially literature in tourism area. Although terminal analyses are not conducted in tourism area in Turkey, various examinations are conducted regarding these issues abroad. The relation or interaction of literature with tourism could both be assessed within the scope of the direct or indirect impacts of literary works on individuals and society; and it could also be analyzed on the basis of the assumption developed by tourism by diversifying literature. There is a clear relation between reading and travelling. Reading mostly causes to travelling. However; reader is generally not aware of this interaction; because, the impacts of the related actions do not always occur in a short time or simultaneously. A read novel may cause to a travel when the conditions of the reader become convenient and the readings within the time periods containing even years may give rise to travels.

Firstly; as the other fields of life, the importance literature bears for the tourism area should be given priority. In other words; it should be studied whether literature or literary works which restructure the history, give direction to politics and affecting socio-cultural changes will have the functions such as shaping the introduction, advertisement, incentive and new tourists, focusing of the reader on travel, determining the travel routes and rather, forming and developing the culture tourism within the scope of tourism. Literature is dependent on leaving the general form as transferring the deep feelings, different dimensions and experiences of humans with beautiful and impressive linguistic expressions and the acceptance that reading has cultural economic meanings and functions and also potential impacts out of the known ones shaping the tourism. It is also necessary to emphasize that tourism is handled regarding the consumption scope of the literature.

Every reading is the discovery of touristic travels, new worlds, cultures, humans, lives and subjects. There is a difference on the basis between reading the words and watching the images, experiences and stages. The activities of reading and wandering rescuing the individual from the limitations of time and place are the activities completing each other. Every turned page and every seen landscape cause to the occurrence of new excitements and curiosities in the individuals. The fiction in novel is not different from the fiction in the seen life scenes on the basis. The impacts of those seen, experienced and felt in reality turn into the literary works by assessing and fictionalizing afterwards. The fiction in a literary work is formed by inspi-



ring from the memory of fiction in life. Writer and poet are the people aware of the fiction memory in life and assessing them for new and unique works.

Travel writing is observed since the old Aegean civilization. Evliya Celebi wrote his ten-volume work reflecting the world of 17<sup>th</sup> century world. He told the places of Daghistan, Austria, Romania, Hejaz, Ethiopia, Mosul, Bursa, Konya, Izmir and Trabzon etc. Ten-volume work of Evliya Celebi is accepted as the main resource of the Turkish culture history. The importance of the itineraries has firstly been comprehended by the historians. Afterwards, the literature scientists have realized the importance of this genre. These works in which reality and imagination have intertwined most of the time and which awake a wish for travelling when read form the most loved and most prevailing genre of literature.

Firstly the writers and poets being the addicts of the related cities and countries become voluntary in the formation of urban and national images and opinions. Kafka has undertaken the cultural image formation for Prague, Victor Hugo for Paris, Charles Dickens for London, Yahya Kemal and Orhan Veli for İstanbul. A city gains image and identity with the images clarified and formed by the representatives of the traditions of verbal and written literature (Önder, 1995). They give new texture, smells, colors, tastes, experiences, stages and meanings, separate the buildings from being piles of buildings and turn them into living and breathing heroes. Writers and poets give life to cities by feeling what an ordinary person cannot perceive. Contemporary tourism actors develop their areas by feeding from these kinds of people and their works. The images and plannings giving direction to tourism are firstly formed by benefiting from the historical and socio-cultural memory formed by the culture formers in which there are also the literature men. This memory is an eternal image treasure for the culture designers of the area of tourism. On the other hand; it should not be forgotten that the images defined as the re-formed image which is always open for different types of interpretations form the basis of both literature and tourism.

Literary works shape the expectations of the tourists; in a more general expression, the tourism consumption, demand and therefore, supply. A literary work the individual has read in different periods of time may be effective in the decision making process of individuals. The prejudices, sympathies and tendencies of the individuals regarding the places may stem from a novel read. The impact of literary works is continuous. The cultural consumption process related to the work finishes after reading the work. The phenomena such as discussion among friends, critics on the book, affection sharings, transfers of the important parts or impressions and the recalls occurring due to various reasons gains continuity to the impact of



the literary work. Therefore; any literary work may not lose its directability and determinability in touristic terms. Still; as specified before, this impression may occur far diachronically depending on the maturation of the conditions of the individuals.

The opportunities provided by literature are also benefited in the tools and methods used in the introduction and marketing processes of tourism. Because the natural and historical works are focused in the touristic brochures, publications, posters, advertisements and shows, linguistic elements are either not included or a few empty expressions are used. Naturally; art, culture and literature memories are not assessed much in these kinds of products and activities. The importance of the language and expression used or necessary to be used in the product and applications within the scope of the touristic introduction and marketing has started to be newly realized. For this reason; it has been determined that the literary expressions adapted to tourism are recently benefited in a more intensive and efficient way in these kinds of products and applications. Understanding the power of language and discourse in the areas of brand formation and advertisement encourages those conducting these kinds of applications (Özdemir, 2011).

### **TURKISH GERMAN MIGRANT LITERATURE**

The literature men setting sail to different regions have introduced their own literature traditions to different societies and they have also transferred the cultural and therefore, literary memories of the visited countries to their own countries. In a way; these wanderer poets and writers undertaking the semination function between the literature traditions have also provided the development of the world literature. Turkish German Migrant Literature could be set as an example for these wanderer poets and writers (Gürsoy, 1997).

Migration of workers started to Germany with bilateral agreements reached in 1955 with various countries for the purpose of compensating for the labor force deficit. Turkey was included in this group with Ankara Agreement signed on October 30<sup>th</sup>, 1961. The number of these guest workers firstly seen as a temporary solution has increased day by day and the returns have not been realized as considered as opposed to the popular belief. As a result of this enterprise attempted to make money for a temporary period of time and to be able to deliver money to families, the idea of return has always been postponed and extended as long as not considered at the beginning. It has brought to the mind the question "Can people live in Germany continuously in time?" and the new enterprises have caused to



the realization of Turkish German Migrant Literature except for working in this way. The Turks being excessive migrants have established a brand-new life for themselves within the other culture. Everything was different in Germany; a different culture, different life styles and an utterly different language. They have also started to write. Their subjects at this stage have definitely been the longing for country, natural and cultural richness of Turkey and the hardships they have experienced in foreign lands. They had to adapt to the climate of there while working in a different country. The problems of adaptation and Turkish German culture conflict have also been the main subjects. Within this context; Turkish German Migrant Literature could be generally mentioned within three stages; the first generation, second generation and third generation. The subjects such as going to Germany, namely to foreign land from Turkey, first meeting with the foreign culture, language and lack of communication and longing for country have been the certain subjects of the first generation. Texts have firstly been written in Turkish in Germany and afterwards, they have been translated into German. Turkish writers defined as the first generation have started to give the first literary works towards the end of 1960s. The leading writers representing this generation are Yüksel Pazarkaya, Nevzat Üstün, Bekir Yıldız, Fakir Baykurt, Aras Ören, Habib Bektaş, Şinasi Dikmen, Fethi Savaşçı, Güney Dal etc. Second generation or the period called also as 80s is a very rich period in terms of both the writers and the produced works. Second generation writers are the children of the first generation, namely the children of the guest workers migrating from Turkey to Germany, in which there are the writers of the Turkish society in Germany and therefore, Turkish German Migrant Literature. Some of these children were born in Germany, some of them are those born in Turkey and some of them are those going to Germany at young age together with their families. Most of them are those who went to Germany willingly afterwards following the settlement of their parents. This group shows the properties of a divided family. Because, almost all of these children have grown and studied in Germany, they have adapted to Germany much more and learnt their language and culture more rapidly and in a better way. Thereof; most of the writers among them have written their works in German. Turkish German writers defined as third generation have started to produce their literary works towards the end of 1990s. The main subject catching the attention in this generation is that Turkish culture and/or subjects related to Turkey are not mentioned so much in the produced works. Turkish origin German writers are given in the following list according to the alphabetical order of their surnames:

Mikail Akgül: Literature writer





- Doğan Akhanlı: Novel writer  
 Şafak Altun: Folk Poet, Writer  
 Altan Apaydın: Informatics writer, science fiction writer and translator  
 Ülkü Akbaba: Play writer, drama writer  
 Fatih Akın: Scenario writer  
 Bülent Akıncı: Scenario writer  
 Sinan Akkuş: Scenario writer  
 Hatice Aksoy: Hearing stories writer  
 Levent Aktoprak: Poet  
 Hatice Akyün: Journalist, novel writer (Einmal Hans mit scharfer Sauce)  
 Zülü Aladağ: Scenario writer (Wut)  
 Buket Alakuş: Scenario writer (Anam)  
 Iris Alanyalı: Story book interpreter  
 Yılmaz Arslan: Scenario writer  
 Mevlüt Asar: Poet, writer, literary translator  
 Django Asül: Cabaret writer  
 İlhan Atasoy: Cabaret writer, poet, storyteller  
 Seyran Ateş: Documentary writer, human rights and migration problems expert  
 Yağmur Atsız: Journalist, opinion columnist, poet  
 İmran Ayata: Teller (Hürriyet Love Express)  
 Sırrı Ayhan: storyteller, (Taxi International)  
 Hatice Ayten: scenario writer  
 Levent Batur: Scenario writer  
 Aysun Bademsoy: Scenario writer  
 Melek Baklan: Proza writer  
 Tevfik Başer: Film scenario writer  
 Özdemir Başargan: Teller, Child book writer  
 Cengiz Bayazıt: Theatre writer  
 Bülent Çetiner: Writer  
 Cenk Bekdemir: Lyrics writer  
 Habib Bektaş: Lyrics writer, Teller, Child books writer, Translator  
 Şakir Bilgin: Novel writer  
 Birand Bingül: Teller, Novel writer  
 Hayati Boyacıoğlu: Cartoonist, Theatre writer  
 Kemal Bozay: Documentary writer, essayist  
 Vehbi Bardakçı: Storyteller, novelist  
 Celal Can Uçun: Novel writer, scenarist  
 Sabri Çakır: Lyrics writer, teller



- Seher Çakir: Lyrics writer, teller  
Nuran Çalış: Theatre and film scenario writer  
Hidir E. Çelik: Lyrics writer, satirist, prosaist, documentary writer  
Neco Çelik: Film scenario writer  
Fatih Çevikkollu: Cabaret writer, lyrics writer  
Savaş Ceviz: Film scenario writer  
Bülent Ceylan: Cabaret and comedy writer  
Hasan Çil: Biographer  
Zehra Çirak: Lyrics writer  
Günfer Çölgeçen: Theatre writer  
Nevfel Cumart: Lyrics writer, translator  
Bora Dağtekin: Film scenario writer  
Güney Dal: Novelist  
Molla Demirel: Teller, poet  
Renan Demirkan: Essay writer and actor  
Tunç Denizer: Theatre and comedy writer  
Biol Denizeri: Novelist  
Hasan Dewran: Lyrics writer, Aphoristic writer  
Şinasi Dikmen: Cabaret writer and writer  
Fikret Doğan: Story, cabaret text writer  
Deniz Kurtay: Novel writer  
İsmet Elçi: Novelist  
Aydin Engin: Play, article  
Osman Engin; Novelist, comedy  
Erdoğan Ercivan: Scientific letters  
Özgen Ergin: Novelist and poet  
Neşet Erol: Child books, drama, translation  
Şiir Eroğlu: Poet  
Orkun Ertener: Film scenario writer  
Abdullah Eryılmaz: Storyteller, lyricist  
Ömer Erzeren: Journalist, Biographer, Novelist  
Tülay Esat: Poet, Writer  
Text Fakioğlu: Poet  
Yücel Feyzioğlu: Child novelist, cabaret writer  
Mehmet Fistik: Pantomime and child theatre writer  
Deniz Göktürk: Germanistic, Essay writer  
Halil Gülbeyaz;;Journalist, novelist  
Sülbiye V. Günar: Film scenario writer  
Ali Duran Gülççek: Article author  
Suzan Gülfirat: Publisher



Baha Güngör: Article author  
 Dilek Güngör: Journalist  
 Murat Güngör: Hip-Hop-Novelist  
 Ali Can Güzel: Poet, actor  
 Recai Hallaç: Literature translator, Theatre writer  
 Zehra İpşiroğlu: Turkish writer, Theatre critic.  
 Zehra Şimşek: Theatre writer  
 Murat İşboğa: Theatre writer, actor, cabaret writer  
 Hasan Kayıhan: Novel and Essay writer  
 Hülya Kandemir: Lyricist and novelist  
 Yadé Kara: Novelist  
 Yasemin Karakaşoğlu: Essay writer  
 Reşat Karakuyu: Writer, novelist  
 Berkan Karpat: Novelist  
 Suzan Emine Kaube: Poet and novelist  
 İbrahim Kaya: Poet, translator and novelist  
 Necla Kelek: Poet, novelist and Essay writer  
 Gülbahar Kültür: Poet, novelist, translator  
 Kemal Kurt: Child novelist and poet  
 Hussi Kutlucan: Film scenario writer  
 Nursel Köse: Cabaret and radio writer, poet  
 Murat Karaaslan: Poet, writer, Storyteller  
 Kadir Konuk: Novelist  
 Ali Köken: Theatre play writer, scenarist, poet  
 Erdal Merdan: Child theatre writer and radio Theatre writer  
 Hakan Savaş Mican: Theatre play writer, Scenarist  
 Sami Özkara: Scientific researcher, novel writer  
 Bünyamin Özdemir: Poet  
 Ertekin Özcan: Scientific researcher, poet  
 Kerim Pamuk: Cabaret and film scenario writer  
 Sedat Pamuk: Cabaret and Theatre writer  
 Yüksel Pazarkaya: Poet, novelist, dramatist, literature translator  
 Akif Pirinççi: Criminal novelist  
 Ayşe Polat: Film scenario writer  
 Hale Şahin: Essay writer and psychologist  
 Necati Şahin: Child Theatre writer  
 Nuray Şahin: Film scenario writer  
 Ayhan Salar: Film scenario writer  
 Şener Saltürk: Storyteller and novelist  
 Yasemin Şamdereli: Film scenario writer



- Saliha Scheinhardt: Novelist and Storyteller  
Evrin Sen: Communication writer  
Faruk Ően: Article author, researcher  
Zafer Őenocak: Essay writer, Poet and Publisher  
Hilal Sezgin: Novelist  
Aslı Sevindim: Journalist and Storyteller  
Hüseyin ŐimŐek: Poet, novelist and journalist  
Refik Sođukođlu: Scenario writer (Ađlama Gözlerim, Dolmuş)  
Serdar Somuncu: Cabaret writer  
Sargut Őölçün: Researcher, literature researcher  
Kadir Sözen: Film scenario writer  
Kundeyt Őurdum: Poet  
Leyla Taşdelen: Poet  
Mehmet Tekerek: Poet and Storyteller  
Alev Tekinay: Novelist, Child novelist  
Nazif Telek: Poet, journalist, Child novelist  
Feride Temel: Poet  
Murat Topal: Cabaret scenario writer  
Ahmet Toprak: Researcher writer  
Meray Ülgen: Theatre writer, Cartoonist  
Hüdayi Ülker: Novelist, Storyteller  
Halit Ünal: Poet and Storyteller  
Mehmet Ünal: Journalist, Storyteller  
İdil Üner: Film scenario writer  
Őadi Üçüncü: Poet, researcher writer  
Bülend Ürük: Journalist  
Harun Yiđit: Poet, writer, journalist, radio programmer  
Kemal Yalçın: Storyteller and Poet  
Nevzat Yalçın: Storyteller and Poet  
Kaya Yanar: Comedy writer  
Yüksel Yavuz: Film scenario writer  
Karin Emine Yeşilada: Literature critic  
Yusuf Yeşilöz: Storyteller, novelist, film scenario writer  
Erol Yıldırım: Poet  
Őerafettin Yıldız: Poet, Storyteller, novelist  
Ali Yumuşak: Journalist, researcher writer  
Barbara Yurtdaş: Storyteller, novelist, poet  
Zeynel Gül: Journalist, writer  
Feridun Zaimođlu: Novelist, Storyteller, scenarist, researcher  
Dilek Zaptçiođlu: Journalist, novelist



**Source: Wikipedia (2008). List of German Turkish writers.**

The fact that there are hundreds of Turkish origin literature men in Germany in terms of soft power perspective is a very important issue. The opportunity of cultural interaction occurs without any economic cost and this provides very important opportunities for the expansion of Turkish culture, language and the introduction of Turkey.

### **TURKISH GERMAN TOURISM RELATION**

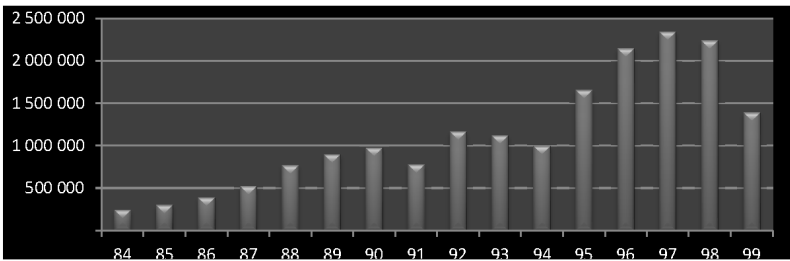
Germany is at the position of the most important trade partner of Turkey. While Germany got the first rank in the export of Turkey in 2016, it took the second rank in import following China. According to the data taking place in the website of Ministry of Turkish Economy, Turkey has exported a value of 14 billion dollars being 9.8% of its total export in foreign trade to Germany in 2016. England takes the second rank and Iraq takes the third rank in export. The remaining part of the list consists of non-Western countries. Germany is in the position of the second country to which Turkey makes the highest import with 21.5 billion dollars following China. This forms 10.8% of total import. When considered from the side of Germany; according to 2016 data, the share of Turkey in Germany is at the level of 1.8% in export and 1.6% in import. Turkey is in the 13<sup>th</sup> rank in the foreign trade of Germany. Consequently; it is seen with a foreign trade deficit of 7.5 billion dollars that the importance of Germany for Turkey is more. According to the data of the Ministry of Economy; with the total of 2002-2017 years, Germany is in the position of 6<sup>th</sup> country conducting the highest direct investment. The share of Germany in the direct capital investments made in Turkey was at the level of 6.3% with 8.97 billion dollars at this period. In the same period, the highest direct investment was made by Holland with 22.1 billion dollars. The USA took place in the second rank, Austria took the third rank, England took the fourth rank and Luxemburg took the fifth rank. On the other hand; there are almost 6800 German-capital companies in Turkey (Reuters, 2017).

The highest amount of tourists comes from Germany to Turkey. According to the data of the Ministry of Culture and Tourism; together with the impact of the experienced terrorist actions and the crisis with Russia, the number of tourists coming to Turkey in 2016 decreased to 25.4 million being the lowest level within the last nine years and a loss of approximately 30% was observed when compared to the previous year in the number of the German tourists. However; despite this, Germany took place in the first three countries sending the highest number of tourists. The share of the number of the tourists coming from Germany in the first 5 months of 2017



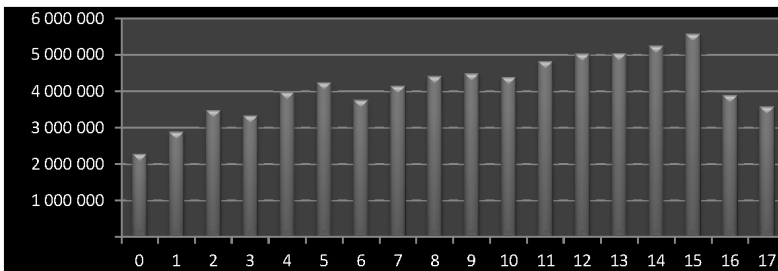
within the total decreased to 9.9% when compared to the previous year. This number was at the level of 13.9 in the previous year. In the event that the number of tourists coming from Germany continues to decrease, it is specified that losses up to 2 billion dollars could be observed in the tourism incomes. The contribution of tourism sector to economy rises up to 30 billion dollars in a normal year. Tourism incomes formed 6.2% of the gross domestic product in 2015. This number decreased to 2.6 last year together with the decrease in the number of tourists and as a result of this, the economic growth of 2016 occurred at the level of 2.9%. Turkish economy showed a growth of 6.1% in 2015. The number of German tourists coming to Turkey is seen in Table 1 between the years 1984-1999 and in Table 2 between the years 2000-2017. It is understood from the tables that the number of German tourists has shown a regular increase except for some crises and hesitance years.

Table 1: Number of German Tourists Coming to Turkey between the Years 1984-1999



Source: Ministry of Culture and Tourism (2018).

Table 2: Number of German Tourists Coming to Turkey between the Years 2000-2017



Source: Ministry of Culture and Tourism (2018).



A fluctuant period has started in Turkish-German relations after 2015 and great decreases have been observed also in the number of tourists (Uslu, 2016).

- Jan Böhmermann to read a poem containing insult to the President Erdogan in German public television
- The acceptance of 1915 events Armenian draft in German Federal Assembly
  - Weakness of the reaction of Germany to FETO coup attempt
  - Not allowing the calling of President Erdogan for the citizens via teleconference in “Democracy Rally Against Coup” arranged in Köln
  - The fact that the Turkey special issue cover of German “Der Spiegel” magazine is “provocative” and its consideration in a way that it will form a negative perception regarding Islam
  - The declaration of German parliament that 35 diplomatic passport bearers have had request of for asylum after the coup attempt
    - Giving temporary passport by Germany to the old Chief Editor of Cumhuriyet newspaper Can Dundar having a warrant in Turkey
    - Not allowing the German parliament members to visit the German soldiers in Adana Incirlik base
    - Arresting the “Die Welt” newspaper reporter Deniz Yucel taken into custody in Turkey

Turkish-German relations going very well until 2015 followed a downward course due to the aforementioned reasons and it reflected on tourism negatively. It could be said that softening period has started after the rises and falls and the tension continuing for approximately two years in Turkish-German relations and an increase was observed in the German tourists coming to Turkey in 2018.

## RESULT

Turkish German Migrant Literature starting with the migration of Turks to Germany and the social and cultural relations occurring as a result of living together with the German in the same space has increased the tourist arrivals regarding Turkey. Germans assess Turkey and Turkish culture upon the Turks living in their country and what they write about their country. Therefore; Turkish origin writers in Germany contribute to Turkish tourism as the voluntary tourism envoys introducing the natural, cultural and gastronomic richnesses of Turkey and the image of Turks and Turkey. With this contribution, it could be said that it is beneficial in terms of the settlement of Turkey in the consciousness of Germans and as a result, the ratio of German tourists in Turkey has increased.



The results attained from this study show that the writers migrating and settling in Germany play an efficient role in the provision of the increase in the tourist arrivals to Turkey. Strategies regarding the market of Germany should be developed upon the fact that both Germans and Turkish origin writers living in Germany are an important tourism market for Turkey.





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