

An Overview of Franchising in The Hospitality Industry of Turkey

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Abstract

Tourism is regarded as one of the fastest growing industries of our time. International hotel chains seem to contribute this development to a great amount. These hotels invest in Turkey since 1950s. Recently, these investments seem to be made majorly as franchises. Today, franchising seems to be one of the major strategies to enter global markets. And the system is popular because of its organisational and financial advantages. Although Franchising is adopted and frequently used in tourism industry, there are not (if any) any studies investigating facts and figures of the subject. In this regard, herein it is aimed to overview the current state of franchising in the Turkish tourism industry. Therefore, international hotel chains operating through Franchising in the hospitality industry of Turkey are reviewed in this study. Findings of the study suggest that international hotel chains aiming to expand in the market of Turkey prefer franchising as the major growth strategy to any other.

Keywords: Turkey, hospitality industry, hotel chains, franchise, franchising