

## SUMMARY

In the recent century, the importance that societies have given to the industrialization has led to problems such as rapid urbanization, traffic problem, noise and stress. People's working hours have decreased as a result of replacing the machines instead of work factor with the help of industrialization and people have started to use their leisure times for themselves. Therefore, the concept of tourism has emerged.

The basic goal in tourism sector which is people centered is to achieve customer satisfaction. Today, the customers are more conscious. When they do not like a product or a service, they use their right to evaluate another choice. These reasons have caused the enterprises to seek different searches not to lose any customer. "All inclusive system" came to Turkey in 1990s as a result of searches of the enterprises in the tourism sector. The system which was first applied by Marco Polo and Magic Life is a system in which the customers pay for all of the services in advance. But the system is criticized because of its different applications.

In the study, the ideas of tourists who accommodate in Turgutreis, Bodrum are asked, and a survey is done to see the effects of all inclusive system on the customer satisfaction.

Consequently, the most important results are determined that there is no standardization in the services presented in all inclusive system and market segmentation, should be carried on. On the other hand, one can say that the level of customer satisfaction is very high in spite of the criticisms and some negative points in the all inclusive system.