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TITLE: The Reflection of the Changes Experienced In the Consumer Preferences in the World Tourism to the Hospitality Enterprises: Thematized Exemplary Hotels of Antalya

ABSTRACT

In the tourism sector that is in the process of continuous development and change, the changes that occur in the consumer preferences inevitably forces the market to promote the products that are suitable to the required demand. And this leads the travel industry to improve new strategies in all areas from investment to marketing and from enterprising to advertising. 21st. century is an era in which the enterprises that will try to continuously differentiate their product and the services delivered to the customer from their rivals will be able to survive. Differentiation is necessity for the company in our age, in which competition constantly increases due to the fact that many companies take place in the sector. Nowadays the tourism companies of our time are trying to go beyond the expectations of the target customer group, leave alone meeting them.

The composition of the touristic consumer demands and expectation that change gradually worldwide and the product and the service the company determines by considering the benefit of the costumer cause the hospitality enterprises architecturally. The thematized hotels the numbers of which gradually increase in Antalya which is a leading touristic attraction place in Turkey and World come into the picture as a result of this change.

KEY WORDS: Tourism, consumer preferences, changes in preferences, hospitality enterprises, architectural change, thematized hotels, thematized hotels in Antalya