

**A RESEARCH ON FEEDBACK OF VISITORS IN TRAVEL EXPO  
TOURISM FAIR**

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**Abstract**

*Fair events are organizations that make a difference in the promotion and marketing activities of the destinations as well as providing income mobility by creating vitality in terms of tourism. Ankara, which has been pursuing alternative routes for tourism and increasing the number of tourists, has gained momentum in congress tourism throughout Turkey and has started to host the TravelExpo Ankara Fair by 2016 and 2017. Thus, in the fair tourism, it will be possible to increase the awareness of the city with the interest of the participants both from domestic and abroad and to get more shares from the tourism sector. It is aimed to learn the thoughts of participants about TravelExpo 2017. Participation of participant feedback to this particularly important Tourism Fair, which is still new, will be important in the future to ensure that this organization is widely publicized by organizing in a more professional manner and that their participation is ensured.*

**Key words:** Tourism, Event tourism, Fairs, Ankara, EXPO

**JEL Code:** M30

## **1. INTRODUCTION**

Every day activities of increasing importance for tourism and recreational activities is of great importance for tourism. Thanks to the recreational activities organized, the region where the event is organized is introduced and this region is given an image (Tayfun & Arslan,2013:192-193).Events have become an indispensable element of tourism and the concept of event tourism is used to describe this element(Getz,1997:16).

The event is being used as an instrument to stimulate urban renewal and tourism development, combining social development to increase the quality of tourism and to provide a more livable environment (Yuan,2013:176).Festivals and events are very important for the tourism industry and there are many economic, social, cultural and environmental benefits for the destination. Hosting the event encourages more visitors to come to the locality and extend their stay (Alves vd., 2010). Events ensure that tourism is sustainable as well as creating an additional appeal to the destination.

Activities are usually classified by size and scale. These events are examined in three categories: mega activities, region-specific activities and major activities (Acartürk,2013). However, these categories do not have definitive definitions and the differences between them are often not clearly visible. In this research, Ankara Expo 2017, which is a fair event, was examined.

### **1.1.Fairs and EXPO**

Trade shows; Are large markets which aim to display and market commercial goods and services and to allow people to have fun during certain times and at certain times. As Turkey is an important tourist attraction center, participation in exhibitions, exhibitions and tourism areas contributes to the promotion of the country. The fair is defined as a physical environment in which goods and services are exhibited for commercial purposes and where potential buyers are faced by sellers and new business opportunities are created within a certain and predetermined time (Aymankuy, 2010:186).

International trade is very important to create the promotional environment in international marketing. Especially with fairs, businesses can have a chance to meet with a large number of willing customers in a short time and to establish business connection at reasonable cost (Shoham, 1999; Aycı, 2011). Ankara province, which hosts various fairs every year, plays an important role in fair tourism.

EXPO is an Olympiad in the fields of culture, history, education, arts, entertainment and commerce. World EXPOs are EXPOs held every 5 years and defined as universal EXPOs and their duration is 6 months. Such EXPOs have been held in 2000 Hannover, 2005 Aichi, 2010 Shanghai in recent years and in Milan in 2015. World EXPOs; As they have changed all the cities they have been organizing so far, they have also brought glorious monumental structures to these cities (Emel,2015).

World Exhibitions (EXPO) are international events organized since the middle of the 19th century and contributing to the communication, dialogue and peace between countries. In a sense, these exhibitions, which are regarded as cultural, historical and educational activities of the world, bring together countries to share cultural riches, develop new ideas and contribute socio-cultural development on a universal scale (Eryılmaz & Cengiz,2012).

## **2. RESEARCH METHOD**

At the ATO Congressium Fair and Congress Center in Ankara, Travel Expo Ankara Tourism Fair was held on 21-24 April 2016 and 23-26 March 2017. 24,266 people visited the Travel Expo Ankara fair in 2016. Travel Expo, the second one organized by Atis Fairs Company, accepted the visit at the Ankara 2017 Tourism Fair ATO Convention and Exhibition Center. Congressium has participated in 42 cities and 220 people from seven international countries, which opened in the area of 10 thousand square meters.

Travel Expo Ankara Tourism Fair was held for the second time on 23-26 March 2017. Many public and private sector representatives, tourism related departments of universities and local people participated in this organization. The exhibition is an important event in terms of bringing together and promoting the public sector, universities, public institutions and the tourism sector in the crisis period. For this purpose, the questionnaire was used as a data collection tool frequently used in the qualitative researches to measure participants' expectations about the exhibition and the situation they encountered in the fair, and the participants were asked various questions and their answers were analyzed by SPSS program.

### 3. ANALYSIS AND FINDINGS

#### 3.1. Demographic Variables Data

Gender	Frequency	Percent
Women	125	47
Men	141	53
Total	266	100

When the gender distribution of the participants is examined, 47% of them are composed of females and 53% of them are males.

Age	Frequency	Percent
18-25	85	32
26-35	81	30,5
36-45	47	17,7
46 and over	53	19,9
Total	266	100

Of the total 266 people participating in the survey, 32% are between 18-25 and 30.5% are between 26-35 years of age. The great majority of participants (62.5%) are young people aged 18-35. While individuals over the age of 46 constitute 19.9% of the total participants.

Educaion	Frequency	Percent
High School	38	14,3
Two Year Degree	31	11,7
Bachelor's Degree	163	61,3
Postgraduate	31	11,7
Total	266	100

A vast majority of participants were university graduates, with 84.7% (11,7% = two yaer degree, 61,3% = bachelor's degree, 11,7% = postgraduate).

Income	Frequency	Percent
Less than 1400	58	21,8
1401-3000	90	33,8
3001-4500	82	30,8
4501 and over	36	13,5
Total	266	100

When Table 4 is examined, it is seen that 21,8% of the participants have less than 1400 TL, 33,8% of them have 1401-3000, 30,8% of 3001-4500, 13,5% of them have 4501 and above. Considering that the majority of the participants have bachelor's degree, it is thought that the majority of those in the income range between 1401-3000 and 3001-4500 can also be composed of educated persons. It was observed that 33.8% of the participants were from the individuals in the lower income group and 30.8% were from the middle income group.

Location	Frequency	Percent
Ankara	184	69,2
Other	82	30,8
Total	266	100

According to the data about the places they visited in the Ankara Tourism Fair, it was found out that 69.2% of them live in Ankara and the remaining 30.8% are from outside Ankara.

Source	Frequency	Percent
Social Media	51	19,2
Friends and acquaintances	83	31,2
Newspaper - Magazine	9	4,2
Advertising panels	33	12,4
Other	88	33,1
Total	266	100

When you look at the answers to the question 'how do you know about the event' directed towards the participants, 31.2% of the participants were informed by the friend and acquaintances. At the same time, 19.2% was aware of the fact that they were informed via the social media. 33.1% of the visitors to the tourism fairs were informed by a different channel ( Ministry of Culture and Tourism, travel agency, officer, walker, stand owner, university, Tekirdağ Development Agency invitation, hotel, governorship, brochure, TRNC Ministry of Tourism , TOBB website).

Arrival Reason	Frequency	Percent
Buying a domestic tour	21	7,9
Buying an overseas tour	13	6,0
Wander	108	40,6
Other	121	45,5
Total	266	100

It was stated that 40.6% of the participants visited to travel, 7.9% to buy domestic tours, 4.9% to buy abroad tours, and 1.1% to make hotel reservations. 45.5% said that they did not choose one of these options and that they came to the fair for a different reason. Participants who expressed that they have a different motivation by having other preferences have reasons of entrance to fair such as stand owner, officer, employee, promotion, information, examining, university presentation, contribution to provincial promotion, education, product presentation, travel, contribution to promoton of tourism, acquaring environment.

Have you ever joined before?	Frequency	Percent
Yes	82	30,8
No	184	69,2
Total	266	100

It was found that 69.2% of the participants visited the Ankara Tourism Fair for the first time.

### 3.2. Findings

Expressions	Gender	N	X	Ss	T	P
1.I think that the advertising and public relations activities for the fair are sufficient.	Woman	125	2,65	1,193	-,173	0,863
	Man	141	2,67	1,228		
2.I think that the number of stands opened in the fair is enough.	Woman	125	2,64	1,227	-,011	0,991
	Man	141	2,64	1,294		
3.I think that the participants in the fair are sufficient.	Woman	125	2,47	1,154	-,833	0,406
	Man	141	2,59	1,128		
4.I think that the attitude and behaviors of the stand attendants who work in the fair are positive.	Woman	125	1,90	,914	-,900	0,369
	Man	141	2,00	,964		
5.I think the layout, decoration and equipment of the fair area is good.	Woman	125	2,22	1,038	-,772	0,441
	Man	141	2,33	1,112		
6.I think the location of the fair area in the city is good.	Woman	125	1,89	1,064	-1,46	0,146
	Man	141	2,09	1,201		
7.I think it is easy to reach the fair area by public transport.	Woman	124	2,09	1,104	-1,45	0,146
	Man	141	2,30	1,217		
8.I think that the fair has been organized and organized well.	Woman	125	2,34	1,070	-,893	0,373
	Man	141	2,46	1,198		
9.I think that the referrals in the fair area are sufficient.	Woman	125	2,51	1,037	-,042	0,967
	Man	141	2,52	1,193		

10.I found the activities in the fair sufficient.	Woman	125	2,58	1,145	,465	0,642
	Man	141	2,51	1,144		
11.I think parking facilities are fair sufficient.	Woman	125	2,59	1,251	,437	0,662
	Man	141	2,52	1,251		
12.I think that the public institutions such as tourism provincial directorates, municipalities, universities located in the fair made good publicity.	Woman	125	2,30	1,129	-,211	0,833
	Man	141	2,33	1,198		
13.I think that commercial organizations such as hotels and agencies in fair, made good advertising.	Woman	125	2,34	1,093	-,912	0,363
	Man	140	2,47	1,172		
14.I plan to attend the Ankara Tourism Fair again to be held in the coming years.	Woman	125	2,10	1,113	-1,64	0,100
	Man	141	2,35	1,276		
15.Fair generally fulfilled my expectations.	Woman	125	2,47	1,182	-2,12	<b>0,034</b>
	Man	141	2,79	1,279		
16.I think I made a good decision to come to the fair.	Woman	125	2,06	1,087	-2,68	0,08
	Man	141	2,45	1,267		
17.I will recommend the fair to my neighborhood.	Woman	125	1,95	1,099	-3,16	<b>0,02</b>
	Man	141	2,43	1,316		
	Woman	125	2,65	1,193		

It has been determined that the answers given to "I will recommend the fair to my neighborhood " differ according to the sexes ( $t(264)=3,163$ ,  $p<0,05$ ). In the answers given, the attitude score of male ( $X = 2.43$ ) was higher than the attitude score of female ( $X = 1.95$ ) at the 17th judgement when the effect of significant difference of gender was observed.

Expressions	Gender	N	X	S	F	P
1.I think that the advertising and public relations activities for the fair are sufficient.	18-25	85	2,54	1,249	2,222	0,086
	26-35	81	2,84	1,123		
	36-45	47	2,87	1,191		
	46 & over	53	2,40	1,246		
2.I think that the number of stands opened to the fair is enough.	18-25	85	2,58	1,304	,178	0,911
	26-35	81	2,64	1,228		
	36-45	47	2,74	1,224		
	46 & over	53	2,64	1,302		
3.I think that the qualifications of participants in the fair are sufficient.	18-25	85	2,58	1,294	,290	0,833
	26-35	81	2,59	1,010		
	36-45	47	2,45	1,212		
	46 & over	53	2,45	1,011		
4.I think that the attitude and behaviors of the stand attendants who work in the fair are	18-25	85	1,98	1,000	1,894	0,131
	26-35	81	2,09	,990		
	36-45	47	1,68	,726		

positive.	46 ve üzeri	53	1,94	,908		
5.I think the layout, decoration and equipment of the fair area is good.	18-25	85	2,36	1,132	1,687	0,170
	26-35	81	2,42	1,117		
	36-45	47	2,11	1,005		
	46 & over	53	2,08	,958		
6. I think the location of the fair area in the city is good..	18-25	85	1,84	,998	1,562	0,199
	26-35	81	2,21	1,262		
	36-45	47	1,98	1,151		
	46 & over	53	1,94	1,134		
7. I think it is easy to reach the fair area by public transport.	18-25	84	2,05	1,211	1,147	0,331
	26-35	81	2,37	1,198		
	36-45	47	2,26	1,206		
	46 & over	53	2,13	1,001		
8.I think that the fair has been organized and organized well.	18-25	85	2,45	1,220	,367	0,777
	26-35	81	2,46	1,085		
	36-45	47	2,38	1,134		
	46 & over	53	2,26	1,112		
9. I think that the referrals in the fair area are sufficient.	18-25	85	2,65	1,162	1,126	0,339
	26-35	81	2,46	1,037		
	36-45	47	2,30	1,041		
	46 & over	53	2,58	1,232		
10. I found the activities in the fair sufficient.	18-25	85	2,58	1,304	,357	0,784
	26-35	81	2,62	1,079		
	36-45	47	2,45	,951		
	46 & over	53	2,45	1,136		
11. I think parking facilities are fair sufficient.	18-25	85	2,56	1,286	,864	0,460
	26-35	81	2,72	1,287		
	36-45	47	2,38	1,153		
	46 & over	53	2,45	1,218		
12. I think that the public institutions such as tourism provincial directorates, municipalities, universities located in the fair made good publicity.	18-25	85	2,39	1,206	,462	0,709
	26-35	81	2,36	1,165		
	36-45	47	2,26	1,031		
	46 & over	53	2,17	1,221		
	Total	26	2,31	1,164		
13. .I think that commercial organizations such as hotels and agencies in fair, made good advertising.	18-25	84	2,56	1,134	1,453	0,228
	26-35	81	2,48	1,163		
	36-45	47	2,26	1,031		
	46 & over	53	2,21	1,166		
14. I plan to attend the Ankara Tourism Fair again to be held in the coming years.	18-25	85	2,22	1,267	,753	0,521
	26-35	81	2,28	1,207		
	36-45	47	2,38	1,278		
	46 & over	53	2,04	1,037		
15. Fair generally fulfilled my expectations.	18-25	85	2,56	1,219	,190	0,903
	26-35	81	2,65	1,153		
	36-45	47	2,68	1,400		

16. I think I made a good decision to come to the fair.	46 & over	53	2,72	1,292	,756	0,520
	18-25	85	2,20	1,213		
	26-35	81	2,41	1,202		
	36-45	47	2,30	1,250		
17. I will recommend the fair to my neighborhood.	46 & over	53	2,11	1,138	,033	0,992
	18-25	85	2,24	1,333		
	26-35	81	2,20	1,156		
	36-45	47	2,19	1,227		
	46 & over	53	2,17	1,252		

It was observed that age did not create significant difference for the participants' opinions.

Expressions	Education	N	X	S	F	P
1. I think that the advertising and public relations activities for the fair are sufficient.	High School	38	2,61	1,152	,455	0,714
	Two Year Degree	31	2,84	1,128		
	Bachelor's Degree	163	2,62	1,233		
	Postgraduate	31	2,81	1,302		
2. I think that the number of stands opened to the fair is enough.	High School	38	2,58	1,222	,260	0,854
	Two Year Degree	31	2,71	1,160		
	Bachelor's Degree	163	2,61	1,302		
	Postgraduate	31	2,81	1,276		
3. I think that the qualifications of participants in the fair are sufficient.	High School	38	2,89	1,290	1,656	0,177
	Two Year Degree	31	2,61	1,054		
	Bachelor's Degree	163	2,45	1,145		
	Postgraduate	31	2,48	,962		
4. I think that the attitude and behaviors of the stand attendants who work in the fair are positive.	High School	38	2,05	,957	1,426	0,236
	Two Year Degree	31	2,23	1,087		
	Bachelor's Degree	163	1,90	,918		
	Postgraduate	31	1,81	,873		
5. I think the layout, decoration and equipment of the fair area is good	High School	38	2,18	1,111	,404	0,750
	Two Year Degree	31	2,42	1,025		
	Bachelor's Degree	163	2,29	1,105		
	Postgraduate	31	2,16	,969		
6. I think the location of the fair area in the city is good.	High School	38	2,47	1,289	3,098	<b>0,027</b>
	Two Year Degree	31	2,10	1,274		
	Bachelor's Degree	163	1,87	1,057		
	Postgraduate	31	1,94	1,153		
7. . I think it is easy to reach the fair area by public transport.	High School	37	2,59	1,040	2,169	0,092
	Two Year Degree	31	2,29	1,131		
	Bachelor's Degree	163	2,08	1,165		
	Postgraduate	31	2,32	1,326		
8. I think that the fair has been	High School	38	2,61	1,128	,976	0,404
	Two Year Degree	31	2,61	1,054		

organized and organized well.	Bachelor's Degree	163	2,34	1,182		
	Postgraduate	31	2,32	1,013		
<b>9.</b> I think that the referrals in the fair area are sufficient.	High School	38	2,47	1,059	,457	0,713
	Two Year Degree	31	2,74	1,032		
	Bachelor's Degree	163	2,50	1,178		
	Postgraduate	31	2,48	,996		
<b>10.</b> I found the activities in the fair sufficient.	High School	38	2,71	1,113	,945	0,419
	Two Year Degree	31	2,68	1,166		
	Bachelor's Degree	163	2,52	1,167		
	Postgraduate	31	2,29	1,039		
<b>11.</b> I think parking facilities are fair sufficient.	High School	38	2,74	1,267	,949	0,418
	Two Year Degree	31	2,68	1,194		
	Bachelor's Degree	163	2,55	1,228		
	Postgraduate	31	2,26	1,413		
<b>12.</b> I think that the public institutions such as tourism provincial directorates, municipalities, universities located in the fair made good publicity.	High School	38	2,42	1,130	,278	0,841
	Two Year Degree	31	2,39	,989		
	Bachelor's Degree	163	2,29	1,241		
	Postgraduate	31	2,19	1,014		
<b>13.</b> I think that commercial organizations such as hotels and agencies in fair, made good advertising.	High School	38	2,61	1,264	,626	0,599
	Two Year Degree	31	2,48	1,180		
	Bachelor's Degree	162	2,38	1,126		
	Postgraduate	31	2,26	1,032		
<b>14.</b> I plan to attend the Ankara Tourism Fair again to be held in the coming years.	High School	38	2,50	1,289	,722	0,540
	Two Year Degree	31	2,23	1,087		
	Bachelor's Degree	163	2,18	1,228		
	Postgraduate	31	2,19	1,078		
<b>15.</b> Fair generally fulfilled my expectations.	High School	38	2,97	1,325	1,215	0,305
	Two Year Degree	31	2,48	1,029		
	Bachelor's Degree	163	2,58	1,266		
	Postgraduate	31	2,71	1,243		
<b>16.</b> . I think I made a good decision to come to the fair.	High School	38	2,58	1,200	1,340	0,262
	Two Year Degree	31	2,03	,875		
	Bachelor's Degree	163	2,22	1,232		
	Postgraduate	31	2,29	1,270		
<b>17.</b> I will recommend the fair to my neighborhood.	High School	38	2,39	1,306	,582	0,627
	Two Year Degree	31	2,00	1,033		
	Bachelor's Degree	163	2,18	1,283		
	Postgraduate	31	2,19	1,167		

Among the expressions, the only result was that the respondents' responses to 'I think the fair area's position in the city is good' differs according to the educational status (0,027). Attention was drawn to the low attitude scores

(bachelor's degree  $X = 1.87$ , postgraduate  $X = 1.94$ ) of the 6th expression of participants with bachelor's degree and postgraduate.

Expressions	Income	N	X	S	F	p
1. I think that the advertising and public relations activities for the fair are sufficient.	Less than 1400	58	2,52	1,232	,571	0,635
	1401-3000	90	2,78	1,169		
	3001-4500	82	2,66	1,219		
	4501 and over	36	2,61	1,271		
2. I think that the number of stands opened to the fair is enough.	Less than 1400	58	2,36	1,195	1,229	0,300
	1401-3000	90	2,71	1,256		
	3001-4500	82	2,74	1,284		
	4501 and over	36	2,67	1,309		
3. I think that the qualifications of participants in the fair are sufficient.	Less than 1400	58	2,45	1,111	,792	0,499
	1401-3000	90	2,67	1,236		
	3001-4500	82	2,52	1,068		
	4501 and over	36	2,36	1,099		
4. I think that the attitude and behaviors of the stand attendants who work in the fair are positive.	Less than 1400	58	2,05	,999	2,682	0,047
	1401-3000	90	2,10	,984		
	3001-4500	82	1,72	,865		
	4501 and over	36	1,94	,826		
5. I think the layout, decoration and equipment of the fair area is good.	Less than 1400	58	2,26	1,001	1,387	0,247
	1401-3000	90	2,46	1,153		
	3001-4500	82	2,17	1,040		
	4501 and over	36	2,11	1,063		
6. I think the location of the fair area in the city is good.	Less than 1400	58	1,93	1,122	2,450	0,064
	1401-3000	90	2,24	1,183		
	3001-4500	82	1,89	1,165		
	4501 and over	36	1,72	,914		
7. I think it is easy to reach the fair area by public transport.	Less than 1400	58	1,93	1,106	3,391	<b>0,019</b>
	1401-3000	90	2,50	1,211		
	3001-4500	81	2,12	1,122		
	4501 and over	36	2,06	1,145		
8. I think that the fair has been organized and organized well.	Less than 1400	58	2,19	1,017	1,948	0,122
	1401-3000	90	2,62	1,128		
	3001-4500	82	2,35	1,190		
	4501 and over	36	2,31	1,191		
9. I think that the referrals in the fair area are sufficient.	Less than 1400	58	2,53	1,112	,212	0,888
	1401-3000	90	2,47	1,019		
	3001-4500	82	2,50	1,210		
	4501 and over	36	2,64	1,199		
10. I found the activities in the fair sufficient.	Less than 1400	58	2,43	1,011	,839	0,473
	1401-3000	90	2,69	1,295		
	3001-4500	82	2,51	1,114		

	4501 and over	36	2,42	,996		
<b>11.</b> I think parking facilities are fair sufficient.	Less than 1400	58	2,84	1,348	2,815	<b>0,040</b>
	1401-3000	90	2,64	1,211		
	3001-4500	82	2,26	1,131		
	4501 and over	36	2,56	1,340		
<b>12.</b> I think that the public institutions such as tourism provincial directorates, municipalities, universities located in the fair made good publicity.	Less than 1400	58	2,24	1,014	1,602	0,189
	1401-3000	90	2,51	1,283		
	3001-4500	82	2,13	1,131		
	4501 and over	36	2,33	1,121		
<b>13.</b> I think that commercial organizations such as hotels and agencies in fair, made good advertising.	Less than 1400	58	2,45	1,062	1,322	0,268
	1401-3000	90	2,58	1,218		
	3001-4500	81	2,27	1,129		
	4501 and over	36	2,25	1,025		
<b>14.</b> I plan to attend the Ankara Tourism Fair again to be held in the coming years.	Less than 1400	58	2,07	1,137	,807	0,491
	1401-3000	90	2,31	1,128		
	3001-4500	82	2,18	1,335		
	4501 and over	36	2,42	1,204		
<b>15.</b> Fair generally fulfilled my expectations.	Less than 1400	58	2,41	1,170	1,285	0,280
	1401-3000	90	2,62	1,186		
	3001-4500	82	2,83	1,303		
	4501 and over	36	2,64	1,334		
<b>16.</b> I think I made a good decision to come to the fair.	Less than 1400	58	2,07	1,137	1,239	0,296
	1401-3000	90	2,42	1,180		
	3001-4500	82	2,18	1,218		
	4501 and over	36	2,36	1,291		
<b>17.</b> I will recommend the fair to my neighborhood.	Less than 1400	58	2,09	1,189	,731	0,534
	1401-3000	90	2,34	1,291		
	3001-4500	82	2,20	1,271		
	4501 and over	36	2,06	1,120		

When the expressions such as 'I think it is easy to reach the fair area by public transport' and 'I think parking facilities are fair sufficient' were examined, it was observed significant difference of the participants' income situation differences. The level of significance (p value) in these 2 expressions was observed to be less than 0.05 and 0.019 and 0.040 respectively.

Starting from the lower income group, according to the income situation, the expression "I think it is easy to get to the exhibition area by public transportation" is  $X = 1.93; 2.50; 2.12$  and  $2.06$ . Attitude scores for the expression 'I believe that the fair parking facility is sufficient',  $X = 2.84; 2.64; 2.26$  and  $2.56$ .

#### 4. CONCLUSION

TravelExpo Ankara fair was organized in Ankara in 2016 and in March of this year and preparations for the organization of Ankara Tourism Fair in 2018 were started. Within the scope of this study, it was tried to measure the satisfaction perceptions of visitors who participated in TravelExpo Ankara Fair in 2017. 266 people could be reached in the fair and the majority (69.2%) are residents of Ankara. 33,1% of the visitors are aware of the fair through the "other" (Ministry of Culture and Tourism, travel agencies, hotels, governorships, university channels) and 31,2% are informed through "friends and acquaintances". Among the reasons for coming to the fair, 'other' option came forward by 45.5% (promotion and marketing, education, environment acquisition, hospitality). The reason for attracting 40.6% of the visitors to the fair was "visiting". 69.2% of the participants attended the fair for the first time. The fact that the TravelExpo Ankara Fair is being held for the second time in 2017 and the fact that it has not yet reached wide masses in terms of promotion is one of the reasons that this result is understandable. Among the expressions reflecting the participants' thoughts on the Tourism Fair, for the expression 'the fair meet my expectations in general' a significant difference (0,034) was found in terms of sex. The proportion of male expectation of fair ( $X = 2.43$ ) was higher than that of women ( $X = 1.95$ ). The expression 'I think that the location of the fair area in the city is good' has only differentiation according to education status (bachelor's degree ( $X=1,87$ ) and postgraduate ( $X=,1,94$ )). According to this, both of them think that the location of the fair in the city is not good while participants with bachelor's degree think that the location of the fair is worse. When the expressions are examined such as 'I think that the parking facility of the fair is sufficient (0,040)' and 'I think it is easy to reach the fair area by public transport (0,019)', participants who have less than 1400 TL income think that the transportation is difficult to the fair area (avg. 1,93). At the point where the parking area is sufficient, the ones with the income between 3001-4500 were the least participant in this expression (avg. 2,26).

The fair, meeting and congress sector which develops on the basis of international trade and globalization, corresponds to one third of the global tourism. Through this sector, around 100 million people travel for business in the world. This sector has great importance in terms of growing economies, given that those who travel for fair and congress tourism spend more than a normal tourist. Nearly 30% of the world's tourism revenues are provided from fair and congress tourism, and fair and congress tourism revenues are over 250 billion dollars all over the

world (<http://tr.icvb.org.tr/dunya-kongre-sektoru/>). Considering the decrease in the recent number of tourists and tourism income, Turkey should host important events at the point of getting a share from the fair sector with high promotion and income increasing effect with the necessity of a recovery in tourism. As a result, it is understood that TravelExpo Ankara Fair is not known enough at home or abroad, and the presentation of the organization is narrowly covered. However, given the fact that this event will become traditional in Ankara and turn into an important and big Tourism Fair, it needs to be addressed with a promotional budget that will appeal to regional, national and international tourism sector representatives and travel planning travelers.

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