An Analysis of Participant Attitudes toward International Tourism Fairs

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**Article History**

Received: 06.11.2018
Accepted: 04.12.2018

**Keywords**

Tourism
Tourism event
International tourism fairs
Attitude

**Abstract**

The aim of this study is to determine participants’ attitudes toward international tourism fairs by using statistical methods. A survey was used as the data collection method. 467 participants who participated in international tourism exhibitions held in Kiev / Ukraine, Minsk / Belarus, Tbilisi / Georgia, and Seoul / South Korea in 2017 were given a questionnaire related to the research subject. The statistical data were analyzed by means of the SPSS package program. The variables were described in terms of frequency, percentage, arithmetic mean and standard deviation statistics, and t-test and variance analysis were performed. According to the results of the participant attitude analysis, participating in tourism fairs makes both organizationally and individually positive contribution to tourism businesses.