



Evaluation of Wedding Tourism in Antalya**

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Abstract

In this study, wedding tourism, one of the newly emerging products in tourism, has been evaluated in accordance with the opinions of the stakeholders in Antalya destination. The main aim of the study is to determine the present situation of Antalya in the wedding tourism market, wedding tourism facilities, which features should be foregrounded, opportunities, competition, potential markets and how its share in these markets can be increased. Second aim of this research is to examine whether Antalya can be known and preferred wedding destination brand in the world. The purposive sampling method was chosen from non-probability-based sampling methods. Study data were collected from January to December (2017) by questionnaire forms consisting of open and closed-ended questions. It has been determined that couples in Antalya prefer weddings with alcoholic / non-alcoholic meals, weddings held in closed lounges or open-air areas such as pools, beaches and gardens. On the other hand, it has been determined that wedding tourism practitioners provide consulting services on transportation, accommodation, wedding ceremonies, catering services, wedding extras and the execution of legal proceedings. It has identified that Antalya's strengths in wedding tourism are existing infrastructure and superstructure possibilities, natural, cultural attractions, transportation convenience and price range. On the other hand, its weaknesses are identified as marketing problems, price competition reducing the quality of service and problems in the image of the country. It has been determined that, in wedding tourism, Antalya's opportunities are market trends, its threats are political problems, price competition and high taxes.

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