

**Research Article**

**Opinions of Business Representatives on International Tourism Fairs:  
A Qualitative Research Study**

**Oktay EMİR**

Anadolu University  
Open Education Faculty  
Eskisehir, Turkey

[orcid.org/0000-0002-7972-1980](https://orcid.org/0000-0002-7972-1980)

[oktayemir@anadolu.edu.tr](mailto:oktayemir@anadolu.edu.tr)

**Banu ZENCİR**

Afyon Kocatepe University  
Suhut Vocational High School  
Afyonkarahisar, Turkey

[orcid.org/0000-0001-7511-4932](https://orcid.org/0000-0001-7511-4932)

[banuzincir26@hotmail.com](mailto:banuzincir26@hotmail.com)

**Abstract**

The aim of this study is to reveal the opinions of tourism business associates about international tourism fairs. In this study, the unstructured interview technique was used as the data collection method. The research group included participants from businesses operating in the accommodation, airlines, catering, travel, and health tourism sectors who attended the international tourism exhibitions in Kiev/Ukraine, Minsk/Belarus, Tbilisi/Georgia and Seoul/South Korea in 2017. An interview on the subject was conducted with 32 participants and their opinions were recorded in a written form. According to the interview results, the exhibitors reported that taking part in international tourism fairs is generally useful for tourism businesses in terms of improving image, increasing knowledge of the international markets, better recognition of competitors, and being informed about the latest technology and managerial practices.

**Keywords:** international tourism fairs, tourism, qualitative research study

**Received** 10 October 2018; **Received in revised form** 20 December 2018; **Accepted** 25 December 2018

**Suggested Citation:**

Emir, O., Zencir, B. (2018). Opinions of Business Representatives on International Tourism Fairs: A Qualitative Research Study, *Journal of Business Research-Turk*, 10 (4), 1100-1109.