An Investigation on Satisfaction of Domestic Tourist from Ankara Shopping Fest under the Tourism of Festival

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Extensive Summary

Events such as festivals, provides several benefits to the regions they occurred. These benefits are extension of the tourism season, diversification of tourism and different destinations in the country to ensure equal distribution of tourism demand. In addition, the attractiveness of destinations and to increase awareness, destination attracting media attention, creating a strong and active image and emerge cultural themes help marking of destination.

Planned withdrawal from the city, local or foreign visitors, is likely to promote by organizing festivals, cultural events, conferences, exhibitions, seminars and press conferences, by tours of the city, by creating theme parks, sports and recreation centers, etc. alternative new methods of attraction. Especially if you have an image that is not positive about the city, the decision-makers, media and famous people come to the city through the event will be invited to such a positive. In this way, for visits to the city will be able to overcome prejudices (Cannes Film Festival, the Golden Orange Film Festival, the Istanbul Biennial, Istanbul, Turkey, Akbank Jazz Festival, Disneyland, Universal Studios park, etc.).

Rio Carnival is one of the most important examples of the contribution to the cities of festivals. Rio Carnival is held in February or March each year, is one of the most famous in international festivals. Every year, thousands of people to watch live in this festival, are visiting the city of Rio de Janeiro, Brazil. So that it has become synonymous Rio de Janeiro with carnival, No matter where in the world, Rio is mentioned, Rio Carnival is the mind of many people. Rio Carnival began to be organized by the Portuguese in 15 Century. Initially, a tradition that continues to the poor and low-income people. However, especially from the second half of the 20th century had become world-famous and has become the symbolic value city of Rio.
Cannes Film Festival is held in the second week of May each year, is one of the world's most important film festivals. The edge of the Mediterranean city of Cannes, southern France, which has almost become synonymous with the film festival. Cannes, in the minds of the people are no longer with the film festival. Approximately 65-70 thousand, the city's population, exceeds 300 thousand during festival times. Hotels fill up months in advance. To see the world-famous movie stars, thousands of people visit the city by exponentially large costs, during the festival. According to the latest figures, tourists, coming to the festival, leaving approximately $ 300 million foreign exchange to city. $ 300 million, for a small city with a population of 70 thousand is quite a large income.

As can be seen from the examples is an important role in the promotion of the city's festivals. Festivals contribute to the city in becoming a center of attraction, the world-renowned name in making, a significant amount of foreign exchange drawer.

In the literature, some studies have investigated the effects of festivals on tourism. In these studies, focused the importance of festivals for a destination, the impacts of festival on the number of tourists and tourism revenues. It was found that, from this studies, the positive effects of the festivals on promotion and marketing of destinations and tourist mobility in tourism revenues.

Based on studies in the literature, can be said that, the effects of festivals are positive in general on socio-economic indicators of destination, tourism mobility, destination marketing and promotion. Purpose of this study was prepared in the light of relevant research, investigate of satisfaction from festival of domestic tourists who came to Ankara during "Ankara Shopping Fest" which, organized in Ankara on 8 June to 1 July 2012 period.

Descriptive research method used in the study. The aims in this study, determination of the views of local tourists about Ankara Shopping Fest and to investigate the satisfaction from the festival. 336 domestic tourists as visitors during the festival in Ankara were the sample of research. Questionnaire technique was used as a data collection technique. The questionnaire consisted of three parts, the first section was demographic variables. The second section was located expressions for Ankara Shopping Fest.

Some statistical analysis made to data in the result of research. These analyses were frequency analysis, t tests and ANOVA tests. As a result of the t-tests and ANOVA tests significant differences were found between gender, age, level of income and civil status of domestic tourists who came to Ankara during the festival.