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THE RESEARCH OF MARKETING STUDIES AIMED AT THERMAL SOURCES IN BINGÖL

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EXTENSIVE SUMMARY

The purpose of this study is to research the marketing exercises of thermal enterprises that are in service in Bingöl city. Furthermore, it is aimed in this study to detect the passive thermal resources apart from the ones being used actively, how can be turned the passive ones into active, and to reveal the economic contributions of these resources to Bingöl city. Besides, it is endeavoured in this study to determine what kind of activities can be done for introducing Bingöl city which has very rich geothermal resources to the national and international targets.

Interview technique was used in the study as a qualitative data method. Within this context, semi-structured interview was applied for researching marketing towards thermal resources in Bingöl city, for which marketing studies it has been allowed, and for determining the reasons for visiting. The data planned to be achieved by means of semi-structured interview technique were recorded within the knowledge of the enterprise managers, and the obtained data were reported by the researchers. Interviews made with each owner of the thermal enterprises held almost half-hour. During the interviews, participants were allowed to pass their opinions about the subject.

In consequence of this study, it is understood that Bingöl city has a very rich geography with respect to its thermal resources, yet that it is little known in both national and international market because of the deficiencies in relation to marketing and advertising. It is seen that thermal enterprises are mostly used by native population and the visitors who come from nearby cities. Customer satisfaction should be increased for being visited of these resources throughout the country. These thermal resources have deficiencies in sense of hygiene, connection and etc. It is thought that the managers and employers of the thermal enterprises have to be trained. Nowadays, alternative medicine is being commonly preferred. One of the best methods that can be used as an alternative medicine is benefiting from healing water resources. So, thermal waters in Bingöl city need to be analysed, and it need to be determined to which ones are healing for which sicknesses. These solutions can

create a very serious potential for Bingöl city with regard to health tourism. Because Bingöl has significant winter tourism potential, it is thought that presenting winter and thermal tourisms together to the customers as a unique package agreeing with the agents can invigorate the thermal tourism. Moreover web sites need to be designed for communication about the areas of thermal enterprises hotels, and also to be controlled actively.