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EVALUATION OF THE FEASIBILITY OF THE CONGRESS TOURISM AS AN ALTERNATIVE TOURISM TYPE IN THE PROVINCE OF BOLU

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EXTENSIVE SUMMARY

The purpose of this study is to evaluate the feasibility of congress tourism by providing information about the congress tourism which is one of the alternative tourism types and which is increasingly important in recent years and providing information about the province of Bolu in the Western Black Sea Region which is considered as a suitable area for the congress tourism.

In the study, SWOT Analysis Technique was used as qualitative research methodology. The reason for using this methodology is to put forward the potential of congress tourism by determining the strengths, weaknesses, opportunities and threats of the province of Bolu which is the subject of the research. In this context, the data of the study were obtained by searching the literature.

As a result of the findings obtained in the research, it has been found that the province of Bolu has a great potential for congress tourism with the presence of congress centers, that it has sufficient bed capacity, provides the convenience of transportation facilities as well as the convenient geographical location, climatic characteristics suitable for congress tourism and the impact of the existing tourism image of the province, and therefore this potential is needed to be evaluated.

As a result; It is suggested that investment in this area is required. Thanks to the many investments to be made in the province of Bolu located in the Western Black Sea region, it is considered that the province of Bolu can be a suitable area for congress tourism. As it is needed to have a great number of congress centers and bed capacities for the large congress organizations, studies in this regard should be conducted within the province of Bolu and the incentives in this field should also be increased. As the tourism units will have a significant impact on the promotion and marketing of the region for the development of congress tourism in Bolu, the number of these units should be increased and travel agencies are required to be activated.

Due to the lack of a study on congress tourism in Bolu; As a result of this research, it is expected that this study will be an example of the other studies to be conducted about congress tourism and offer new points of view to academicians.