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ASSESSMENT OF THE ACCESSIBILITY OF 2023 CONGRESS TOURISM TARGETS IN THE LIGHT OF DEVELOPMENTS IN CONGRESS TOURISM BETWEEN 2010 AND 2015 IN TURKEY

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EXTENSIVE SUMMARY

In this study, it was researched whether our country could reach the goals of congress tourism within the 2023 Tourism Strategy. In this context, the developments experienced in congress tourism in Turkey between 2010 and 2015 were examined and an attempt was made to presentation the year 2023. The objectives of the research; To determine the location of congress tourism in Turkey, which is one of the alternative tourism varieties, and to indicate how the position to will be developed. It is also necessary to indicate in what stage Turkey is able to reach the 2023 Congress Tourism Targets and to be aware of the necessary short comings.

The congress tourism, which is one of the other tourism varieties of Turkey, is not only dependent on the sea, sand and sun trio, but also takes permanent steps to improve it and gives important returns to the economy of the country and causes radical changes in the tourism concept of our country. Especially, the negative developments in Turkey in recent years have more influence on tourism, which is a flexible sector. Under these negative developments, we can see that the congress tourism has a decisive way of reaching the 2023 congress tourism targets as well as the considerable income incentive.

In the study, the general conceptual framework about congress tourism was established. Technique of work; Literaturere view technique. In this context, the definition of Congress tourism, the historical development process of congress tourism and the congress tourism in Turkey have been prepared for a literature of research. And then, the congress tourism statistic datas of Turkey between 2010-2015 were got tenusing secondary data and an analysis was made. With this data obtained, the 11 item congress tourism targets in the 2023 Tourism Strategy have been evaluated as of 2015 for the how many substances finished. Later, an evaluation was made for the attainment of 2023 congress tourism targets. At this point, some limitations were encountered in the project. One of the limitations, there is no work done in this direction. Another constraint is that some of the units, which are considered to be formed in 2023 by the Turkish Tourism Strategy, have not been established. As a result, it has been seen that Turkey has made significant progress towards reaching the congress tourism targets in the 2023 strategies.

The statistics of the congress tourism of Turkey and Istanbul in the years 2010-2015 and the world and European rankings are shown and evaluated as a table. Later, 2023 congress tourism targets were indicated and the studies

made in the context of the targets were searched and the table was created. The studies conducted within this scope have been interpreted separately and tried to be suggested.

The fact that the National Tourism Council and the Provincial Tourism Councils have not been established and that the National Tourism Data Bank Unit, which will evaluate and evaluate the necessary statistical data about the tourism sector, has not yet been realized. It is aimed to highlight the short comings of our country in these issues. It has been shown among the targets that the congress center will be in each city and an important distance is covered every year in this subject. Interm of transportation to congress centers, every city can be made an airport and congress tourism can be animated in every corner of our country. We can organize fair organizations more and more in first and second degree fair cities, and the development and prosperity levels of those cities can be increased. In addition, all of the congress centers may be required to have the "Tourism Management Certificate" and be provided with this document.

We can also think that Turkey, which is showing an effective effort to realize its goals, can achieve these goals by 2023 and reach the status of a number of countries in the world in the congress area. This study will be aimed at forming a data source on what Turkey can do in the next 7 years to reach the targets.