CONCEPTUAL PAPER

A Study on The Potential of Congress Tourism in Ankara

Nail İLBAY, Ankara Hacı Bayram Veli University, Graduate Education Institute, Ankara, e-mail: nail.ilbe@gazi.edu.tr

Prof. Dr. Yasin Boylu, Ankara Hacı Bayram Veli University, Tourism Faculty, Ankara, e-mail: yasin@gazi.edu.tr

ORCID: https://orcid.org/0000-0002-4226-232X

Abstract

Because 30% of the world’s tourism income is gained from congress tourism, congress tourism attracted the attention in the tourism sector. Turkey is 19th in the World, 11th in Europe in the congress tourism sector. Congress tourism is assumed to be new in Ankara. According to the statistics of ICCA (International Congress and Convention Association), Ankara ranks as 223rd in the World and 119th in Europe with the 10 international congress it hosted in 2014. The purpose of this study is to identify the scope of congress tourism and to gather the data relating to these along with the World, Turkey and Ankara perspective, to make an assessment depending on the potential of Ankara and to state several suggestions by the method of literature review and statistical survey. In the light of the results obtained, suggestions have been put forward for tourism shareholders in Ankara.

Keywords: Congress, International Congress, Congress Tourism, Ankara.

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