



## First International Expo of Turkey, Horticultural Expo 2016 Antalya: Research on The Profile, Expectation And Satisfaction Levels of Visitors

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**ABSTRACT:** ‘Expo’ is an international event that aims to educate the public by sharing and presenting horticultural information. It also promotes progress and cooperation between communities and cultures. It is organized by a host country. In this study, the profile, expectation and satisfaction levels of Turkish visitors who visited ‘Horticultural Expo 2016 Antalya’ were examined. A survey was conducted via 750 questionnaires, 677 of which were completed by fieldworkers, doing face-to-face interviews with the Turkish visitors attending the ‘Horticultural Expo 2016 Antalya’ between 1<sup>st</sup> September 2016 and 29<sup>th</sup> October 2016. The expectations of sampled visitors showed that ‘Expo Antalya 2016’ had been disappointing in cultural and art activities, natural beauty, personal security, hygiene and suitability for family holidays, however the large majority of those sampled had expressed their general satisfaction and said that they would advise others to visit the Expo.

**Keywords:** Expo, Sustainable Tourism, Visitor profile, Expectation, Satisfaction, Turkey, Antalya

### I. INTRODUCTION

Much research has been conducted into major events, especially in the last decade, due to their economical, social and cultural interactions. Mega-events, in particular, such as the Olympic Games and World Expos, which need huge financial and non-financial investment (Lamberti et al., 2011: 1474) have been increasingly investigated. Many countries desired to host mega-events. Benefiting from Long and Perdue (1990), Lee et al., (2014: 507) have stated the main reasons for hosting mega-events as being to attain domestic pride in culture, increasing awareness in history and customs, and increasing sponsorship opportunities. Among mega-events, Expos can be seen as mechanisms, which enable important economic and social input to the communities. It is a vast exhibition organized in different countries under the control of ‘Expo Organization’ and it provides a place where participating country representatives and visitors are able to meet each other and share information (Han, et al., 2016: 1328).

‘Expo’ is therefore an international event that aims at educating the public, sharing and providing horticultural information, promoting progress and cooperation, organized by a host country that invites other countries, national and international organizations, private and public sector, civil society and the general public ([www.bie-paris.org/site/en/expos/about-expos/what-is-an-expo](http://www.bie-paris.org/site/en/expos/about-expos/what-is-an-expo); access date: 23.01.2017).

According to Xue et al., (2012:746) World Expos can be seen as “Economic Olympics” due to visitors being too dependent on their cultural, technological and industrial support. Since 1851, World Expos have a role of realizing the needed interaction between countries in terms of economic, social and technological exchanges (Kim, et al., 2012: 50). As Xue, et al., (2012: 746) has identified, World Expos can be classified into 3 main eras: an Era of Industrialization (the main theme being trade, scientific and technological developments), an Era of Cultural Exchange (the main theme are cultural exchange and future orientation) and an Era of National Branding (focusing on national image via national pavilions). Today, Expos are organized as a universal meeting point to share different inventions, methods, ideas and to create a platform for international dialogue and public diplomacy

The Intergovernmental Organization (BIE) is in charge of overseeing and regulating all international exhibitions which last over a 3-week duration. Today, 4 main different expos are organized under the BIE: World Expos, Specialized Expos, Horticultural Expos and the Triennale di Milano. The main mission of the BIE is to guarantee the quality and success of the Expos, protect the organizers and participants' rights. They also preserve their core values being education, innovation and cooperation. World Expos host tens of millions of visitors, and enable countries to invest in extraordinary pavilions. This can change the future landscape of cities. Specialized Expos are global events which seek to find solutions for people. Horticultural Expos are held with cooperation from the BIE and The Association of International Horticultural Producers (AIPH). They attract millions of visitors focusing on innovation and education, The Triennale di Milano, held in Milan, brings together key players of the design industry and the general public ([www.bie-paris.org/site/en/expos/about-expos/expo-categories](http://www.bie-paris.org/site/en/expos/about-expos/expo-categories); accessdate:23.01.2017). The Historical World Expos can be seen from Table 1.

**Table 1: Historical World Expos**

1851 LONDON – Great Britain
1855 PARIS - France
1862 LONDON – Great Britain
1867 PARIS - France
1873 VIENNA - Austria
1876 PHILADELPHIA – USA
1878 PARIS - France
1880 MELBOURNE - Australia
1888 BARCELONA - Spain
1889 PARIS - France
1893 CHICAGO – USA
1897 BRUSSELS - Belgium
1900 PARIS - France
1904 SAINT LOUIS – USA
1905 LIEGE - Belgium
1906 MILAN - Italy
1910 BRUSSELS - Belgium
1913 GHENT - Belgium
1915 SAN FRANCISCO – USA
1929 BARCELONA - Spain
1933 CHICAGO – USA
<b>List of World Expos since the creation of the BIE</b>
1935 BRUSSELS - Belgium
1937 PARIS - France
1939 NEW YORK – USA
1949 PORT-AU-PRINCE – Haiti
1958 BRUSSELS – Belgium
1962 SEATTLE – USA
1967 MONTREAL – Canada
1970 OSAKA – Japan
1992 SEVILLE – Spain
2000 HANNOVER – Germany
2010 SHANGHAI – China
2015 MILAN – Italy

Note: The next World Expo will be held in Dubai in 2020

Source:<http://www.bie-paris.org/site/en/expos/about-expos/expo-categories/world-expos>; accessdate:23.01.2017  
Historical Specialized Expos are given in Table 2.

**Table 2: Historical Specialized Expos**

1936 STOCKHOLM – Sweden
1938 HELSINKI – Finland
1939 LIEGE - Belgium
1947 PARIS - France
1949 STOCKHOLM – Sweden

1949 LYON - France
1951 LILLE – France
1953 JERUSALEM – Israel
1953 ROME – Italy
1954 NAPLES – Italy
1955 TURIN – Italy
1955 HELSINGBORG - Sweden
1956 BEIT DAGON - Israel
1957 BERLIN - Germany
1961 TURIN - Italy
1965 MUNICH - Germany
1968 SAN ANTONIO – USA
1971 BUDAPEST – Hungary
1974 SPOKANE – USA
1975 OKINAWA – Japan
1981 PLOVDIV – Bulgaria
1982 KNOXVILLE – USA
1984 NEW ORLEANS – USA
1985 TSUKUBA – Japan
1985 PLOVDIV – Bulgaria
1986 VANCOUVER – Canada
1988 BRISBANE – Australia
1991 PLOVDIV - Bulgaria
1992 GENOA - Italy
1993 DAEJEON - Republic of Korea
1998 LISBON - Portugal
2005 AICHI – Japan
2008 ZARAGOZA – Spain
2012 YEOSU – Republic of Korea
2017 ASTANA - Kazakhstan

Note: The next Specialized Expo will be held in Astana (Kazakhstan) in 2017

Source: <http://www.bie-paris.org/site/en/expos/about-expos/expo-categories/international-specialized-expos:accessdate:23.01.2017>

Historical Horticultural Expos are given in Table 3.

**Table 3: Historical Horticultural Expos**

1960 ROTTERDAM – Netherlands
1963 HAMBURG - Germany
1964 VIENNA - Austria
1969 PARIS - France
1972 AMSTERDAM – Netherlands
1973 HAMBURG - Germany
1974 VIENNA - Austria
1980 MONTREAL - Canada
1982 AMSTERDAM – Netherlands
1983 MUNICH - Germany
1984 LIVERPOOL – Great Britain
1990 OSAKA - Japan
1992 THE HAGUE – Netherlands
1993 STUTTGART - Germany
1999 KUNMING - China
2002 HAARLEMMERMEER – Netherlands
2003 ROSTOCK - Germany
2006-07 CHIANG MAI – Thailand
2012 – VENLO – Netherlands
2016 – ANTALYA – Turkey

Note: Next Horticultural Expo will be held in Beijing (China) in 2019.

Source: [www.bie-paris.org/site/en/expos/about-expos/expo-categories/horticultural-exhibitions:accessdate:23.01.2017](http://www.bie-paris.org/site/en/expos/about-expos/expo-categories/horticultural-exhibitions:accessdate:23.01.2017)

Among Expo types, World Expos in the past were only organized in developed countries, but after China hosted the World Expo, the trend changed (Yue et al., 2012: 49). Lee, Song & Mjelde (2008) and Lee et al., (2017:138) mentioned that huge investment was needed for hosting a mega-event, particularly if the event was to be held some distance from large cities. In this context, forecasting the possible demand and revenue for Expos is vital. It is also useful in seeking potential sponsors and gaining positive support from the public during the Expo period (Lee et al., 2008: 1084). Within a benefit-cost analysis perspective, against all benefits (e.g. revenues, employment, image, social and cultural exchanges), costs (e.g. roads, alternative transportation systems, restaurants, building pavilions and exhibition units) must be taken into consideration (Lee, et al., 2017: 138).

Bramwell (1997), Lee et al., (2014: 121) found that mega-events support hosting cities/countries greatly in redesigning their urban advantages and increase the possibility of future success. Recent advantages of Expos to hosting cities/countries can be cited. The first technological innovation was when all tickets were embedded a tiny, sized 0.4 mm, microchip in Shanghai World Expo in 2010. Useful information regarding traffic or waiting time were shown on large LCD screens, wireless local area networking (Wi-Fi) was also available for visitors (Chiou, et al., 2012:249). The slogan "Better City, Better Life" in Shanghai World Expo also promoted the goal of a "green city", thereby providing the aspiration of future urban development in China to its visitors. Three main targets were seen, being less negative environmental impacts, presenting green solutions and creating a greener city for the host (Zhang, 2013: 79,81). In addition, Expos assist with global issues. In Milan Expo in 2015, the slogan was "Feeding the Planet, Energy for Life" and the theme will be "Future Energy" for Astana 2017. Furthermore, examples of economical contributions of Expos are as follows: 19 million people visited Hannover Expo in 2000, 22 million attended at Aichi Expo in 2005 and 73 million visited Shanghai Expo in 2010 ([www.bie-paris.org/site/en/expos/about-expos/what-is-an-expo:accessdate:23.01.2017](http://www.bie-paris.org/site/en/expos/about-expos/what-is-an-expo:accessdate:23.01.2017)). According to the forecast regarding the Dubai World Expo 2020, the total hotel room capacity is likely to reach 100,000 (Jauncey and Nadkarni, 2014:382). The International Monetary Fund will be expected to provide 277,000 jobs between 2015 and 2021 in connection with the 2020 World Expo ([www.recruiter.co.uk:accessdate:23.01.2017](http://www.recruiter.co.uk:accessdate:23.01.2017)).

## **II. REVIEW OF EXPO LITERATURE**

Over recent years, there has been increasing demand for Expo-related studies. Jago & Shaw (1998) and Lee et al., (2013:638) have found festivals and events to be the main mechanisms which can solve seasonality problems and increase positive images of destinations. Big events, like Expos, automatically mean an increase in the number of visitors arriving, the duration of their stays and touristic expenditure. It also entails the sharing of culture and information. Recent Expo studies can be provided as examples. Ritchie (1984) and Jang et al., (2010:162) have cited six impacts from an Expo: economic, tourism/commercial, physical, socio-cultural, psychological and political. In addition, Jeong's research (1998) showed that residents (where the International Science Expo in Daejeon was hosted, in South Korea) had a positive response to improving urban development and international image. However, they viewed rising real estate prices negatively, as well as entertainment services and increasing capacity of apartments. King et al., (1993) and Ye et al., (2012:1098) supported different reactions coming from host communities and have stated the main reason as past experiences of residents.

In terms of event motivations of visitors, Uysal and Hagan (1993) and Kim et al., (2012:52,53) found 5 different motivations: escape, excitement/thrills, event novelty, socialization and family togetherness. They also mentioned that though motivation may differ, socialization, family/friend togetherness and novelty/curiosity motivation factors are common. Lee and Lee (2001) and Lee et al., (2004:61) have stated the importance (for event managers) to locate the host destination on the basis of its strengths, opportunities and visitors' satisfaction to improve the visitors' motivation. In satisfying motivations, event experience plays a critical role. Based on Kim and Jamal (2007) and Lee and Min (2016:327) have evaluated 'event experience' as a crucial point which visitors valued.

Crompton (2003); Oliver (1997); Parasuraman et al., (1994); Lee et al., (2008); Yan et al., (2012), Lee et al., (2014: 121) found "quality" to be a vital element according to feedback from value, satisfaction, behavioral intention or loyalty. However, they have also stressed the existence of few 'quality' related studies in the 'event' literature. Between 1991 and 2012 Wang et al., (2014:121) studied 194 articles, only 3 of which, investigated satisfaction by keying in "World Expo" and "tourist" or "visitor".

Crompton and Love (1995); Crompton (2003), Lee et al., (2014: 124) have mentioned 'quality' as a predecessor of satisfaction and have underlined the importance of the visitors' experience and event quality

feedback. Chi and Qu (2008), Pizam and Ellis (1999), Han et al., (2016:1330) have said that as to 'satisfaction', each element can affect the result and gave the example that visitors' 'dissatisfaction' with the information given during the Expo, will lead to 'dissatisfaction' with the Expo as a whole. However, Song et al., (2015: 1267) found that despite visitors' 'satisfaction' from one mega-event, it does not guarantee them re-visiting another mega-event.

Huh et al., (2006), Korzay and Alvarez (2005), Yoon and Uysal (2005) and Aksu et al., (2010:67) found that visitors have expectations after selecting a destination and their 'satisfaction' levels during and after their visit are affected by their expectations. Song et al., (2015:1268) examined whether visitor satisfaction is affected by the Expo 'experience' and Expo 'quality'. Based on Oliver (1980), Mannell and Iso-Ahola (1987), Song et al., (2015:1270,1271) have defined 'satisfaction' as a positive psychological situation and that 'satisfaction' emerges from a visitor's perceptions of goods/services performances. They also stressed the importance of understanding that the Expos' main targets will affect the effectiveness of programs, activities and facilities during the Expo. Chen and Mo (2012), Han et al. (2016:1330) have found that satisfaction arising from Expo organizations would be considered important criteria in successful evaluations of destinations in the event industry. Wang et al. (2014) concluded that satisfaction with major events was affected by different factors, ranging from the environment of the host destination to the micro services provided during events.

Lee et al. (1995), Lee and Min (2016:331) have classified six different factors affecting 'satisfaction': 1) information services, 2) local environment, 3) program quality, 4) adequacy of facilities, 5) food and beverages, 6) merchandise. Lee et al. (2008) and Lee (2014:118) stated that food and facility quality, as well as programs had a direct effect on visitors' satisfaction and their possible revisit. Crompton & McKay (1997) examined the continuity of festivals and McDowall (2011:273) concluded that managers should meet the visitors' needs and expectations. Furthermore, they found that future marketing strategies must be suited to these needs and expectations. The same approach should be considered for Expo organizations. As Hussian et al., (2015: 168) have stated, referencing from Bitner and Hubbert (1994); Culiberg (2010); Parasuraman et al. (1985), 'satisfaction' can be evaluated as feedback from consumption of goods/services. If goods/services experienced are as expected, the result will be 'satisfaction'. Fournier & Mick (1999:5) have defined the importance of 'satisfaction' because of its strategic connection with the overall firm/organization performance. In this context, as Song et al., (2014: 215) have concluded, based on Lee et al., (2007), that higher satisfaction plays an important role in the long-term visitor interaction and re-visiting aims.

According to the current written literature there are few studies considering the relation between expectation and 'satisfaction' on Expo organizations. In this study, the profile, expectation and satisfaction levels of Turkish visitors who visited the Horticultural Expo 2016 Antalya were studied in detail.

### **III. Methodology**

'Horticultural Expo 2016 Antalya' was the first international Expo hosted by Turkey. The event was organized under the theme "Flowers and Children", with the motto "A Green Life for Future Generations". The Expo's main aim was to offer children a unique opportunity to learn about natural resources, sustainable development and ecological options ([www.bie-paris.org/site/en/2016-antalya](http://www.bie-paris.org/site/en/2016-antalya); accessdate:23.01.2017). The Expo included the following: an Expo Greenhouse, the Agriculture and Biodiversity Museum, the Children's Science and Technology Center, the Turkish biodiversity theme trail, the mosaic culture plant statues area, the Expo Tower, Congress Center, amphitheaters, kids island, the outdoor activity field, Expo lake, Expo forest, culture and art street, food and beverage areas, indoor and outdoor gardens, a restaurants street, Expo square, Expo hill and a water mill. Expo 2016 Antalya was held between 23 April and 30 October 2016 (191 days) ([www.expo2016.org.tr/docs/default-source/default-document-library/expo2016antalyahizmetrehberi\\_en.pdf?sfurns=2](http://www.expo2016.org.tr/docs/default-source/default-document-library/expo2016antalyahizmetrehberi_en.pdf?sfurns=2); accessdate:23.01.2017). This event hosted 4.5 million visitors, 30,000 activities were organized including 16,000 activities for children, 500 theater spectacles, 400 stage shows and 150 concerts, 50 of which featured artists from abroad ([www.expo2016.org.tr/en/expo-2016/news/2016/10/30/expo-2016-flag-handed-over-to-china](http://www.expo2016.org.tr/en/expo-2016/news/2016/10/30/expo-2016-flag-handed-over-to-china); accessdate:23.01.2017).

#### **3.1 Data Collection**

A questionnaire survey of the Turkish visitors attending the Horticultural Expo 2016 Antalya was conducted between 1<sup>st</sup> September 2016 and 29<sup>th</sup> October 2016. An on-site survey was undertaken using a simple random sampling method in order to choose the respondents. To ensure that the sample represents the study population of visitors attending the Horticultural Expo, a face-to-face interview approach was used. Fieldworkers, who were strategically placed at various entrances and food courts in the Expo field, approached and interviewed a prospective visitor. They first explained the aims of the study and, based on the willingness of the respondent, asked the questions to the visitor. Once the questionnaires were completed, the fieldworkers thanked the respondents for their contribution to this study. Of the 750 questionnaires distributed to the fieldworkers, only 677 fully completed questionnaires were used in the statistical analysis. The remaining 73

questionnaires were not fully completed and so were left out of the statistical calculations, giving a response rate of 90.3%.

The following commonly employed formula (Krejcie and Morgan, 1970) was used to determine the sample size in this research:

$$n = \frac{N.P.(1-P).Z^2}{(N-1)d^2 + Z^2P(1-P)}$$

where

N : the population size

n: required sample size

P: the population proportion (assumed to be 0.5 since this would give the maximum sample size)

Z<sub>α</sub> : Z value (e.g. 1.96 for 95% confidence level)

d= acceptable margin of error

According to the data of Expo 2016 Antalya officials, 150,000 Turkish visitors attended the Expo on a monthly basis. In order to estimate an adequate sample size for this study, the alpha level is set at 0.05, the population size is 300,000, the acceptable margin of error is set at 5% and the population proportion is assumed to be 0.5. This gives a sample size of 384 that is sufficient to be the representative of the visitors attending the Horticultural Expo 2016 Antalya. The number of completed questionnaires, 677, is therefore much greater than the required number of questionnaires.

#### IV. RESULTS

The demographic profiles of the respondents are listed in Table 4. Approximately 46% of respondents were female (n = 311). The most frequently reported age group was 15-24 years old (33.1%), followed by 25-34 years old (26.3%) and 35-44 years old (21.4%). Half of the participants were married (n = 338, 50.1%). Approximately 38% of the respondents attended or earned a university degree. Others attended primary school (n = 47, 7.0%) or secondary school (n = 191, 28.4%) or earned a postgraduate degree (n = 70, 10.4%). Respondents reported various occupations, such as student, which had the highest frequency (30.6%), followed by public sector worker (17.3%), and self-employed (12.7%). The monthly household incomes ranged between TL 1300-2000 (33.1%), to TL 2001–4000 (39.4%), to TL 4001–6000 (18.1%), to TL 6001-10,000 (4.7) and above TL 10,001 (4.7%) (\$1 is equivalent to 3.73 Turkish Lira). This profile of Turkish visitors may be related to the fact that this Expo had attracted young people due to its main theme “Flowers and Children”.

Findings regarding age, occupations, education levels and household incomes of visitors show parallel results with the current demographical findings of visitors coming for ‘3s Tourism’ (sea,sand and sun) to the whole country.

**Table 4: Demographic Profile of Respondents**

	n	%
<b>Gender</b>		
Female	311	45.9
Male	366	54.1
<b>Nationality</b>		
Turkish	629	92.9
Other	44	6.5
<b>Age</b>		
15-24	224	33.1
25-34	178	26.3
35-44	145	21.4
45-54	80	11.8
55-64	27	4.0
65 and over	23	3.4
<b>Marital Status</b>		
Single	337	49.9
Married	338	50.1
<b>Education</b>		
Primary	47	7.0
Secondary	191	28.4
Associate degree	97	14.4
Bachelor’s degree	257	38.2
Postgraduate degree	70	10.4
Other	11	1.6
<b>Employment Status</b>		
Public sector worker	115	17.3
Labour	50	7.5

Student	203	30.6
Retired	45	6.8
Unable to work	50	7.5
Self-employed	84	12.7
Other	116	17.5
<b>Monthly income(Turkish Lira*)</b>		
1,300-2,000	168	33.1
2,001-4,000	200	39.4
4,001-6,000	92	18.1
6,001-10,000	24	4.7
10,001 and over	24	4.7

\*US\$ 1 is equivalent to 3,90 Turkish Lira.

The respondents decided to visit the Expo 2016 Antalya within a month (37.4%) in the last minute (36.2%), between 2-4 months (13.9%), and more than 4 months ago (12.9%). Approximately 54.1% of the respondents decided/wanted to visit Expo 2016 Antalya himself/herself. About 64.5% of respondents said that the experience of visiting Antalya Expo was 'satisfying' or 'very satisfying'. When asked if they were pleased with the services offered at the Expo 2016 Antalya, 73.1% of the respondents said they were 'satisfied' or 'very satisfied'. Many respondents indicated that they had lived in Antalya (58.2%), or that they had stayed in an apartment (72.3%) or that they had stayed in Antalya longer than 15 days (56.5%). Most of the visitors (82%) evaluated the Expo 2016 Antalya as 'good' and 'very good' in general. About 76% of the respondents responded that they were planning to re-visit the Expo 2016 Antalya and 88% of them would advise others to visit the Expo. When asked for their main information source, they reported the media (31.4%) and internet (25.8%). Almost half of the respondents (46.2%) correctly identified the theme of Expo 2016 Antalya. A considerable number of visitors had decided to visit Expo either by himself or herself within a month period. Mostly, they gained information from popular information sources, such as the media and internet prior to visiting the Expo. Generally, the vast majority of visitors had stated that they were satisfied with the Expo and they had evaluated Antalya Expo 2016 as 'good' and 'very good'. In addition to this, they had informed the researchers that they would advise others to visit the organization.

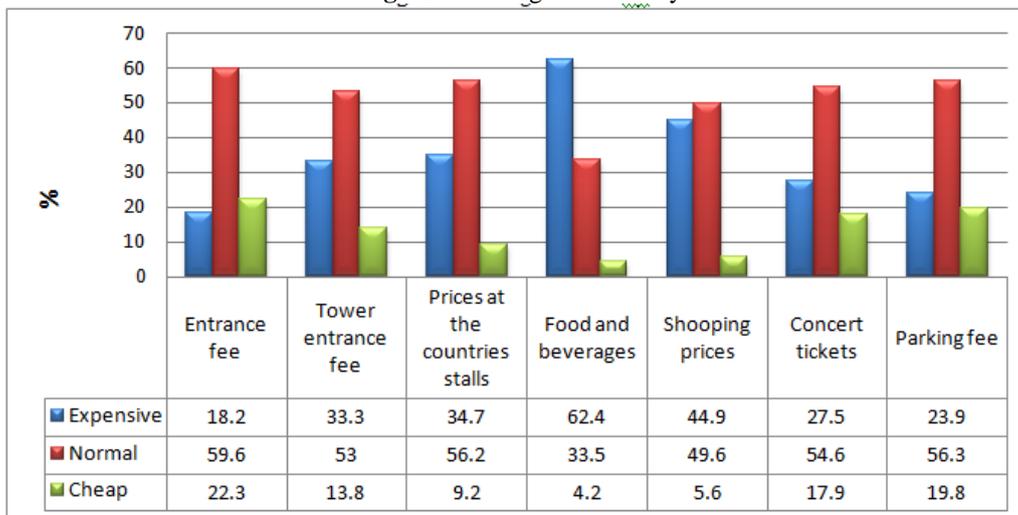
**Table 5: Travel Behavior Information**

	n	%
<b>When did you decide to visit Expo 2016 Antalya?</b>		
Within a month	248	37.4
Between 2-4 months	92	13.9
5 months and more	83	12.5
Last minute	240	36.2
<b>Who decided/wanted to visit Expo 2016 Antalya?</b>		
Myself	356	54.1
My wife/husband	79	12.0
My friends	99	15.0
My kid(s)	47	7.1
Other	77	11.7
<b>Are you pleased with your visit to Expo 2016 Antalya in general?</b>		
Very satisfied	206	31.6
Satisfied	214	32.9
So-so	202	31.0
Dissatisfied	21	3.2
Very Dissatisfied	8	1.2
<b>Are you pleased with the services of the Expo 2016 Antalya staff in general?</b>		
Very satisfied	235	36.1
Satisfied	241	37.0
So-so	160	24.6
Dissatisfied	10	1.5
Very Dissatisfied	5	.8
<b>What is the reason of your stay in Antalya?</b>		
Visiting friends and relatives	62	9.6
Business trip	34	5.2
Medical treatment	3	.5
Holiday and entertainment	138	21.3
I live in Antalya	377	58.2
Other	34	5.2
<b>What type of accommodation are you staying in?</b>		
Hotel	102	16.1
Holiday village	12	1.9
Pension	11	1.7
Apart Hotel	7	1.1
Apartment	457	72.3

Other	43	6.8
<b>How long are you staying in Antalya?</b>		
1-5 days	153	30.8
6-10 days	44	8.9
11-15 days	19	3.8
15 + days	280	56.5
<b>How do you evaluate Expo 2016 Antalya in general?</b>		
Very Bad	15	2.4
Bad	18	2.8
Middle	80	12.6
Good	254	39.9
Very Good	269	42.3
<b>Are you planning to visit Expo 2016 Antalya again?</b>		
Yes	443	76.2
No	69	11.9
Not sure	69	11.9
<b>Do you advise to others to visit Expo 2016 Antalya?</b>		
Yes	504	87.7
No	31	5.4
Not sure	40	7.0
<b>How did you hear about us?</b>		
Tour operators or travel agencies	54	5.8
Internet	240	25.8
Media (Newspaper, magazine, TV, journal)	292	31.4
Advise of friends or relatives	196	21.1
SMS	17	1.8
Tourism information offices	22	2.4
Other	20	2.1
Tourism exhibition and fairs	90	9.7
<b>Do you know the theme of Expo 2016 Antalya?</b>		
A better city, a better life	138	17.3
History, biodiversity, sustainability and green city	201	25.2
Children and flowers	369	46.2
Youth and environment	90	11.3

According to the information given in Figure 1, slightly over half of the sampled visitors had rated entrance fee, tower entrance fee, prices of the countries stalls, concert tickets and parking fees as 'normal', but did not rate that for the food and beverages and shopping prices. 62.4 % of the sampled visitors had considered the food and beverage prices to be 'expensive', whereas nearly 45% of them had evaluated shopping prices as 'expensive'.

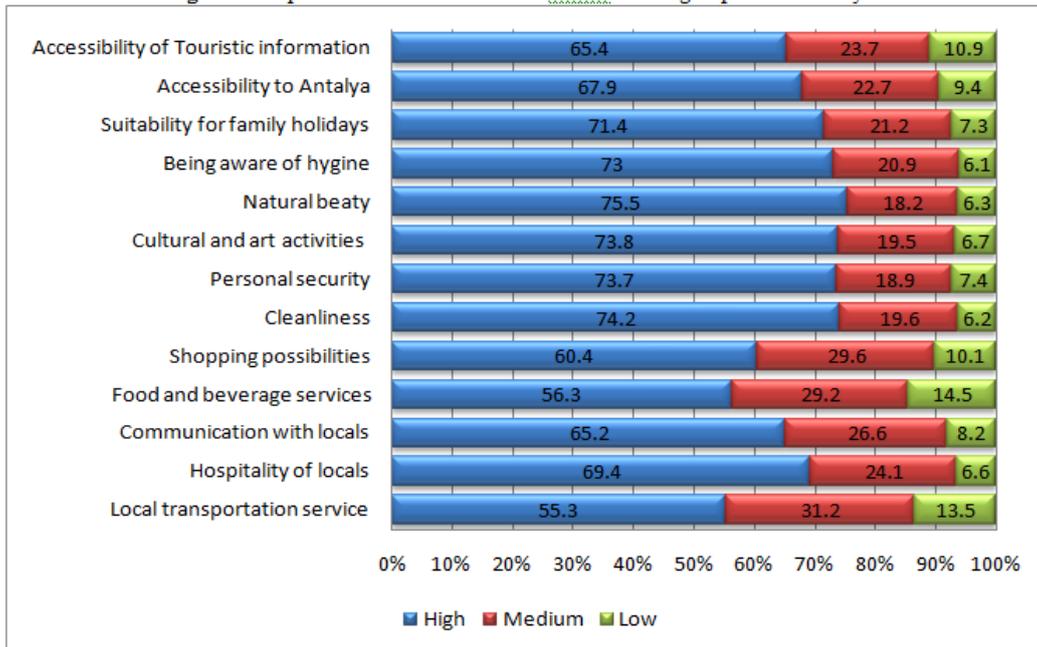
Figure: 1 Rating of Prices By Visitors



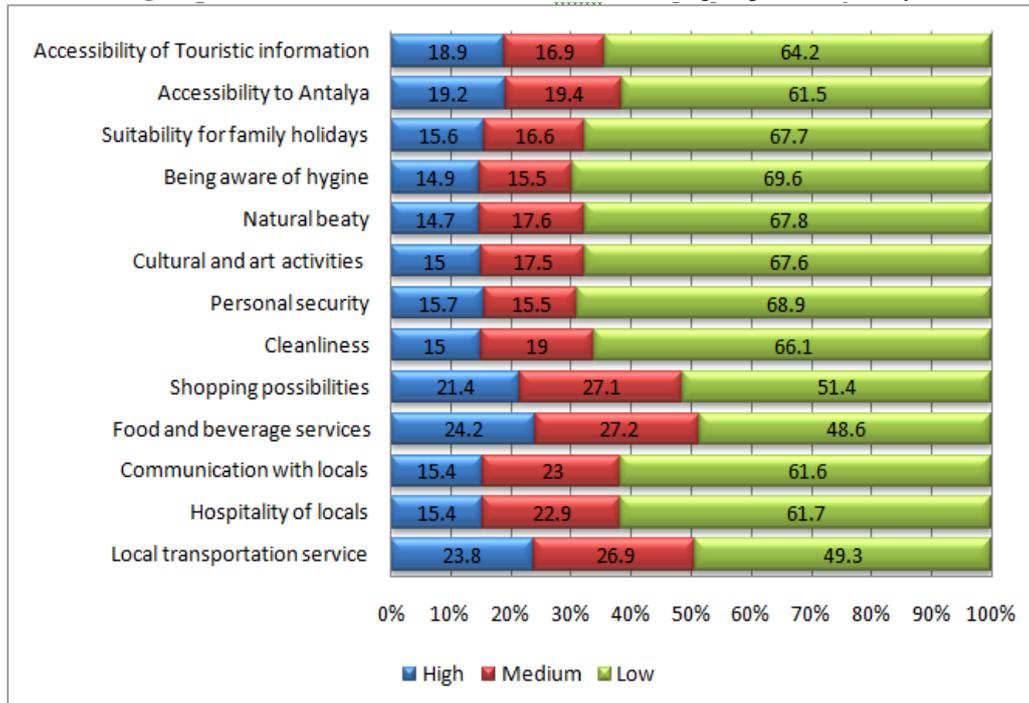
Regarding expectation and satisfaction levels, as can be seen from Figures 2 and 3, sampled visitors had 'high' expectations (over 70%) especially on cleanliness, personal security, cultural and art activities, natural beauty, being aware of hygiene and suitability for family holidays, but after experiencing the Expo, their satisfaction levels were 'low' when related with these. The top three services/activities that resulted in higher satisfaction than the others were food and beverage services, local transportation services and shopping

opportunities respectively. In summary, visitors' satisfaction levels seemed to be low for most services and activities in Expo 2016 Antalya.

**Figure: 2** Expectation Levels of Visitors Before Visiting Expo 2016 Antalya



**Figure: 3** Satisfaction Levels of Visitors After Visiting Expo 2016 Antalya



## V. CONCLUSION AND SUGGESTIONS

This study investigated the current profile, expectation and satisfaction levels of Turkish visitors who experienced the first international Expo of Turkey and tried to mention key activities/services as expectation (before the Expo) and satisfaction levels (after the Expo). The results show that despite the high expectations of visitors sampled, Expo Antalya 2016 had failed in cleanliness, personal security, cultural and art activities, natural beauty, hygiene awareness, and suitability for family holidays. In order to have loyal visitors to the city in the near future, officials and responsible persons must focus on their expectations together with the visitors'

satisfaction levels. In addition, fees for various services and goods were rated as satisfactory, but for the future Expos reducing the prices of food and beverages and shopping would be advised.

Where the travel behavior of sampled Expo visitors was concerned, it can be concluded that they like deciding last minute and by themselves. They use mostly media and the internet. Furthermore, they stay longer than 15 days (which is parallel to mass tourism behavior). These results can be used as important factors for future marketing strategies. In order to increase satisfaction, receiving information about likes and dislikes is always necessary.

Results had revealed that visitors selected Expos according to their main themes. Due to the main theme being “Flowers and Children”, sampled visitors consisted of mainly young people. Main themes and slogans of events are still keeping their importance. Despite satisfaction levels of sampled visitors being low against their high expectations, the large majority of visitors had expressed their satisfaction as a whole regarding the Antalya Expo 2016 and stated that they would advise others to visit. This means after taking needed precautions by officials and those responsible, Antalya still has the opportunity to host more visitors. In this context, visitors’ continuous interests are very important clues to be used for hosting future events. Besides having continuous interest and the desire to attend again, every satisfied visitor, potentially will be an ambassador for the event.

## **VI. LIMITATIONS OF THE STUDY**

As this research related to the sampled visitors in Expo Antalya 2016, it is not possible to generalize the results for other cities/countries. The strongest aspect of this study is the size of the sample, but more studies will be needed. The research was conducted in the summer (during the Expo period), so findings were limited to that season. Future studies conducting both in winter and in summer (if possible) can be suggested for future studies. Lastly, there was the limitation of time for visitors in answering the questions. This may have forced them to rush through the questionnaire.

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