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The Current And Potential Situation Of The Princes' Islands As A Destination For Special Events And Boutique Meetings

TRM 492.02 TOURISM RESEARCH TOPICS

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EXECUTIVE SUMMARY

Event tourism, especially special events and boutique meetings, has an increasing attractiveness in terms of tourism. It may also contribute to the development of the Princes' Islands by decreasing the seasonality problem of the destination and increasing the variability of the tourism products. The purpose of this study is to analyze the current situation and the potential of the Princes' Islands as a destination for special events and boutique meetings. The current situation and potential was taken into consideration in relation to the conceptual model that includes available facilities and investments, attractions, heritage sites and activities, protective measures, support and collaboration, cost of destination and perceived potential impacts.

The studyis descriptive, non-contrived and a field study. Judgmental and snowball sampling were used and semi-structured interviews to hotels which have meeting room facilities, event organization companies, NGOs, the Municipality of the Princes' Islands, and the Anadolu Club were conducted.

The findings show that the Islands have a potential for special events and boutique meeting. However, the Islands need to improve their facilities and investment, establish a professional relationship and coordination between different stakeholders, including the Metropolitan Municipality, local authorities, organization firms and hotels, in order to create and increase alternative activities and develop the Princes' Islands as a destination for special events and boutique meetings.

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INTRODUCTION

The geopolitical position of Turkey and the increasing need for business travel have created important opportunities for cities such as Istanbul. Moreover, cultural, medical, yacht and some sports tourism also show a potential for Istanbul. In particular, Istanbul has become an important destination for events, meetings and conventions. Events and congresses boomed after the habitat meetings in 1996. With such global conferences, Istanbul has attracted the attention of both national and international investors and participants.

Although the Princes' Islands are attractive destinations that are becoming increasingly popular for tourists, their potentials for special events and small meetings are generally disregarded. However, Princes' Islands can be prepared and used for special events. The islands have reached their capacity during the summer month but it is necessary to find other tourism activities for the rest of the year in order to decrease the seasonality and to increase the sustainability of the destination.

This research is conducted in order to investigate the potential and capacity of Princes' Islands for boutique meetings and special events. In particular, the current situation of the destination is analyzed from a supply perspective to determine the capacity of the place to become an important destination for this type of tourism.

LITERATURE REVIEW

Destination is defined as "a set of institutions and actors located in a physical or a virtual space where marketing-related transactions and activities take place challenging the traditional production–consumption dichotomy" (Saraniemi & Kylänen, 2010, p. 3). A destination is defined by the central elements of the tourism system which come together to

create a distinct offering. This unique place is created through its attribute and features (Rimmington & Kozak, 1999). Primary features of a destination consist of climate, ecology, culture, traditional architecture. Secondary destination attributes are development of primary features and include services for tourism like hotels, catering, transport and entertainment (Rimmington & Kozak, 1999). Together these features contribute to the attractiveness of the destination. After the globalization and liberalization process, the number of alternative tourism activities and destinations have grown rapidly bringing an increased competitiveness. In recent years, the options for new and alternative forms of tourism have grown day by day. There are more people who prefer special interest travel boutique accommodation options and different experiences such as visiting cultural heritage, experiencing the local culture. In parallel, event tourism is attracting more attention as business becomes more global. In the past decade, event industry has grown its capacity and potential. As a result, the destination needs for event tourism come into the agenda (Dickson & Arcodia, 2010).

The clear definition of "event tourism" is a controvertible issue. There are different definition types of events and of event tourism. A basic definition of event could be "an occurrence, a significant gathering or activity that takes place often in a social setting" (Allen, 2002, p. IV). In terms of tourism, event comes to people's minds as a planned activity that is a "spatial-temporal phenomenon and is unique because of interaction among the setting, people, and management systems including design elements and the program" (Rimmington & Kozak, 1999, p. 275). The formation of planned events is based on unique and interaction among certain elements which are set carefully. There is a heterogeneous relationship between tourism and the events industry, and events are generally defined as ingredients of tourism development. This type of events attracts visitors to a destination (Dickson & Arcodia, 2010). The tourism and the event industry have a high relationship with each other

and it is believed that tourism development contributes positively to the development of the event industry.

An event is the fundamental term for an organized occasion, such as convention, exhibition, meeting, gala, dinner, and celebration, and so forth. Moreover, an event is often composed of various different yet related functions (Sperstad & Cecil, 2011). The borders of events in terms of date, location, and accommodation are generally determined before an acceptable date. Information about planned events has to be published and shared with participants beforehand (Getz D. , 1997). Additionally, an event can be described as specific dates including some ceremonies and ritual meetings for the specific demand (Goldblatt, 2005).

In terms of their purpose, generally, the events are categorized as meetings, business events, and social events. The purpose of hosting meetings such as conferences, symposiums, board meetings, and so on, is to educate, inspire, network and motivate the attendee. It means that meetings create specific meaning, contribute new and different information into the meeting purpose for participants (Beloviene, Kinderis, Williamson, Ivanov, & Ortin, 2011). The purpose of business is to increase motivation of participants in the organization. Sales training, product launches customer events, incentive trips, and award or recognition programs could be given as examples of business events (Beloviene, Kinderis, Williamson, Ivanov, & Ortin, 2011). In contrast, social events focus on celebration and entertainment such as wedding, reunions, and also community events like parades, cultural fairs and festivals. They aim at the participants' enjoyment and success depends on the participants' satisfaction (Beloviene, Kinderis, Williamson, Ivanov, & Ortin, 2011). In addition, business events have been viewed as important to manage the business of the organization. However, meetings have not been viewed the same as business events, since meetings create value for the organization. Meetings refer also to small and specific purpose events like board meetings.

Meetings are different in terms of the number of participants, frequency, duration, organization timetable, communication before the event and program dynamics (Krugman & Wright, 2007).

Another type of event can be seen as boutique meetings and special events, which are a new concept in the event industry. They may be seen as the subtitle of the social events, business events and meetings. Additionally the duration of small meeting is shorter than that of conferences and large meetings and the preparation usually takes less time. Such small meetings require less planning efforts and are less formal (Meetings and Conference Venues, 2013).

Special events do not have a one specific definition. Some people prefer to call special events as an activity that is different from normal life activities. It may also include social life cycle activities like celebration of birthday, anniversary or wedding. Within different types of events, special events are defined as one time or infrequently occurring meetings outside the normal program or activities of a sponsoring or organizing body (Beloviene, Kinderis, Williamson, Ivanov, & Ortin, 2011). Special events are also described as a "phenomenon arising from those non-routine occasions which have leisure, cultural, personal or organizational objectives set apart from the normal activity of daily life, whose purpose is to enlighten, celebrate, entertain or challenge the experience of a group of people" (Beloviene, Kinderis, Williamson, Ivanov, & Ortin, 2011, p. 8). Categorization of special events refers to leisure, cultural, personal, organizational events. (Beloviene, Kinderis, Williamson, Ivanov, & Ortin, 2011).

A suggested categorization of special events

Source: Shone & Parry 2004, p. 4

Special events provide different type of experiences such as social or cultural. (Beloviene, Kinderis, Williamson, Ivanov, & Ortin, 2011). "These events are usually viewed as a significant tourist asset for a host area, since the event directly attracts participants, while the resulting improved area profile also indirectly encourages general visitation. From the organizer's point of view, a special event is any one time or infrequently occurring event outside their normal program of activities." (Dimou & Soteriades, 2011, p. 331).

Measuring the effects of the meeting in the organization is also an important issue. Meetings have the potential to create a significantly greater value for stakeholders through better design of content and format, to provide value for stakeholders through the actions of the participants, and to reinforce or change participant behavior (Sperstad & Cecil, 2011).

The successful operation of conventions or meeting in regional areas, as a destination, generally depends on developing and maintaining strong and continuous relationships with other organizations and community in the region. In terms of relationship and networks among different organizations and the community, cooperation, resource sharing, innovation and regional development play an important role in the event industry (Mackellar, 2006),

increasing the number of attendees and extending visitation thanks to enhanced visitor experiences.

National and international events give a chance to the host destinations to develop themselves in terms of tourism infrastructures. Developing travel destinations are trying to make up for lower competitiveness because of their poorer infrastructure. Therefore, they struggle to persuade tourists with different kinds of offerings. These offerings can be classified as accommodation quality, lower admission fees, lower travel cost, leisure and night life entertainment choices (Wong, 2011). These destinations' features are taken into consideration by the event organizers and play a central role in the destination's decision making.

Destination attributes are defined as pull motivation factors. In event tourism, these pull motivation factors could be listed as minimum cost of travel, high level of accessibility, varied hotel accommodation facilities, dining options, culture, sightseeing, entertainment, and other destination attractions (Wong, 2011). Therefore, destination specific attributes could serve as complementary or even principal factors of event tourism. Although economic crisis in the world is regarded as an unwanted situation, it is difficult to say the same thing for developing countries in terms of event tourism, because low travel and event cost in the developing countries provide an advantage. As a consequence, they have competitive advantage over major destinations with the help of their cheaper but quality products. (Wong, 2011).

On the other hand, event destination marketing is another important topic and destination should use certain strategies to pull business travelers with the help of functions. These functions and activities could be listed as.

- develop a destination image in the marketplace as an attractive one for meetings and visitors

- coordination between the industry and public sector

- working with meeting and group planners

- provide information and respond to visitor curiosity

- provide leadership for the industry (Getz, Anderson, & Sheehan, 1998)

Event destination marketing provides specific goals to achieve success in event tourism industry. These key goals could be identified as

- attract visitors, generally in the slow seasons

- increase length of stay and spending in local hotels, restaurants, shops and attractions

- create awareness and positive destination images

- provide opportunities for members to participate in joint promotions

- make money for the local community

- contribute to infrastructure improvements and developments

- contribute to efficient use of available facilities (Getz, Anderson, & Sheehan, 1998)

According to Wang and Lee (2011), conference tourists pay more attention to transportation and food and beverages facilities in and among destinations than accommodation, entertainment, and shopping facilities. Therefore, they spend more than regular tourists for transportation and food and beverages products. Event tourism destinations can use this information to provide convenient transportation and various food and beverage options including different cuisines.

Tourists who come to the destination for business events or conferences may not plan every piece of their tourism activities. Generally, they do not plan their consumption ahead,

but still need to spend on meals and transportation in between or after the conference schedule. Often, they purchase souvenirs and small, memorable things belonging to the destination (Wang & Lee, 2011). As a result, destinations as event tourism should establish network systems, pay attention to innovation, cooperation and use of resources, enhance the tourism infrastructure, and offer various tourism activities.

Business travelers take generally into consideration different types of destination key attributes included ease of air access, hotel service and quality, the availability of hotel and conference rooms, the level of price, the attitudes of the local community in hosting the event, the geographical location as a place, safety, hospitality, high level of restaurant facilities and options, tourism features and attractions, and transport facilities. There are two different attributes, which are most important: hotel service and quality, and meeting room facilities. In addition, the event tourism destination should have basic attributes like accessibility, local support, conference opportunities, accommodation facilities, site environment, meeting facilities, and information (Wan, 2011). Furthermore, destinations for event tourism cannot be considered without government supports. The government should help the destination to improve event tourism by promoting this destination nationally and internationally.

In addition to physical attributes like meeting rooms, public areas, transportation within the destination and between different destinations, medical facilities, hotels and restaurants, nonphysical attributes should be taken into consideration. These include safety, quality of service and local communities' value and attitudes to event tourism (McGurgan, Robson, & Samen, 2010)

There is a controversial topic in the literature, which are the impacts of events and meetings. In terms of impacts, events might have positive and negative effects on stakeholders, the local environment, the economy and the industry of the destination. (Dimou

& Soteriades, 2011). Event tourism provides opportunities for the host destinations by helping to create a better tourism image, being more competitive and strengthening a stream of economic opportunities like the development of business potential and job creation. (Wang & Lee, 2011). Events have economic impacts in the fields of labor market and provide employment opportunities. Furthermore, events trigger investment in the local destination and impact on public financial policy by creating an income which contributes to the local economy (Wang & Lee, 2011).

Moreover, events have positive impacts on destination image creation and awareness. Special events are important and effective tools in order to target desired tourism markets segments. In the long run, they enrich the awareness of the host destination in tourism markets (Wang & Lee, 2011). In addition, events provide potential tangible benefits as well as intangible ones to destinations such as identity, image, and community pride (Wang & Lee, 2011). It means that events reinforce social and cultural identity with the help of establishing strong links among the community.

On the other hand, there are negative impacts and costs of events. In addition to local public positive feelings, business and employment chance, the cost of events play very important role. Beside the financial cost of events such as unequal distribution of cost among the host community, social costs such as high level of noise, traffic problems and interruption of local lifestyle exists. (Wang & Lee, 2011).

The next step is analyzing the destination for event tourism.

Princes' Islands:

Princes' Islands encompass nine different small islands namely Büyükada, Heybeliada, Kınalıada, Burgazada, Sedefadası, Yassıada, Kaşıkadası, Sivriada and Neandros.

However, only the first five of them are inhabited and more familiar ones due to their distance to Istanbul, and their geographical features (Kocal, 2001).

The history in Princes' Islands begins with the constructions of Byzantium monasteries in the 8th century (Farsakoğlu, 2013, p. 6), and it continues with being witness to many events. Throughout the history, the islands have been captured by various emperors. According to historians, the first war in the Princes' Islands was in 311 B.C. between Dimitrios Poliorkites and Lisimokhas and Kosandros in order to recapture the Çanakkale (Dardanelles). Over time, conquest struggles were ended by Fatih Sultan Mehmet with the conquest of Istanbul in 1453 (Municipality of Adalar-History: Princes' Island, 2012). From 311 B.C. to 1453, Princes' Islands were called by different names like Demon's Islands, Pine Islands, and Priest's Islands. However, the last name remained as Princes' Islands, because especially during the Byzantium reign, some princes and emperors were exiled to the islands and were tortured until the end of their lives (Municipality of Adalar-History: Princes' Island, 2012). Most probably, the Princes' Islands were selected for this aim because of their transportation shortcomings. Transportation to the Princes' Island was provided at that time by primitive boats, and inappropriate weather conditions generated catastrophes. In 1861, the first ferry service started and after 14 years, in 1875, Fevaidi Osmaniye that is the first ferry firm was formed (Türker, 2003). Today, transportation to the Islands is provided by four different companies like Conventional Passenger Ferries, IDO, Turyol and Dentur with scheduled ferries from Kadıköy, Kartal, Maltepe, Bostancı, Kabataş, Beşiktaş and Eminönü. During the summer season, the demand for transportation reaches to top level. However, it should be highlighted that in winter, some problems and difficulties about transportation occur (Municipality of Adalar-Transportation: Princes' Island, 2012). As a consequence of deeply historical background of Princes' Islands, it is easy to find out numerous heritages like historical and architectural establishments or constructions in the Islands. There are 1707

officially registered and 206 suggested buildings for the protection over the "Architectural Heritage Inventory Project" within the islands (Farsakoğlu, 2013, p. 16).

When looking at the population of the Princes' Islands, a great fluctuation should be noted during the history. Evliya Çelebi defined the population of Princes' Islands as 200 people in the 17th century (Kocal, 2001). However, at the middle of this century, a great number of Levantine migrated to the islands in order to save their lives from epidemic diseases such as plague. Around these years, the migration to the Princes' Islands fluctuated, due to political, social, and economic conditions. For example, while the general population of the Princes' Islands was 16,814, it increased to 19,834 in 1960. In contrast, there is a decrease to 17,760 in 2000. According to the information gathered from the local government, and the population census conducted in 2012, the total population is now 13,883. However, the population peaks during the summer season. The local government describes the population under two groups like permanent residents and summer house vacationists (Nüfus Durumu, 2012). "Settled population of approximately 20,000 live in Büyükada, Heybeliada, Kınalıada, and Burgazada, with very few living in Sedef Adası. The population attains to hundreds of thousands in summer with summerhouse vacationists and daily visitors." (Uzun, Yener, Koç, & Yeşil, 2012, p. 1359).

It is essential to mention about the heterogeneity within the population including different religions and ethnic roots although in the last years, the majority of dominant groups in terms of numbers have changed. When the statistics are compared, it is observed that in 1890 the percentage of the Eastern Orthodox is 47.7 and the percentage increased to 78.6 while the Muslim's one is 14.2 in 1914 (Kerem, 2008, p. 43). However, according to the statistics in 2002, the percentage of Muslim seems to be 88.7 whilst the Christian's one is 2.4. (Koç , 2012, p. 73) . This heterogeneity of the population can be regarded as an advantage for the tourism industry with the help of plenty of cultural harmony, lifestyles, rituals and

different cultural approaches. Nawruz, Arevakal sacraments, Ramadan and Muharrem Ayı events, Christmas, Easter, are some of the examples that are celebrated within peace and harmony by national/international tourists and local residents in the Prince's Islands. Such an approach contributes to create a peaceful world besides providing tourism potential (Adalar Belediyesi, 2012).

The main attractions of the Princes' Islands are the sea, pinewoods, religious and historical places, natural and cultural beauties. The Princes' Islands are protected from air and noise pollution with their natural and geographic characteristics. The percentage of forests over the whole surface area is 55% (Farsakoğlu, 2013, p. 16). On the other hand, the Princes' Islands are unsuccessful in introducing themselves both in international and national markets, although the local government has tried to promote and represent the destination in Emitt Fair since 2000 (Ekonomi, 2012).

Beside the natural beauties of the Princes' Islands, "the Islands were declared as Urban and Natural Protected Areas in 1984. Cultural and Natural Heritage Conversation Board ratified the islands Land Use Plan for Protection 1992; the plan was revised and approved again in 1994" (Uzun, Yener, Koç, & Yeşil, 2012, p. 1359). These types of laws and amendments bring about protection and benefits to the destination as well as some disadvantages for the tourism industry, because these laws restrict the construction industry. As a result, tourism and accommodation facilities have to be arranged according to the laws and old or unused establishments have to be renovated to be used for tourism activities. Tourism facilities in Princes' Islands are generally comprised of boutique style hotels and most of them do not meet the needs of event tourism. To illustrate, there are a total of 36 accommodation facilities with a 776 bed capacity within the islands and just three of them have meeting rooms (Adalar Municipality). Nonetheless, there are several old establishments that are available and that could be renovated for such a purpose.

Even though a considerable effort to increase the attractiveness of the Princes' Islands is spent, the destination suffers from some difficulties and problems generated from over capacity in summer, insufficient resources to compensate for demand and geographical conditions. These difficulties include the budget and personnel allocated to the municipality according to the winter population, overcapacity in terms of visitor numbers in the summer season, legal limitation for estate tax due to historical places, and lack of construction and commercial industries (Farsakoğlu, 2013). In order to handle these troubles, the Municipality of Princes' Islands has written a petition to the Parliament (TBMM) in the pursuit of special status, extra subsidy and personnel strength (Adalar Belediyesi, 2012).

There are 20,000 housing units in Princes' Islands and 90% of them are used as summer houses. The population of Princes' Islands reaches around 100,000 in April and the increase continues up to 150,000 with daily visitors in weekends from July to August (Municipality of Adalar, 2013). Such an amount of population brings about some problems like over population, and crowdedness. Flows of people coming from Istanbul for picnics generally leave their garbage in the streets and forests. Therefore, the municipality has difficulties to clean all the islands in the summer season.

On the other hand, the number of phaetons has doubled to meet the demand. One of the most exotic and familiar transportation vehicles is the phaeton in the islands. However, according to complaints and news, horse dung leads to visual and environmental pollution. In spite of some measures, this problem has yet to be solved (Boğazlıyan, 2012). There are 277 active phaetons and circa 3000 bikes in the islands (Farsakoğlu, 2013). However, the conditions for horses' health and insufficient horse barns are one of the specific problems. The Municipality of Princes' Islands is desperate to handle this problem, because these issues are under the responsibility of the Istanbul Metropolitan Municipality (IBB), Center for the Coordination of Transportation (UKOME) and the Istanbul Parking Organization (ISPARK).

In spite of complaints and suggestions of the Municipality of Princes' Islands to IBB, no improvement has been made (Farsakoğlu, 2013). Moreover, demand for ferries has doubled as well, according to the tourists' numbers. Although the number of ferry trips is increased during the high season, such an increase does not cover the needs. Especially local residents working in Istanbul are affected (Serkan, 2009).

Although there is no vehicle traffic except from necessary governmental vehicles like ambulance, police and fire brigade, the Princes' Islands suffer from the traffic of bicycles, phaetons and pedestrians especially in the high season. As discussed above, the population of the Princes' Islands reaches approximately 150,000 in summer season and most of the visitors use bicycles and phaetons. Therefore, some accidents happen. According to the petition for information from the Princes' Islands Municipality to the Istanbul Metropolitan Municipality, the Princes' Islands municipality complained about the traffic congestion and it waits for new regulations and permissions to handle the problem (Demiroğlu, Çetin, & Izgı, 2013).

Tragically, The Marmara Sea is one of the most vulnerable victims suffering from the pollution. Although several scientists discuss this catastrophe and they conduct lots of research about it, there are no concrete solutions. The bottom of the Marmara Sea is not available for aquatic life anymore because of the lack of oxygen due to pollution. The reasons for the sea pollution may be listed as waste produced by industrial cities of Turkey and neighbor countries, nets and passive hunting, anchors and leads, unrefined sewage waste, unregulated and uncontrolled shipping traffic, etc. Therefore, natural life and artificial activities around the Marmara Sea are affected from the pollution. For example, even though there are opportunities to develop special tourism activities like scuba diving, it is dangerous to conduct it under these circumstances (Evirgen & Ekşiyan, 2012).

In addition, allergy is one of the other problems suffered by people who wish to picnic in the forest under the pine trees. According to the news published in May 9, 2012 in Hürriyet, eight of ten visitors suffer from allergy stemmed from caterpillars. Although the Princes' Islands municipality warns the citizens, the rate could not be decreased. The Princes' Islands municipality is working with responsible institutions to handle this problem, because all of the forests within the Princes' Islands are under the authority of the Land Use Plan for Protection. As a result, the municipality is only able to inform the Forest Management Chief (Orman İşletme Şefliği) and the Provincial Directorate of Agriculture (İl ve Tarım Müdürlüğü) about the complaints (Hürriyet, 2012).

The last problem and constraint for the Princes' Islands is the conflict between the Princes' Islands' Municipality and the İstanbul Metropolitan Municipality. It is a well-known fact that there is a conflict between these municipalities that is both political and managerial. However, this conflict results in managerial handicaps. For instance, according to the news published in March 18, 2011, there was a strike between the city police (Zabıta) of Princes' Islands and the Istanbul Metropolitan Municipality because of the rearrangement of the Çınar Square. This was an authorization conflict, because while Istanbul Metropolitan Municipality asserts its authority over the square, the Princes' Islands' Municipality claims it as its own. As a result, the service to local residents and to local and foreign tourists was influenced (Milliyet, 2011).

Nevertheless, there are, fortunately, responsible people, organizations and institutions that are enthusiastic and volunteer to deal with the problems of Princes' Islands. In the prince's Islands, there are totally active 61 associations, non-governmental organizations and clubs. In addition, 11 foundations including community ones are actively serving in the Princes' islands (Adalar Municipality).

When the investments, studies, researches and efforts are taken into consideration, the importance of consensus among these associations, the municipality, the local and foreign volunteers and other parties manifest themselves. The planned and applied investments can briefly be explained as architectural heritage inventory, improvements for health service, re-regulations for house paint projects, pavement renovations, cycle stand areas, studies to protect the environment and the sea, joint projects among institutions and universities, activities for the improvement of sustainable tourism and introduction of actions as well as ritual and cultural ceremonies coming from various ethnicities and religions (Adalar Belediyesi, 2012) (Farsakoğlu, 2013).

The information and the challenges discussed above provide some idea about the factors that contribute positively or negatively to the tourism potential of Princes Islands. However, it is not impossible to benefit from the previous mistakes by correcting them and to make current actions better for a better future. In the next pages, the conceptual model that analyzes the requirements for special event tourism in Princes' Island can be found out.

FIELD TRIP

In order to get more information about the event tourism potential in Princes' Islands, some experts in Princes' Islands were visited and interviewed. During the trip carried out in March 2013, four different experts were visited. The first one was the secretary-general of the Foundation of the Islands and board member of the Association of the Cultural Development of the Islands, a person with more than 25 years experience in the tourism industry. Other interviewees include the editor, the planning and project manager and the Mayor in the Princes' Islands municipality. In addition, several locations of touristic importance in the islands were visited. The route started from the Association of Cultural Development of the Islands in Büyükada and continued to the Büyükada municipality buildings. Besides these

two important locations, a chance to attend the islands' tour by boat and to get the necessary information about the current and the historical situation of islands was offered.

The first part of the field trip was focused on gathering fundamental information about the islands, the tourism activities and other relevant data. Interviews were made with the mentioned experts and tourism statistical information about the islands, meeting facilities, infrastructure, superstructure, transportation between the islands and Istanbul, attraction heritage sites, tourism activities, supports and collaboration between the municipality, NGOs, event organization firms, the local government and the cost of destination in terms of tourism industry were obtained. During the interviews, some important issues came up as immigration, lack of transportation facilities and conflicts between the Istanbul Metropolitan Municipality and the Büyükada Municipality in the islands. During the interview with the Secretary-General of the Foundation of the Islands, certain attraction points including historical places and buildings, natural and cultural beauties, heritage sites, multiculturalism which contributes to cultural events and ceremonies or celebrations, tourism activities such as daily walking tours or boat tours, water sports capabilities and so on, were reviewed. The efficient collaboration between NGOs and the Princes Islands Municipality, the support of these associations to tourism in the islands, and the lack of transportation within islands, including phaetons, were discussed. Because of seasonality and immigration several problems occur such as excessive demand according to the existing capacity, and environmental pollution. In addition, the Secretary-General of the Foundation of the Islands answered questions regarding meeting facilities, areas or buildings in the islands. He believes that there are a few meeting areas or places which have different capacities. These can be listed as Merit Halki Palace Hotel in Heybeliada, Ascot Hotel in Büyükada, Splendid Palace in Büyükada, and the Sanatorium buildings in Heybeliada. Big buildings with high level of capacity in Yassıada and Sivriada are also available for event tourism.

During the interview with the planning and project manager from the municipality, tourism statistical information, cultural or ethnical events or celebrations lists, information about supports and collaboration between the municipality, the local government, and the NGOs was gathered. Thanks to the interview with the Mayor in the Princes' Islands municipality, detailed information about the islands and all related activities was obtained. During the interview with the planning and project manager from the municipality, plans and projects related to tourism in the islands, immigration in the islands, and the relationship between the local government, the municipality and NGOs, the capacity of the islands, future plans and projects of the island were discussed. Relationships between different stakeholders were described as effective but not efficient. For a more efficient collaboration, each member of these groups should be goal oriented to reach successful results in the short term.

The second part of the field trip included a boat tour of the islands and allowed for a better understanding of the destination. During the tour with professional tourist guides, the chance to better know the islands and its capabilities in terms of tourism was offered. Even though this tour generally gives basic, fundamental historical information about the islands, it also included certain necessary information related to event tourism and complementary activities. Thanks to the tour, the Merit Halki Palace Hotel, Ascot Hotel, Splendid Palace hotel, and the Sanatorium buildings were visited. Additionally, the large buildings with high level of capacity in Yassıada and Sivriada were observed. Complementary activities like wine tourism, Fethi Okyar vineyard, cellar, Christian religion-related activities, and the museum of the islands were also seen as important during the tour.

The aim of this field trip was to observe how event tourism can be handled in the Princes' Islands and to have an idea about the destination. The field trip was also used to

refine the conceptual model. Contacts for future interviews were also obtained in this field trip.
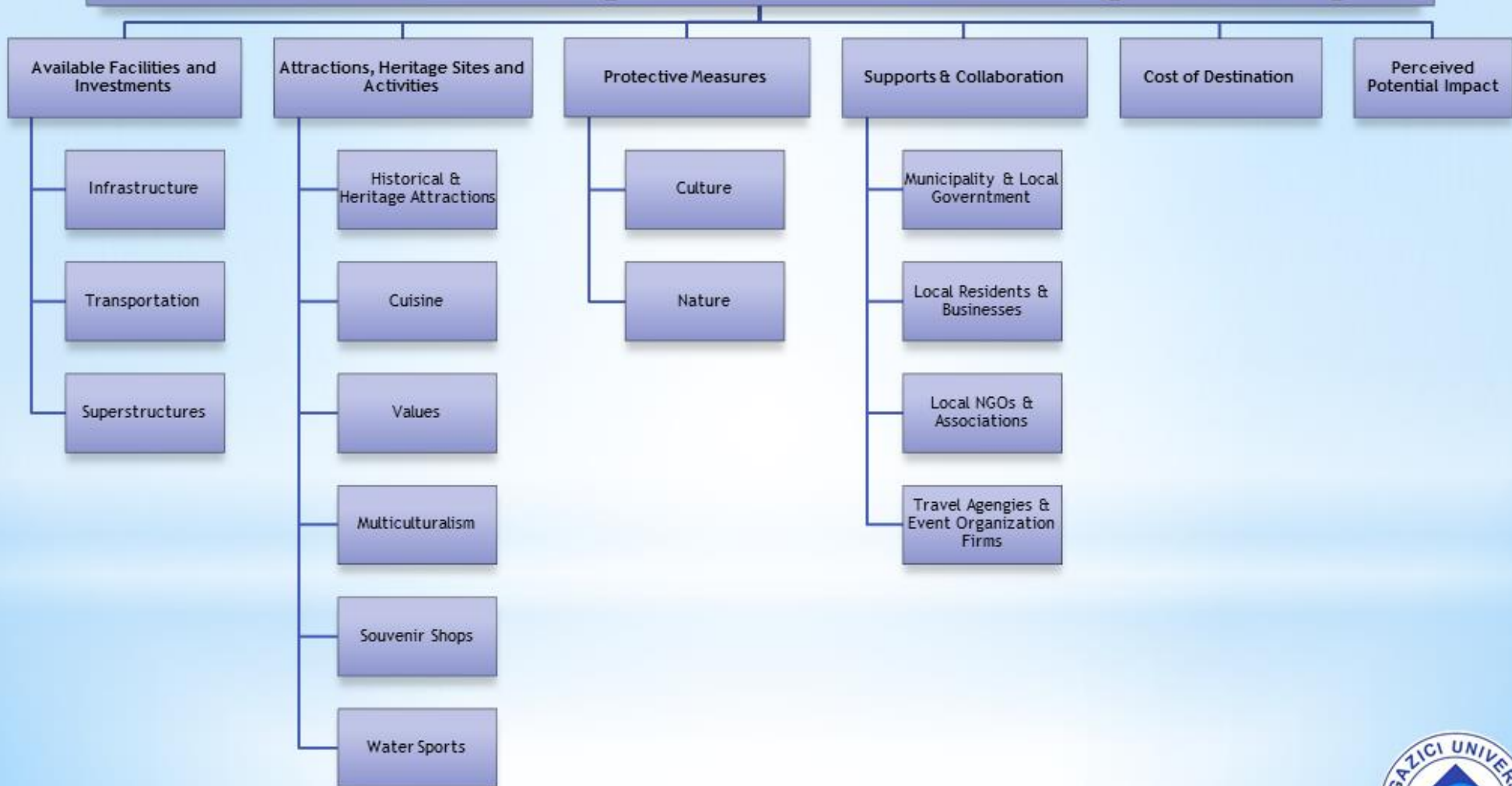
RESEARCH QUESTION

What is the current and potential situation of the Princes' Islands as a destination for special events and boutique meetings?

In this research, the current facilities and other sub-elements for boutique meetings are investigated in terms of quality and appropriateness within Prince's Islands. In addition, possible improvements and requirements are proposed.

Conceptual Model

The Current Situation And The Potential Of The Princes' Islands As A Destination For Special Events And Boutique Meetings

Available Facilities and Investments
- Infrastructure
- Transportation
- Superstructures

Attractions, Heritage Sites and Activities
- Historical & Heritage Attractions
- Cuisine
- Values
- Multiculturalism
- Souvenir Shops
- Water Sports

Protective Measures
- Culture
- Nature

Supports & Collaboration
- Municipality & Local Government
- Local Residents & Businesses
- Local NGOs & Associations
- Travel Agengies & Event Organization Firms

Cost of Destination

Perceived Potential Impact

METHODOLOGY

In order to determine the possible boutique and small event places, two visits were conducted to the Princes' Islands. In addition, experts in NGOs related to tourism and in the Municipality were interviewed in order to learn what their opinions about event tourism in the Princes' Island. Documents and other information about the Princes' Islands were also gathered. In order to increase the event tourism activities in the Princes' Island, 5 event organization companies which organize boutique events, 3 hotels which have meeting room facilities in the Princes' Islands, 1 expert in an NGO in the Princes' Islands, the Municipality of Princes' Islands, and the Anadolu Club have been interviewed.

In order to select the companies, judgmental and snowball sampling method was used. The purpose of the study is descriptive and the research setting is non-contrived. In addition, semi-structured interviews were used as the data collection method and time horizon is cross-sectional. Almost all of the interviews were made face to face but a few of the questionnaires were sent via e-mail because some of them were very busy to answer the questionnaires face to face. The answers obtained from the interviews were analyzed using content analysis, which implies a numerical analysis of the data, and ethnographic summary, which uses the quotations from the text to support conclusions.

LIMITATIONS TO THE STUDY

There are some unavoidable limitations even though the research has reached its aims. First of all, the time is one of the major limitations of this research. 12 weeks is not enough for the research to reach all of the event companies or travel agencies. Therefore, only 5 event organizing agencies were interviewed and information about what they think about event tourism in the Princes' Island, and what kind of development and investment should be made

in the islands in order to enhance the event industry, was gathered. With more time a more comprehensive research could be made.

Secondly, the interviews were planned to be made face to face. Some organization agencies were reluctant to participate in this research. Those agencies were not available to answer the questions about the Princes' Islands and therefore, their opinions are missing. This situation can cause inaccurate results in the research because of under representation of certain companies.

In this research, the perspective of local people isn't included either. Besides, the allocated time doesn't allow consulting the local people. In addition to this, the study aims to investigate the potential and capacity of Princes' Islands for boutique meetings and special events in terms of supply perspective and demand perspective. Therefore, the lack of the local perspective is the last limitation to this research.

FINDINGS

Ethnographic Summary Findings

The findings from the ethnographic summary analysis are given for each of the major dimensions in our conceptual model above: available facilities and investments; attractions, heritage sites and activities; protective measures; support and collaboration; cost of destination; and perceived potential impacts.

Available Facilities and Investments:

According to the information that is gathered from the interviews; investments, plans and regulations are required in order to develop event tourism in the Princes' Islands. Most of the interviewees believe that available facilities and investments are not enough in the islands.

One of the interviewees said "*There are not enough companies through which event organization companies can procure the required technical or other equipment for the events. For this reason, companies should carry their equipment from the center of Istanbul. In addition, it is very hard to provide any equipment in an emergency situation.*" Another interviewee said "*The amount of equipment that is needed for the events is very high and its transportation to the islands is very hard and expensive. It requires very good planning. In addition, there might be an emergency item requirement in the islands and the procuring of this item is impossible in the islands. For this reason, Princes' Islands Municipality may provide this required equipment for the events or the Municipality may use one of their ferries in order to transport the equipment.*" These two quotations show that there is lack of available equipment as an issue that should be solved. Moreover, there should be some investments about complementary service companies in order to provide services to the event organization companies.

Some of the interviewee said that there should be some hotels that offer meeting room facilities. At the present time, there are three hotels that have meeting rooms. According to the interviews the number of hotels that have meeting rooms should be increased.

When the transportation issue is analyzed, different opinions came up. Some of the interviewees believe that the transportation facilities to the islands are enough, while others think that they are not sufficient. In addition, when the transportation within the islands is analyzed, the phaeton problem is comes up. Many of the interviewees believe that the conditions of the horses and the phaetons should be enhanced. Three of the interviewees also think that the number of phaetons should be decreased. When taking everything into consideration, there should be some development concerning the transportation to the islands and within the islands. Especially, the conditions of the phaetons should be improved.

Attractions, Heritage Sites and Activities:

Many of the interviewees believe that attractions, heritage sites and activities in the islands are enough while a few of them think that they are not. One of the interviewee said "*The cultural heritages, activities in the islands are enough in order to attract the tourists' attention.*" In addition, many of them said that there should be different kind of activities in order to attract the tourists. One of the interviewees said "*There are activities just for one time in islands but for the next time, there are not enough activities.*" Another one said "*Phaeton and bicycle are the well-known activities in the islands. In order to revive tourism in the islands, there should be different activities.*" For this reason, activities within the islands should be enhanced.

In addition to them, there are a lot of historical places in the islands. Some of them are near to collapse because of disrepair. Some of these historical places or houses should be renovated and open for special event tourism activities, since there are limited places for event tourism in the islands. One of the interviewees said "*Wooden private houses might be open to private events. Having an event in a private house is very popular in incentive travel and we are trying to utilize wooden houses on the Bosphorus for such an event. There are several beautiful houses in the Islands for such a purpose.*" According to this quotation, some places should be renovated and rented to the companies for special events and boutique meetings.

Souvenir shops should be increased because such shops help to increase the popularity of destinations. One of the interviewees said "*There should be objects, books etc. related to the historical places next to the places themselves.*" It shows that the number of souvenirs and souvenir shops should be increased within the islands.

Protective Measures:

Many of interviewees believe that event tourism is not affected by protective measures that are applied in the islands. One of the respondents said "*Protective measures do not affect the event tourism because the islands can handle special events and boutique meetings.*" In addition, many of them said that historical places can be renovated on condition that the nature of them must be protected. "*As we all know, there are lots of good examples of heritages turned into great event venues all around Europe (old castles, train stations, museums etc.). There is no need to destroy the history but we can easily convert them to nice venues.*" However, some of the interviewees believe that protective measures affect the event tourism negatively because investors would like to build new buildings, or change the existing ones but the regulations do not allow these change.

Supports and Collaboration:

In this section, the relationship and support among the institutions, local or general government and NGO's are investigated. However, according to the answers, even though there are opponents, the general idea is that there are enough relations between local institutions. However, there is the lack of coordination and relationship among local and general institutions. One of the interviewees said: "*If I request any service or something from the municipality, the responsible people are immediately sent by the municipality.*" Another hotel manager said: "*there are enough and informal relationship between local NGOs and community. In addition, NGOs provide different type of seminars that raise awareness in different topics such as renovation of old building and using them in tourism industry.*" One hotel manager believes that local institutions and the community try to increase collaboration and they try to agree with each other on certain topics. Almost all of them agree that collaboration among all parties is a requirement.

On the other hand, one of the hotel managers defines the Princes' Islands as a wheel that is released from the top of the hill. He highlighted the irrelevance of authorities to the Princes' Islands. Interviewees believe that they are generally suffering from the conflicts generated from political issues among Prince's Islands' Municipality, Istanbul Metropolitan Municipality and the government. One respondent said: "*I believe that there is not enough subsidy and support to the municipality by IBB or the central government.*" One of them directly said that "*I have never eyewitnesses such collaboration.*" In addition, one of the comments is "*Definitely not...I can fairly say that, at least as it seems from where we are sitting, none of the above parties are interested in this...As I stated above, the mentality is the first thing to be changed.*"

Another topic is relationship between travel agencies or organization firms and local institutions. According to organization firms, there is not support or collaboration to them. One of the respondents from an organization firm said: "*There is no relation between local institution and organization firms. This can be because the Prince Islands do not position themselves as a single destination in terms of marketing. So, organization firms do not consider a relationship with them to create a destination for special events and boutique meetings.*"

It can be said that generally, there are enough relations between the local government, local residents and businesses, NGOs and associations. However, there is not enough collaboration between organization firms and the municipality and local institutions.

Cost of Destination:

One of the most important subjects in our conceptual model is the cost of the destination. For the event organizations and agencies, the cost plays an important role in choosing a destination for the special events and boutique meetings. When analyzing the

results of the interviews, it can be said that all organizations and agencies can organize a special event and boutique meeting in the islands without cost problems. One of the interviewees said that the cost of the destination for event tourism in the Princes' Islands is very suitable to organize events. Organizing an event in the islands is the same as organizing an event in Istanbul. There is no difference between both places. In addition to this, three other interviewee also support this thought that organizing a special event and boutique meeting is normal in terms of the cost of destination.

On the other hand, some of other respondents said that organizing a special event in the islands is very high in terms of cost. One of the event organization interviewees said that organizing a special event is not suitable in the islands because the cost is very high. In the Islands, it is very difficult to find the necessary technical equipment for the event and carrying the equipment with the ships, ferries or other transportation can increase the cost. Therefore, these situations affect negatively organization of special events and boutique meetings in Islands by organization companies and agencies. They always try to reduce the cost and choose the lower cost destination.

Perceived Potential Impact:

According to the information gained from the interviews, there are different types of impacts that may occur if special events and boutique meetings are organized in the Prince Islands as a single destination. The most important impacts are social, cultural, environmental and economic. One of the hotel managers from the Prince Islands said: *"There are different types of tourism activities in the Prince Islands. These tourism activities, such as daily visitation, do not positively impact the social life, culture, environment and economy of the Islands. If event tourism stands forward, business travelers would stay in hotels and spend more. Therefore, hotels in the Prince Islands would see an increase in the occupancy rate and gain more profit. In addition, these tourists would visit local shopping centers and*

restaurants. Thus, local crafts would also increase their sales and economic development would be observed in the Prince Islands." Generally, it can be said that event tourism triggers economic growth and local hotels will benefit from event tourism in the Prince Islands.

Other significant possible effects are social and cultural. One of organization firms said: "*We can give the example of Alaçatı. In Alaçatı, small and special festival events are arranged annually. They contribute to encourage the local community and craftsmen in order to sustain their cultural aspects and develop social life. Therefore, in the Prince Islands, special events and boutique meeting, like wedding ceremonies, cultural festivals may cause positive social and cultural impacts.*" Thus, according to the respondents, special events and boutique meetings will affect positively the social life and local culture. Furthermore, hotel managers generally agree with the positive cultural and social impacts that event and meetings will cause in the Prince Islands. As the last element of perceived potential impacts, environmental impacts stand forward in the interviews. One of the hotel managers said: "*It is a well-known fact that daily visitors do not pay attention to the environment in the Princes Islands. They visit the Islands with their huge numbers and they leave their rubbish at the end of day. However, business travelers are more conscious about the environment and they also encourage the local community to decrease environmental pollution. This is because; they want a clean environment and these forces the Prince Islands' to address the nature problem.*" The general idea is that special events and boutique meetings may increase the awareness concerning environmental pollution.

On the other hand, one of the hotel managers has a different idea about perceived potential impacts. He said: "*Special events and boutique meetings are not related with social, cultural, environmental or economic impacts. Event tourism does not affect positively or negatively the Prince Islands.*" He believes that event tourism is similar to other tourism
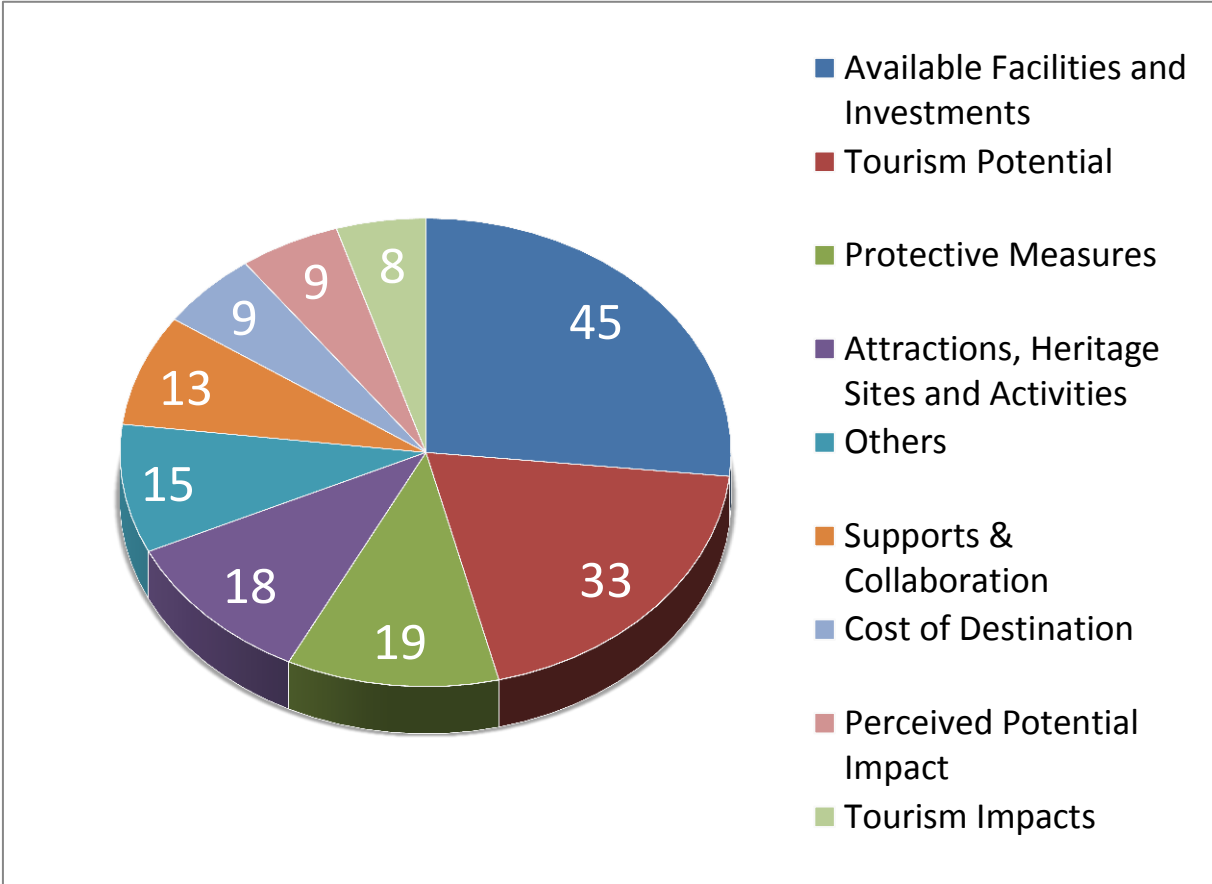
activities. He considers that special events and boutique meetings will have a minimal impact level on the Prince Islands.

Although most of the respondents had a positive view concerning the impacts of special events and boutique meetings on the islands, it should be considered that most of the respondents represent those members of the community that stand to gain most from such activities. A more realistic picture would require that the opinions of other members of the local community are also obtained.

Content Analysis Findings

Content analysis was used in order to determine the most important topics that came up from the interviews carried out. Additionally, each of the topics was matched to one of the dimensions in the conceptual model. The chart below provides the breakdown of the main topics discussed. The numbers given represent the number of times that each topic was mentioned in the interviews. For instance, available facilities and investments were mentioned 45 times in our interviews. Tourism potential was referred to 33 times, protective measures were 19 times, attractions heritage sites and activities were discussed 18 times and so on. Therefore, this analysis provides information on which of topics are most important to the respondents.

Findings from the Content Analysis & Frequencies by Topics

The detailed analyses of the topics mentioned during the interviews are given in the table below. The table includes information about the frequencies and about the issue to which each of the comments refers to.

CONTENT ANALYSIS

RANK	CONTENT	FREQUENCY	CONCEPTUAL MODEL
1	Princes' Islands have a great potential for special events and boutique meetings.	10	Tourism Potential
2	Princes' Islands are not suitable for big organizations and congress.	8	Tourism Potential
3	Event tourism is not affected by strict protective measures (Sit)	8	Protective Measures
4	Attractions, Heritage Sites and Activities are enough.	7	Attractions, Heritage Sites and Activities
5	Historical buildings should be renovated for event tourism with provision of keeping their originality	7	Protective Measures
6	Investments, plans, projects and arrangements are required.	7	Available Facilities and Investments
7	Event tourism will be economically beneficial for local residents.	6	Perceived Potential Impact
8	Although daily visitors are not rejected, event tourists are preferred.	6	Tourism Impacts
9	Available Facilities and Investments are not enough.	6	Available Facilities and Investments
10	There should be different kind of activities.	6	Attractions, Heritage Sites and Activities
11	The popularity of the Islands is increasing.	5	Tourism Potential
12	The Princes' Islands have potential for business camp.	5	Tourism Potential
13	Protective measures affect the event tourism negatively. It is deterrent for the investors.	4	Protective Measures
14	The communication between Municipality and Local Government is enough.	4	Supports & Collaboration
15	There is a conflict between Municipality and Government.	4	Supports & Collaboration
16	The cost of the destination for event tourism is normal.	4	Cost of Destination
17	The equipment is not enough for the events in the Princes' Islands.	4	Available Facilities and Investments
18	There are cultural and ethnical varieties in the Princes' Islands.	3	Attractions, Heritage Sites and Activities
19	There is a problem about the transportation facilities between the islands.	3	Available Facilities and Investments
20	There is a transportation problem within the islands. (Phaetons etc.)	3	Available Facilities and Investments
21	The hotels that can offer meeting facilities are needed.	3	Available Facilities and Investments
22	The conditions of the phaetons should be enhanced.	3	Available Facilities and Investments
23	The marketing of the islands should be increased.	3	Others
24	The number of the phaetons should be decreased.	3	Available Facilities and Investments
25	The service quality should be increased.	3	Others

26	There should be an entrance fee.	3	Others
27	The cost of the Princes' Islands for the event companies is high.	3	Cost of Destination
28	Princes' Islands are not much preferred by organization firms.	3	Tourism Potential
29	The transportation facilities to the islands is not enough	3	Available Facilities and Investments
30	Carrying the equipment to the islands for events is very hard.	3	Available Facilities and Investments
31	Previous tourism activities lead to references and marketing.	3	Others
32	The transportation facilities to the islands are enough.	2	Available Facilities and Investments
33	There should be alternative transportation facilities.	2	Available Facilities and Investments
34	Local residence should be raised awareness.	2	Supports & Collaboration
35	Event tourism affects positively.	2	Perceived Potential Impact
36	In the future, meeting tourism will come into prominence.	2	Tourism Potential
37	Attractions, Heritage Sites and Activities are not enough.	2	Attractions, Heritage Sites and Activities
38	There is no difference for meetings and event tourism in terms of cost.	2	Cost of Destination
39	The communication between Municipality and Local Government is not enough.	2	Supports & Collaboration
40	Summer house vacationist does not like event tourism.	2	Tourism Impacts
41	There are a lot of alternative destinations for event tourism.	1	Others
42	New building should not be constructed.	1	Available Facilities and Investments
43	Event tourism does not have negative effect in terms of socio-culturalism.	1	Perceived Potential Impact
44	There should be some research about the islands.	1	Others
45	Some plan and projects are made in the islands.	1	Others
46	There are qualified hotels in the islands.	1	Available Facilities and Investments
47	The communication between the event companies and hotels in the Princes' Islands are increasing.	1	Supports & Collaboration
48	There are no qualified hotels in the Princes' Islands.	1	Available Facilities and Investments

RECOMMENDATIONS

When analyzing our findings, firstly, it can be said that the Princes Islands have a great potential for special events and boutique meetings s. The general opinion, gathered from hotel managers as the supply side and organization firms as the demand side, is that these two different sides are willing to create special events and boutique meetings at the destination. According to this result, the meeting and event spaces should be improved in the islands in order to reach this potential for special events and boutique meetings. While the meeting and event spaces are improved in the islands, the natural and heritage sites should be protected. Moreover, the old, abandoned and historical buildings should also be protected and renovated as to their original appearance. These buildings could be renovated with the purpose of being used for events and meetings in the islands.

According to the interview questions which are related to available facilities and investment, transportation from Istanbul to the Islands is better than that of previous years. However, transportation within the Islands, between the Islands and to the Islands is not enough and should be enhanced. In order to create a suitable destination for special events and boutique meetings, there should not be any problems related to transportation. Therefore, alternative clean transportation methods should be considered within the Islands, such as nostalgic or electronic trams or golf cars. In addition to this, alternative transportation should be developed between the Islands and to the Islands such as regular ferries, or sea taxies. The capability of providing a special ferry for the organization companies and agencies to carry their technical equipment should be assessed.

There are few hotels and clubs which have event and meeting facilities. It is necessary to add superstructure facilities. However, there are two different opinions concerning the necessity of certain investments, plans and projects which are related to the tourism industry.

Available facilities and investment should be redesigned and enhanced for special event and boutique meetings at the destination.

According to our findings, the general opinion is that attractions and heritage sites are enough but different kinds of activities are needed. Historical and heritage attractions, values, multiculturalism and small shopping center or souvenir shops are already in place. But, local restaurants should provide quality service and different cuisines. Beside events and meetings, travelers need other activities and require entertainment facilities. As a result, complimentary touristic activities that support the event tourism in the Islands such as water sports, walking and ferry tours with guides, small ethnic and cultural festivals or concerts should be developed.

There is a controversial issue regarding communication between the Istanbul Metropolitan Municipality and the local government. When possible, communication should be reshaped and increased. However, support and collaboration between the local communities is seen as enough if requested. Special events and boutique meetings also require a suitable and working relationship between the Istanbul Metropolitan Municipality, the local authorities, the local private industry, the NGOs and the event organization firms. Especially, the relationship among organization companies and hotels should be improved. To increase this collaboration,

A platform for the development of the Princes' Islands event tourism should be created. This platform should include different stakeholders, local authorities, NGOs, and experts such as lawyers, ecologists, tourism professionals and academicians. Within this cooperation, comprehensive strategies and plans should be determined in order to improve the potential of special events and boutique meetings at the destination. These strategies and plans can make contribution to develop the destination for event tourism.

FURTHER RESEARCH

The purpose of our study was to describe the current situation and the potential of the Princes' Islands as a destination for special events and boutique meetings. There might be some other further researches for event tourism in the Princes' Islands. While achieving the aim of this study, only the perspective of hotels, clubs and some organization firms was taken into consideration. The conceptual model was designed and evaluated according to the information that was obtained from these respondents. Because of time restriction, local people and tourists could not be interviewed in this study. Therefore, future researches might evaluate special events and boutique meetings tourism in the Princes' Islands from the perspective of event tourists and local people.

Another further research topic for special events and boutique meetings in the Princes' Islands might be to do a longitudinal study in the Princes' Islands. Therefore, useful and valid information about the changes in the Princes' Islands as event tourism destination overtime.

In addition, there are some other islands in other countries that might be analyzed for comparison purposes. They also provide facilities in order to meet or try to meet special event and boutique meetings' demands. Future studies may compare other islands with the Princes' Islands in terms of different dynamics and from different perspectives.

Furthermore, interdisciplinary researches that include different points of views other than tourism, such as the sociological, legal or ecological perspectives are required in the Princes' Islands.

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APPENDIX – 1

Interview Questions:

For Princes' Islands: (to get information about research, conceptual model)

1. What is the current situation of the Island in the view of event organization companies?

   Organizayson şirketlerinin gözünden, Ada'nın şu andaki durumu nedir?

2. What do you think about the Princes' Islands as a destination for special events and boutique meetings? Do you believe that the Princes' Islands have the potential for such events?

   Özel davetler ve butik toplantılar için destinasyon olarak adalar hakkında neler düşünüyorsunuz? Adaların, bu tür organizasyonları düzenlemek için potansiyel bir yer olduğunu düşünüyor musunuz?

3. What do you think about the attractions, heritage sites and activities in the Princes' Islands? Are they enough in order to attract the event tourists? How should they be improved?

   Adaların turistik güzellikleri, tarihi mirası ve yapılan etkinlikli hakkında ne düşünüyorsunuz? Bütün bunlar organizasyon amaçlı gelecek turistlerin ilgisini çekmek için yeterli mi? Değilse nasıl geliştirilebilir?

4. What do you think about the available facilities and investments according to infrastructure, transportation, and superstructures in the Princes' Islands? Are they enough to create a special events destination?

Adalarda ulaşım, alt ve üstyapılara göre mevcut imkanlar ve yatırımlar hakkında neler düşünüyorsunuz? Bu mevcut imkanlar ve yatırımlar, özel davet destinasyonu için yeterli mi?

5. What do you think about the renovations and facilitation of old buildings that are almost collapsed (Senatoryum, Yetimhane, and Anadolu Club) for the purpose of special events and boutique meetings in the Prince's Islands? Is this approach correct? Profesyonel bir Turizm geliştirme projesi kapsamında, Adalar toplantı merkezi haline getirilmek istense, Adalarda bulunan ancak günümüzde yok olma tehlikesiyle karşı karşıya olan eski ve/veya amaca uygun binaların (Senatoryum, Yetimhane, Anadolu Club) onarımına maddi-manevi katkıda bulunur muydunuz? Böyle bir yaklaşım sizce doğru mudur?

6. As you know, the Princes' Islands are protected areas. How does it affect the development of the Princes' Islands as an event destination?
    Bilindiği gibi, Adalar, korunma altındadır. Bu durum, Adaları toplantı destinasyonu açısından gelişmesini nasıl etkiler?

7. Do you think that there is enough support and collaboration between the municipality and the government, the local residents and businesses, the local NGOs and associations, and organization firms?
    Event turizm için yerel halkın yerel yönetimle, yerel halkın genel yönetimle, yerel yönetimin genel yönetimle ilişkisi nasıl olmalı ve bu event tourism için önemli midir?

8. What is your perception of the Princes' Island in terms of cost? Are they cheap or expensive from the perspective of tourists and event organization companies?

    Adaları toplantı turizmi açısından değerlendirip maliyeti ve destinasyonun fiyatı hakkında ne düşünüyorsunuz?

9. There are plenty of touristic activities that are already going on in the islands. What will be the possible positive or negative impacts (socio-cultural, environmental, and economic) of event tourism in the islands?

    Adalar hali hazırda birçok turism aktivitesine ev sahipliği yapmakta, event tourism geliştirilmeye yada yapılmaya başlanırsa ne gibi olumlu veya olumsuz etkileri (sosyo-kültürel, çevresel, ekonomik) olur?

10. Which one is more important, increasing the number of daily domestic and foreign tourists or getting a more limited number of special events and boutique meetings visitors spread during the whole the year?

    Sizce, yaz aylarında yüz elli binlere ulaşan yerli/yabancı turist mi yoksa tüm sezona yayılmış daha az sayıda toplantı amaçlı turisti mi değerlidir?

11. What do you think about the potential of conducting "Weekend Business Camps" that are organized by big and prestigious companies, and are attended by people with high status? From your perspective, can one or some of the Prince's Islands become event and meeting islands?

    Büyük ve saygın şirketlerin hem çalışmak hem de tatil amaçlı düzenledikleri ve genelde yüksek ünvanlı kişilerin katıldığı "Haftasonu Iş Kampları" nın Adalarda

yapılması ihtimalini nasıl değerlendirirsiniz? Sizce, Prens Adalarından biri ve/veya

birkaçı gelecekte bir toplantı adası haline gelir mi?