

Determination of Typologies of the Visitors Coming FIBA World Championship 2010

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ABSTRACT Characteristics of foreigners who visit an area for sports events could have a significant impact over the volume of touristic development and growth trend in tourism. In this case, analysis of demographics of foreigners in that area is essential in shaping the carrying capacity, projects regarding promotion of tourism and the services to be provided. This process depends largely on the importance of mega events. The aim of this study is to profile the structure of FIBA World Championship 2010 visitors. For this purpose, the researchers carried out semi-structured bilateral interviews with voluntary foreigners (n=372) to analyse their touristic profile. During the Championship held in 2010 in Turkey, surveys were conducted with spectators. The data collected was analysed through SPSS 14 statistical packaged software (SPSS 2009), by means of frequency, percentage and chi square tests.