



Research Article

EVALUATION OF EXPO 2016 EXPERIENCE WITH SUPPORTING THE STUDENTS IN FINANCIAL IMPOSSIBILITIES WITHIN THE SCOPE OF THE PROJECT; AGDAŞ SAMPLE

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ABSTRACT

The aim of the study is evaluation of EXPO 2016 trip with student and parent groups who have financial impossibilities in Gazi secondary school in Sakarya province, Karasu District in 2016-2017 academic year. The project was carried out by Sakarya University Karasu Vocational School, developed by Karasu District Directorate of National Education and supported by AGDAŞ. The fair is the first EXPO that is held in Turkey. 5 open-ended questions were asked to 25 secondary school students in order to determine their perceptions and observations after the trip to Antalya EXPO area. In the research, convenient sampling method which is used in qualitative research methods was used. The data of the research were obtained via semi-structured interview form and the data were analyzed by descriptive analysis method. In consequence of the findings, it was observed that the students regarded such a trip very positively. So it was understood that a lot of students who have never been out of the district where they have lived have possessed a great number of new ideas about science, plant science and tourism in fair, where stands of many world countries exist and they have gained permanent values on behalf of future plans.

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INTRODUCTION

Fair Concept

The fair can be defined as a promotional activity which is held at regular intervals, usually at the same places, depending on fixed time, for the promotion of trade-related products or services, technological developments, introduction of information and innovations, finding Market and purchasing, technical cooperation, future trade relations and development (Tütüncüoğlu, 2009: 11). Fairs are markets where goods and service producers and consumers meet in a specific time and place (Ünsaldı, 2007: 153). Fairs are important marketing tools that can show the skills of successful companies in a competitive environment, in addition, they are important activities in order that participants and visitors recognize each other's. Furthermore, fairs give ideas to visitors about the company and its products (Demirci and Arslaner, 2012: 65).

Development of Fairs in Turkey, Benefits and Tourism Relation

Since the 1960s, more serious steps have been taken in the fair sector and it was seen that both the number of established fairs and participating fairs increased (Web 5).

Turkey has significantly 20-25 years of experience in the international fair sector. In other words, it is still a new sector. Because it is a young sector, it brings insufficiency of accumulation together, on the other hand, dynamism and great potential should not be disregarded (Aymankuy, 2003; 205). Today; fair activities have become a huge sector and commercial activities have become one of the indispensable marketing tools that were presented with advanced technology (Sarıçay, 2010: 4). Fairs are also influential in restructuring the sales force, strengthening salespeople and sales representatives, searching for partners to collaborate in storage and transportation, and in decisions of changing the quantity and quality of distribution channels. Businessmen and professionals regularly come together with activities such as meetings and fairs. In these activities, they reveal the latest and most advanced inventions and products, then they evaluate them. They compare their own products with others (İlter and Çetinkaya, 2014: 233). The fairs are quite suitable environments for interaction of the people of the region with participants and visitors in terms of socio-culture (Torun and others, 2012; 19). With regard to tourism, it provides economic contribution to the local people and participation of the public in social and cultural activities in the fair is one of important benefits. The fairs have an accelerating and promoting feature for both touristic demand and demand for agricultural and industrial products.

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For the benefit of other sectors from fairs, it is necessary to be together with the tourism sector (Aymanıy, 2003; 214).

What is EXPO?

EXPO is an Olympiad in the fields of culture, history, education, art, entertainment and trade. By the expressions of our foreign ministry; The World Exhibitions (EXPO) are international activities which have been held since the middle of the 19th century and contributing to the communication, dialogue and peace between countries. In one sense, those exhibitions, which are regarded as the cultural, historical and educational activities of the world, bring together the countries and provide sharing of information for a better world. The main aim of the World Exhibitions is to exhibit of ideas for the future of the world, cultural richness or projects and to share scientific and cultural backgrounds rather than promotions of commercial products. So, fairs allow the development of new ideas and contribute to socio-cultural development in a universal scale. Exhibitions are open between 90-180 days. During this time, it has positive effects both on the city it is organized as well as on the region and the country. The exhibitions convert the cities where they are organized into brand city. The exhibitions also bring monumental structures to the cities where they are built. Eiffel Tower (La Tour Eiffel) in Paris, Vasco de Gama Bridge in Lisbon (Ponte Vasco da Gama), and Atomium in Brussels are some examples of these structures. The exhibitions have also a different value and meaning for the city where it is organized after the exhibition ends. Today, the exhibition field in Seville has been transformed into a techno park where is technology producing companies and contributes to the economy of the city and the country (Web 2). Expo fairs are organizations which countries collect knowledge to share their area of expertise for a more livable world and exhibit ideas, cultures and projects for the future of the world rather than products. Expo's are also important as an educational theme and a cultural activity in addition to the commercial dimension. Expo's are also called 'World Exhibition' or 'World Fair' (Sarıay; 2010: 13).

EXPO History

Fairs are organizations that have been held since prehistoric times. The concept of the fair began with the promotion and marketing of commercial goods in markets that are a necessity of urban life and part of the urban life cycle in old ages, and changed its character over time. Fairs have become places which involve promotion, sharing, competition and cultural communication facts (Altun, 2007: 6). After the industrial revolution, the world fair tradition which was started by developed countries to exhibit their own industrial products and to be an example to the world, was first carried out in England in 1851. Then, it has survived until today in fixed periods. The world fairs have begun to be organized every 5 years since the 1930s Thematic fairs are held between the two fairs. Antalya EXPO 2016 is such a fair.

It is about plants and floriculture. Fair tradition began initially in the Ottoman Empire during Sultan Abdul-Aziz period and the world fair was arranged for the first time in Istanbul in 1863. Although participation is low, it is important in terms of first. The desire of the Ottoman Empire to participate in world fairs that were held between 1850 and 1900 is because of

worry of showing that it is still among the great world powers against land losses (Ergüney&Pilehvarian, 2015:224). Striking buildings in the exhibition area has been left in past. The famous Eiffel Tower that was built for the Paris Expo in 1889 has both provided financial gain to Paris for over 100 years and become an unique structure in the memory of city (Web 1). On behalf of "Shaping of Future", discoveries were introduced in EXPO for the first time in the world. We can show hydraulic elevator, telegraph, telephone, typewriter, moving film, wireless telegraph, walkie-talkie, glider, radio waves, electric oven, television, Color and three-dimensional films, fluorescents, neon tubes, fiberglass, bakalite nylon, atomic energy, moon stones, space capsules, robot technology, laser and x-rays, movable pedestrian walkways and wireless telephones as examples of products that are presented to customers for the first time at EXPO (Web 1). Our country has widely participated in EXPOs 17 times in Ottoman Empire period and 17 times Republic of Turkey period so far. Izmir has also become candidate for the 2015 and 2020 EXPOs but could not win.

Antalya EXPO 2016- Flower and Child

Turkey has hosted an International Gardening Exhibition with the theme of "Flower and Child" in Antalya between 23 April and 30 October 2016 for the first time. Preparations were carried out by the Ministry of Food, Agriculture and Livestock with EXPO 2016 Antalya Agency. The control and support of the presidency has become very important. About 4.5 million visitors were hosted (Web 3). The sub-themes of EXPO 2016 Antalya that were held with the aim of "a green world for future generations", are determined as "history", "biodiversity", "sustainability" and "green city". In the fair area, there are the first Agriculture and Biodiversity Museum of Turkey, the Congress Center, the Amphitheater, and Children's Island where activities will be arranged for children to learn by amusing. There are The Science and Technology Center for Children, the Rural Area for Families and Children, Lake Expo, peony shaped roof terrace that is EXPO 2016 Antalya's symbolic flower, Expo Hill, Expo Forest, Culture and Art Street and food and beverage places where our architectural culture will be reflected Officially 52 countries, 3 non-official countries have participated in EXPO 2016 Antalya (Web 4).

The Benefits of Expo 2016

EXPO 2016 Antalya, as seen at other botanical EXPOs, gives the city the opportunity of becoming a green brand. By means that,

- International recognition increases
- The image rises
- The tourism industry is supported
- Awareness related to environment and sustainability increases.
- The life quality of city people increases
- Infrastructure and accessibility enhance
- Temporary and permanent employment increase

The EXPO areas have been continuing to serve the city and the public after the EXPO, to be visited, to be an international center in disciplines such as environment, botany and organic

agriculture and it also has been providing a permanent value to the city and country in terms of cultural tourism.

"The Youth of Karasu Recognize EXPO from Black Sea to the Mediterranean" Project

25 secondary school students and their families, who have financial impossibilities in Karasu, in the context of the reasons explained above, a trip was made on October 29, Republic Day, in order to see this World Fair that has historical, cultural and scientific content.

MATERIALS AND METHODS

Research model

It was planned as a research case study using the convenient sampling method which is one of the qualitative research methods in the research. A case study is a method of empirical research which deals with an up to date issue in its own framework of life, which is used in cases where there is no clear line between the case and the content and where there is more than one evidence or data source.

Study group

Because the research was designed as a case study, research was deeply made on a single group. This study group consists of 25 students of 5/6/7 / 8th grade who are attending Gazi Secondary School, Karasu District in Sakarya province in 2016-2017 academic years.

Collection of data

Semi-structured interviews were held with students and student answers were collected about the topic in order to obtain the results of this study and to evaluate the benefits of EXPO 2016- Antalya trip in terms of learning-teaching process. Those data were collected at the school with questions of semi-structured interviews which were made with the students 3 days after the trip.

Analysis of data

Descriptive analysis is a data analysis technique that helps to define the current situation. Thus, the data which was obtained about the learning-teaching process were defined and student answers were analyzed in order to see whether the students' learning after EXPO 2016-Antalya trip is compatible with the purpose of trip.

FINDINGS AND COMMENT

Findings Obtained in Interview

Semi-structured interviews were applied to the students who joined in the research. The obtained findings were arranged around various themes, subjected to descriptive analysis and summarized in the following student statements.

Findings Obtained in Interview

1. Did you go to other cities except Karasu? Do you remember which cities you went to?

Three of the students stated that they have never gone any city except Karasu. *No, I have never gone any city (S1, S2).* The

students often expressed they went to their homelands, where their families migrated from. *I went to my father's hometown, Rize (S21).*

2. Have you been to Antalya before?

15 of the students said that they have never seen Antalya before. *I have not even been out of district before (S18). I only went to different cities to see my relatives (24).*

3. Did you have an idea before you went to Expo? What did you think you would see and learn?

The research group's opinion about the topic was only what they heard from their teachers. Science teachers had informed them about the subject. They said that they had opinions about the topic through surfing on the web. They reported that they wanted to see science, nature and the world countries. *Our teacher had told us (S19), I had knowledge as much as I read on the internet (S15).*

4. Did your ideas change, after you went to the fair and saw the fair place? What do you want to say?

They mentioned about very serious changes. If there would be another trip, students reported that they were going to go again. *It was far beyond my expectations (S8), I understood everything (S9).*

5. What are the contributions of EXPO to our country? What do you think about the contributions of this EXPO trip to you? What was the most important event you remembered?

I think that the fair has contributions to science and technology (S16). It has contributions as tourism, economy, science (S12). Students answered questions suitable to plan with expressions like these. *I had fun, I satisfied my curiosity, I wandered around and saw, I observed that what students learned in lesson were applicable. (common idea)* In addition, students used expressions as *I have seen power and wealth of my country. I remember The Tower most (S8, S12, S22).*

Results And Recommendations

As a result, the research group that participated in the trip and evaluation activities, Our group that is selected from the region with financial impossibility, They have encountered the situation beyond their expectations together with the EXPO activity. This group that rarely goes to the provincial center has been involved in tourism activities within the country. Students learned to practice what they have learned in lessons in daily life. There has been a serious change in students' ideas and knowledge about science after EXPO 2016 with flower and children theme. By means the country stands coming from many different regions of the world, it has been observed that the ideas of the students about the countries and the world have improved. They have been informed about tourism activities in our country. Participant groups should not be restricted to only students; the involvement of families of the students to the studies may be advised. By means that, participation of parents and students who are in financial impossibilities in tourism activities can be provided.

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APPENDIX 1: Questions

1. Did you go to other cities from Karasu? Can you count their names?
2. Did you go to Antalya before?
3. Were there any ideas before I went to EXPO? What did you think you'd see and learn?
4. Did you change your minds after seeing the fair area?
5. What do you think the contribution of this trip to EXPO fair area is to you? Actually what is the most important event left?
