



## WHAT DOES THE TOURISM PRINT MEDIA SAY ABOUT FESTIVALS? A CASE STUDY ON THE EFFECTS OF FESTIVALS ON TOURISM

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### Abstract

The primary purpose of this research is to examine the festival news in the tourism print media and determine the effects of the festival news on tourism. The present study, using qualitative research methods in line with the determined purpose, employed a multiple case study design to reveal the current status of the recent festival news in tourism newspapers. In this context, 48 festival news in the newspapers “Turizm Güncel,” “Turizm Gazetesi,” “Turizm Ajansı,” “Turizm Günlüğü,” and “Turizm News” were found suitable for research and news about festivals held in Türkiye in 2022 were analyzed using the document analysis technique. The current study, which preferred content analysis as a data analysis strategy, processed the data using open code and closed code systems and made descriptive analyzes with Maxqda 2022 software program. This research revealed that the festival news was generally published between march and november, that the most organized festival types were in gastronomy, culture-arts, and music, and that the provinces where the festival news was the most were Antalya, İstanbul, and Adana. In addition, the study identified two main themes-the contents of the festivals and the effects of the festivals on tourism-20 sub-themes and 421 codes. The most coded sub-themes were festival programs, festival types, domestic and foreign festival guests invited, increase in the number of tourists/visitors, increase in destination promotion and marketing activities, and sustainability of tangible and intangible cultural heritage. The results of the research were discussed in terms of theoretical and practical contributions, and some suggestions were offered.

**Keywords:** Festivals, Tourism, Tourism Print Media, Tourism Newspapers, Case Study

### Introduction

Developments in information and communication technologies have affected mass communication, and people have turned to new communication tools (internet, websites, etc.) besides traditional communication tools (radio, television, newspaper, magazine, etc.). To put it more clearly, people have begun to prefer digital newspapers over mass media as a news source. Digital newspapers have provided a more straightforward circulation of information and news and increased social interaction. In this context, conventional and new mass media can direct tourism demand and affect destination selection and perception. However, since tourism demand is highly elastic, many additional factors can affect it. Therefore, due to this high elasticity of demand in tourism, the news about destinations in tourism newspapers might affect the tourists’ decisions. While positive news about destinations boosts the number of tourists and revenues, negative content in the press causes negative impacts (Alvarez & Korzay, 2008; Dalkıran & Demir, 2020; Hall, 2002; Kervankıran & Aktürk, 2016; L’Etang et al., 2007). Newspapers included in the mass media are an element that both affects the tourism demand and increases the elasticity of demand. A study by Atasever and Bahar (2017) proves this situation. Their study examined The Guardian newspaper’s news about Türkiye and measured the relationship of the Türkiye news to the number of tourists and tourism revenues. Although negative news affected the number of tourists and tourism revenues for a while, they concluded that this relationship weakened in the following years. Ertuna and Ertuna (2009) investigated the relationship between the Türkiye news and the number of German and British tourists. While they revealed no connection between the newspaper news and the arrival rates of British tourists in Türkiye, they found that the news affected German tourists. Newspaper news can affect the perception of a destination positively or negatively (Kapuscinski & Richards, 2016). Furthermore, newspapers contribute to tourism advertisement and promotions, draw a positive image, compensate for possible damages, impartially announce problems, propose suggestions, and criticize

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constructively. Therefore, newspapers should include more tourism news and content (Kervankıran & Aktürk, 2016).

Previous studies have investigated tourism news both in tourism newspapers (Aylan, 2020; Tekeli & Kemer, 2022) and in other newspapers (Ayrancı et al., 2018; Dalkıran & Demir, 2020; de Carvalho, 2022; Fusté-Forné, 2020; Kervankıran & Aktürk, 2016; Kılıç et al., 2021; Koç & Depeci, 2021; Lagos et al., 2020; Ma & Kirilenko, 2020; Saatçi & Türkmen, 2019; Şimşek & Hassan, 2018; Wang et al., 2020). Numerous studies on the festivals—that were also the subject of the current study—existed in the tourism literature (Chang et al., 2022; Eluwole et al., 2022; Zhang & Deng, 2022), and some of them handled newspaper news (Frew, 2009; Jayakrishnan & Velayutham, 2014; Robertson & Rogers, 2009). However, tourism studies through tourism newspapers were limited, and there was no study on festivals. Festivals are among the activities that are remarkably substantial in tourism. In this context, festivals are a powerful travel motivation tool for potential tourists who want to experience new experiences. Moreover, festivals contribute to the destinations and participants in various ways, such as economic, social, cultural, and environmental (Getz, 2002). Although the significance of festivals in tourism is known, no research has been encountered investigating the effects of festivals on tourism by analyzing the festival news in tourism newspapers. In this respect, it was necessary to carry out original and guiding research. In addition, the assumption that tourism newspapers create a perception of potential tourists also played an influential role in collecting data from tourism newspapers.

A study to reveal the approach to Turkish tourism in the festival news was essential. Such research was going to reveal the extent to which tourism gains ground in the festival news published in tourism newspapers and the effects of festivals on tourism. In this context, the primary purpose of the research was to examine the festival news in tourism newspapers and determine the influence of festivals on tourism through the news. In this respect, defining the number of festival news in tourism newspapers, their headlines, publication months, festival types and cities, the contents of festival news based on the main themes, sub-themes, and codes, the most and least emphasized topics of discussion, and the most frequently repeated topics and words, will contribute to the literature and practice. On the other hand, the research is significant not only from a theoretical and practical point of view but also from a methodological point of view. In their study, the main themes and sub-themes determined for the news were original and created by the author, who got an expert opinion. In order to make a deeper analysis, descriptive analyzes were made using a software program used in qualitative research. Therefore, the results might inspire and guide similar future studies. This situation also reveals the necessity of this research.

### **Conceptual Framework**

Festivals can be studied as a part of cultural or event tourism or as a stand-alone “festival tourism.” Festivals are “*social celebrations held in certain periods for various reasons*” (Goldblatt, 1997: 7). According to another definition, festivals are “*short-stage folk events that celebrate the valuable aspects of the society's way of life, and include a specific theme*” (Dimmock & Tiyce, 2001: 375). Getz (2005: 21) defines festivals as “*themed public celebrations.*” Many definitions emerged on the festival concept due to the differences in factors, such as purpose, content, time, place, and organizational form. Although the festival concept is defined differently, festivals are a part of individual and social identity and help to strengthen the bonds between the individual and society (Goldblatt, 1997). Festivals, which are vital for tourism development, are a reason for travel for potential tourists who want to add color and meaning to their lives, see different places, get to know distinct societies and cultures, and learn something new. Festivals offer tourists and visitors the opportunity of different experiences and good memories (Tangit et al., 2016).

Some researchers claim that festivals have emerged for religious reasons. As known, in primitive religions, rituals were organized on certain days of the year, and societies repeated their religious beliefs through these rituals. The traditionalization of religious rituals enabled them to transfer to the next generation. In this way, people believed that the bonds between individuals and society, individuals and gods and goddesses, and the living people and the dead were strengthened. The transformation of religious rituals into festivals coincides with the Ancient Greek Period. People in Ancient Greece organized festivals in the name of Dionysus, the god of wine. Theater, dance, and music were an integral part of these festivals held for the enjoyment of the citizens (Atak, 2009). As known, tourism festivals started after the 1950s. Festivals such as Rio Carnival, Berlin Film Festival, Cannes Film Festival, and Valencia Tomato Festival are among the prominent festivals in terms of tourism and turn their cities into world brands (Bilgi et al., 2012).

Festivals, which have significant effects on creating tourism demand and attracting tourists, provide some advantages to destinations, such as diversifying tourism products, spreading the tourism season throughout the

year, spurring the local economy, boosting income, creating employment opportunities, developing infrastructure and superstructure, encouraging new investments, improving the local people's life quality, providing an opportunity for interaction and reconciliation between participants, protecting cultural heritage, increasing destination attractiveness and awareness, creating a destination image, helping the destination's branding (Compton & Lee, 2000; Dimmock & Tiyce, 2001; Felsenstein & Fleischer, 2003; Grappi & Montanari, 2011; Gürsoy et al., 2004; Litvin & Fetter, 2006; Pasanen et al., 2009; Yolal et al., 2012; Yolal et al., 2016). Festivals are essential strategic activities, especially in creating a destination image from scratch or correcting a negative impression and invalidating stereotypes by encouraging visits to the destination. In this context, celebrities are invited to the festivals, enabling them to experience the relevant destination directly (Avraham, 2004). Besides the positive effects of festivals, there are also some adverse effects. Price increases, opportunity costs, insufficient investments, damage to cultural heritage, increase in crime rates, negative social behaviors, overcrowding, vehicle density, ecological damage, architectural pollution, etc., during festivals, are some of the unfavorable effects of festivals (Dimmock & Tiyce, 2001; Gürsoy & Kendall, 2006; Pasanen et al., 2009; Yolal et al., 2016). Eventually, festivals, which are significant events, have economic, social, cultural, and environmental effects on destinations and participants, but these effects are both positive and negative (Reid, 2007).

Festivals are attractive events in tourism. Put another way, festivals attract potential tourists to intriguing festival destinations. Numerous countries host thousands of tourists thanks to the local, regional, national, and international festivals organized every year. In Türkiye, as in the rest of the world, festivals are organized by local governments at local, regional, national, and international levels, and new ones are added to existing festivals every year. At the same time, the Ministry of Culture and Tourism supports festivals considering them as a key to recognizing and promoting culture and social peace. Therefore, festivals are valuable tourist attractions for destinations and provide competitive advantages (Çoban & Süer, 2018; Dalgın, 2016; Özgürel et al., 2015). Many national and international festivals are organized yearly in Türkiye. These organizations are at different times, destinations, and themes such as culture-art, gastronomy, and music.

This research, which focuses on festivals, examined the festival news in national tourism newspapers and tried to determine the effects of festivals on the tourism sector based on the news content. The literature review showed that, while few studies examined tourism newspapers in their research (Aylan, 2020; Tekeli & Kemer, 2022), many other studies performed their investigations over other newspapers (Ayrancı et al., 2018; Dalkıran & Demir, 2020; de Carvalho, 2022; Fusté-Forné, 2020; Kervankıran & Aktürk, 2016; Kılıç et al., 2021; Koç & Depeci, 2021; Lagos et al., 2020; Ma & Kirilenko, 2020; Saatçi & Türkmen, 2019; Şimşek & Hassan, 2018; Wang et al., 2020). Furthermore, no studies investigated the effects of festivals on the tourism sector through tourism newspapers. However, some studies measured the influence of festivals through other newspapers (Frew, 2009; Jayakrishnan & Velayutham, 2014; Robertson & Rogers, 2009). Therefore, the current study, investigating the effects of festivals on tourism through tourism newspapers, differs from others conducted through other newspapers and might contribute to the literature and practice.

## Methodology

### Research Problem and Questions

Qualitative research methods were used in this study. The studies adopting qualitative research methods must determine the research problem first. In this direction, the question “*What are the effects of the festival news in the tourism print media on tourism?*” reveals the primary problem of this research. Depending on the research problem, research questions were developed as follows:

1. Which tourism newspapers published news about festivals?
2. What were the headlines for festival news published in tourism newspapers?
3. In which intervals of time was the festival news published in tourism newspapers?
4. What were the festival types in the tourism newspapers?
5. Which provinces were mentioned in the festival news published in tourism newspapers?
6. What were the festival contents of the festival news published in tourism newspapers?
7. What were the effects of festivals on tourism in the festival news published in tourism newspapers?

8. What were the longest and the shortest discussed topics in the festival news published in tourism newspapers?
9. What were the most frequently mentioned topics in the festival news published in tourism newspapers?
10. What were the most frequently repeated words in the festival news published in tourism newspapers?

The research had ten questions in line with the purpose and scope. The answers to the first five research questions were from the examinations made in tourism newspapers. The answers to the last five research questions were obtained by utilizing a software program used in qualitative research and making appropriate analyses.

### **Research Pattern**

After determining the research problem and questions, the research design was decided for the process. The case study design was used to determine the effects of the festival news in the tourism print media on tourism. The research carried out in this context examined the festival news published in the national tourism newspapers in a certain period and revealed the situation regarding the effects of the festival news on tourism. In other words, an overall inference was made about the current festival news evaluated from a holistic perspective. Hence, this research determined the effects of festival news published in national tourism newspapers on tourism. The present study, examining five different national tourism newspapers, employed the multiple case study design, one of the case studies, to reveal the impacts of the festival news on tourism and sought to determine the effects of the festival news on tourism.

### **Data Collection Tool and Determination of Tourism Newspapers**

The document analysis technique, a data collection tool suitable for the case study pattern, was used in this research. First, the Demand Management System of the Turkish Statistical Institute (TURKSTAT) was applied to on 13.12.2022 to learn the number and names of tourism newspapers available in Türkiye. In the answer dated 16.12.2022, the institute stated that they could never provide any information on the tourism newspapers due to data privacy under Articles 13 and 14 of the Turkish Statistical Law No. 5429. Thereupon, between 16.12.2022 and 21.12.2022, the phrase “tourism newspapers” was searched on the internet. Seventeen national tourism newspapers with the title “tourism” were found. These newspapers were “Turizm Güncel,” “Turizm Gazetesi,” “Turizm Ajansı,” “Turizm Günlüğü,” “Turizm News,” “Turizm Aktüel,” “Turizm Today,” “Turizm Press,” “Türkiye Turizm Mobil,” “Turizmin Sesi,” “Turizm Haber Merkezi,” “Haber Turizm,” “Turizminin Gazetesi,” “Turizm Haberleri,” “Turizm Planet,” “Turizm Postası,” and “Turizm Tatil Seyahat.” After examining the related newspapers and considering the number and contents of the festival news, the “Turizm Güncel,” “Turizm Gazetesi,” “Turizm Ajansı,” “Turizm Günlüğü,” and “Turizm News” newspapers were found suitable for research. After determining the tourism newspapers, a search was made using the keyword “festival.” All news contents with headlines containing the word “festival” were examined. In this process, a few news contents were found inappropriate for the study. For example, news about festivals held outside of Türkiye and general and irrelevant, out-of-tourism information were excluded from this research. The news about the festivals held in Türkiye published in the tourism newspapers in 2022 was examined using the document analysis technique. Due to the data collection technique preferred within the scope of the research, this study did not require ethics committee approval.

### **Selection of Data Analysis Strategy and Processing of Data**

The current study adopted content analysis as a data analysis strategy. The data–viz., the festival news–collected with the content analysis was subjected to a second reading. Thus, hidden contents of the festival news were revealed. The data were processed through inductive and deductive reasoning methods. With these methods, which are referred to as open code systems and closed code systems in qualitative research, the data was processed in line with the information coming from the literature and the field. These methods enabled the researcher to read the festival news in-depth and determine the main themes, sub-themes, and codes. In addition, a software program was employed to reach detailed results. Some descriptive analyzes were made on the Maxqda 2022 software program, and the results were presented in full detail.

### **Validity and Reliability**

Validity and reliability are substantial criteria in qualitative research. Therefore, attention should be paid to issues regarding the validity and reliability of the study. A study should represent the truth. For this reason, in this research, the research problem and questions, research design, data collection tool, determination of

tourism newspapers, data analysis strategy, and data processing were explained with all clarity. In order to solve the questions determined in line with the research aim, all tourism newspapers were analyzed, and five were chosen to collect data. Great care was taken to store the raw data. Data saturation was ensured, and a sufficient amount of data was reached. In processing the data, both closed and open code systems were utilized. In addition, some descriptive analyzes were made using a software program, and some sample expressions from the festival news were included in the research. Thus, research methods and findings were presented in detail and away from assumptions and prejudices. On the other hand, the study reached significant results, all of which were compatible with the data. Depending on the findings, it was determined that the results of the research were indirectly generalizable. Indeed, no unrealistic data was included for the research to reflect the facts and be credible, transferable, consistent, and confirmable. Therefore, the validity and reliability of the research are considered to be high (Creswell, 2018; Merriam, 2018; Yıldırım & Şimşek, 2013).

## Results

A software program was used to analyze the research data. Codes were produced in line with the determined main themes and sub-themes using the Maxqda 2022 software program. Then, document portrait analysis for sub-themes was made to discover the longest or shortest discussed topics in the festival news. Another analysis was the code-subcode-segments model. The code-subcode-segments model allowed us to visualize the main themes and sub-themes and reveal and interpret their coding frequencies. Finally, word frequency analysis was performed, and the analysis made through word cloud and word trends was visualized. Thus, the most repeated words in the festival news were determined. Table 1 shows the national tourism newspapers where the pieces of news were compiled, the headlines of the festival news, the publication dates, festival types, and the festival cities.

**Table 1. General Information on Festival News**

Headlines of Festival News*	Publication Date	Festival Type	Festival City
<b>TURİZM GÜNCEL</b>			
1. <b>GastroAntalya Festivali ile turizmin 12 aya uzaması hedefleniyor</b> (With the GastroAntalya Festival, it is aimed to extend tourism to 12 months)	15.11.2022	Gastronomy	Antalya
2. <b>Gastronomi dünyası GastroAntalya’da buluşacak</b> (Gastronomy world will meet at GastroAntalya)	11.11.2022	Gastronomy	Antalya
3. <b>Adana Lezzet Festivalinde rekor</b> (Record at Adana Flavor Festival)	10.10.2022	Gastronomy	Adana
4. <b>Uluslararası Afyonkarahisar Gastronomi ve Turizm Festivali başladı</b> (The 4th International Afyonkarahisar Gastronomy and Tourism Festival has started)	08.10.2022	Gastronomy	Afyonkarahisar
5. <b>Uluslararası Adana Lezzet Festivali yaklaşıyor</b> (The International Adana Flavor Festival is approaching)	09.09.2022	Gastronomy	Adana
6. <b>Nilüfer Müzik Festivaline konaklama ve içki yasağı getirildi</b> (Accommodation and alcohol ban brought to Nilüfer Music Festival)	02.09.2022	Music	Bursa
7. <b>Fethiye’deki Milyon Fest de yasaklandı</b> (Million Fest in Fethiye is also banned)	23.08.2022	Music	Muğla
8. <b>Adana Lezzet Festivali 7 Ekim’de başlıyor</b> (Adana Flavor Festival starts on 7 October)	10.08.2022	Gastronomy	Adana
9. <b>Festival sezonunu başlatan TatilBudur ile bu bahar şen şakrak</b> (With TatilBudur, which started the festival season, this spring is chirpy)	12.04.2022	Culture-Art, Gastronomy, Botany	Türkiye
<b>TURİZM GAZETESİ</b>			
10. <b>“4. Uluslararası Meze Festivali” yapıldı</b> (“The 4th International Appetizer Festival” was held)	21.10.2022	Gastronomy	Antalya
11. <b>Diyarbakır Sur Kültür Yolu Festivali ‘Kapadokya’dan Mezopotamya’ya’ sloganıyla balonlu uçuşla başladı</b> (Diyarbakır Sur Cultural Road Festival has started with a balloon flight with the slogan ‘From Cappadocia to Mesopotamia’)	09.10.2022	Culture-Art	Diyarbakır
12. <b>Beyoğlu Kültür Yolu Festivali başladı. Festivaller 10’a çıkarılacak</b> (Beyoğlu Cultural Road Festival has started. Festivals will be increased to 10)	01.10.2022	Culture-Art	İstanbul

13. <b>Festivaller yasaklanırken Bakan, Kültür Yolu Festivallerini ülke geneline yaygınlaştıracaklarını söyledi</b> (While the festivals are banned, the Minister said that they will expand the Cultural Road Festivals throughout the country)	07.09.2022	Culture-Art	Türkiye
14. <b>4.Uluslararası Akra Meze Festivali 15 Ekim’de yapılacak</b> (The 4th International Akra Appetizer Festival will be held on October 15)	26.08.2022	Gastronomy	Antalya
15. <b>Marka olmuş, 28 yıllık Antalya Aspendos Opera Bale Festivali yok edildi</b> (Antalya Aspendos Opera Ballet Festival, which has become a brand and has been organized for 28 years, was destroyed)	23.07.2022	Music and Dance	Antalya
16. <b>3. Uluslararası Kapadokya “BalonFest’22”, 21-24 Temmuz</b> (The 3rd International Cappadocia “BalonFest’22”, 21-24 July)	15.07.2022	Balloon	Nevşehir
17. <b>5. Antalya Akra Caz Festivali başlıyor</b> (The 5th Antalya Akra Jazz Festival begins)	01.06.2022	Music	Antalya
18. <b>21. Afyon Klasik Müzik Festivali başladı</b> (The 21st Afyon Classical Music Festival has started)	11.05.2022	Music	Afyonkarahisar
19. <b>5. Antalya Akra Caz Festivali Haziran’da başlıyor</b> (The 5th Antalya Akra Jazz Festival starts in June)	12.04.2022	Music	Antalya
<b>TURİZM AJANSI</b>			
20. <b>Adana Lezzet Festivali’ne büyük katılım!</b> (Great participation in Adana Flavor Festival!)	10.10.2022	Gastronomy	Adana
21. <b>Phaselis Festivali 12’inci kez Antalya’da sanatseverlerle buluşacak</b> (Phaselis Festival will meet with art-lovers for the 12th time in Antalya)	17.09.2022	Music	Antalya
22. <b>Uluslararası Adana Lezzet Festivali yaklaşıyor</b> (The International Adana Flavor Festival is approaching)	08.09.2022	Gastronomy	Adana
23. <b>4. Uluslararası meze festivali için geri sayım başladı</b> (The countdown has begun for the 4th international appetizer festival)	26.08.2022	Gastronomy	Antalya
24. <b>Adana Lezzet Festivali’nin tarihi belli oldu</b> (The date of Adana Flavor Festival has been determined)	10.08.2022	Gastronomy	Adana
25. <b>Bonna Genel Müdürü Erbil Aşkan, Akçakoca Gastronomi Festivali’nde sofraya üstü trendlerini anlattı</b> (Bonna General Manager Erbil Aşkan talked about table top trends at Akçakoca Gastronomy Festival)	12.05.2022	Gastronomy	Düzce
<b>TURİZM GÜNLÜĞÜ</b>			
26. <b>Fifteen Seconds Festivali İstanbul’da düzenlenecek</b> (Fifteen Seconds Festival will be held in İstanbul)	15.11.2022	Business	İstanbul
27. <b>Başkent Kültür Festivali ile Ankara şimdi daha renkli</b> (Ankara is more colorful now with Başkent Culture Festival)	08.10.2022	Culture-Art	Ankara
28. <b>Şile Palamut Festivali başlıyor</b> (Şile Bonito Festival begins)	07.10.2022	Gastronomy	İstanbul
29. <b>Uluslararası İstanbul Lezzet Festivali başlıyor</b> (International İstanbul Flavor Festival begins)	06.10.2022	Gastronomy	İstanbul
30. <b>İstanbul’un batıya dönük yüzü: Beyoğlu Kültür Yolu Festivali</b> (The western face of İstanbul: Beyoğlu Culture Road Festival)	05.10.2022	Culture-Art	İstanbul
31. <b>Türkiye Kültür Yolu Festivalleri 8 şehre yayılıyor</b> (Türkiye Culture Road Festivals spread to 8 cities)	27.09.2022	Culture-Art	Türkiye
32. <b>Troya Kültür Yolu Festivali Başladı</b> (Troy Cultural Road Festival Has Started)	17.09.2022	Culture-Art	Çanakkale
33. <b>Ayvalık Uluslararası Film Festivali Başlıyor</b> (Ayvalık International Film Festival Begins)	15.09.2022	Film	Balıkesir
34. <b>Troya Kültür Yolu Festivali Başlıyor</b> (Troy Cultural Road Festival Begins)	14.09.2022	Culture-Art	Çanakkale
35. <b>Göktürk Caz Festivali başlıyor!</b> (Göktürk Jazz Festival begins!)	14.09.2022	Music	İstanbul

36. <b>Türkiye Kültür Yolu Festivalleri 5 şehirde yeniden başlıyor</b> (Türkiye Culture Road Festivals restarts in 5 cities)	07.09.2022	Culture-Art	Türkiye
37. <b>Bozcaada Caz Festivali sevenleriyle buluşuyor</b> (Bozcaada Jazz Festival meets its fans)	23.08.2022	Music	Çanakkale
38. <b>I-MICE Başkanı Hüseyin Kurt'tan Zeytinli Rock Festivali yasağı açıklaması</b> (Statement of the Zeytinli Rock Festival ban from Hüseyin Kurt, President of I-MICE)	15.08.2022	Music	Balıkesir
39. <b>İstanbul 5'inci Kürt Böreği Festivali düzenlenecek</b> (İstanbul 5th Kurdish Pastry Festival will be held)	28.05.2022	Gastronomy	İstanbul
40. <b>İşte Beyoğlu ve Başkent Kültür Yolu Festivalleri etkinlik detayları</b> (Here are the event details of the Beyoğlu and Başkent Cultural Road Festivals)	14.05.2022	Culture-Art	İstanbul, Ankara
41. <b>Abant Su sponsorluğunda gerçekleşen Çocuk Sanat Festivaline 6 binden fazla ziyaretçi katıldı</b> (More than 6,000 visitors participated in the Child Art Festival sponsored by Abant Su)	28.04.2022	Child and Art	Bolu
42. <b>Güngörmüş Dağlarda beyaz festival</b> (White Festival in the Mountains)	01.03.2022	Winter	Kastamonu
<b>TURİZM NEWS</b>			
43. <b>Adana Lezzet Festivali 667 bin ziyaretçi ağırladı</b> (Adana Flavor Festival hosted 667 thousand visitors)	12.10.2022	Gastronomy	Adana
44. <b>İstanbul Lezzet Festivali Şişli'de yapılacak</b> (İstanbul Flavor Festival will be held in Şişli)	11.10.2022	Gastronomy	İstanbul
45. <b>Türkiye kültür yolu festivalleri 8 şehre yayılıyor</b> (Türkiye culture road festivals spread to 8 cities)	29.09.2022	Culture-Art	Türkiye
46. <b>Kapadokya Balon Festivali "BalonFest'22" sona erdi</b> (Cappadocia Balloon Festival "BalonFest'22" has ended)	27.07.2022	Balloon	Nevşehir
47. <b>Uluslararası Turizm Filmleri Festivali ödül töreni yapıldı</b> (International Tourism Film Festival award ceremony was held)	21.06.2022	Film	Gaziantep
48. <b>Alanya Turizm ve Sanat Festivali 20. Yılında</b> (Alanya Tourism and Art Festival in its 20th Anniversary)	28.05.2022	Gastronomy	Antalya
<b>Note:</b> *Since the festival news is compiled from national tourism newspapers, the original Turkish version of the news headlines and their English translations are included.			

**Source:** Turizm Ajansı, 2022; Turizm Gazetesi, 2022; Turizm Güncel, 2022; Turizm Günlüğü, 2022; Turizm News, 2022.

The current study analyzed the festival news stories in 5 newspapers: "Turizm Güncel," "Turizm Gazetesi," "Turizm Ajansı," "Turizm Günlüğü," and "Turizm News." In total, 48 news stories were found suitable for the purpose and scope of the research: Turizm Güncel (9), Turizm Gazetesi (10), Turizm Ajansı (6), Turizm Günlüğü (17), and Turizm News (6). Table 1 shows the headlines of each newspaper. In the study, a time limit was set in the analysis of the festival news, and only the festival news published in 2022 was assessed. The current study revealed that the news stories of the festivals held in 9 different genres-gastronomy, music, culture-arts, botany, dance, balloon, business, film, and winter-were generally published between march and november. The most organized types of festivals were in the fields of gastronomy, culture-arts, and music. In this context, festivals were held in 15 cities-Antalya, Adana, Afyonkarahisar, Bursa, Muğla, Diyarbakır, İstanbul, Nevşehir, Düzce, Ankara, Çanakkale, Balıkesir, Bolu, Kastamonu, and Gaziantep. The cities most mentioned in the festival news were Antalya, İstanbul, and Adana.

**Figure 1. Code System for Festival News**

Code System	421
Contents for Festivals	0
Festival Types	79
Festival Programs	80
Local and Foreign Guests Invited to the Festival	52
Organizations Organizing the Festival	21
Sponsors Supporting the Festival	20
Sales Procedures of Festival Tickets	10
Festival Bans	10
The Effects of Festivals on Tourism	0
Opportunity to be a Tourism Destination	11
Extension of the Tourism Season	5
Diversification of Tourism	6
Increase in Destination Promotion and Marketing Activities	27
Becoming a Brand City in Tourism	11
Impact on City Image and Attractiveness	6
Bringing Historical, Cultural and Natural Places to Tourism	10
Sustainability of Tangible and Intangible Cultural Heritage	22
Increase in the Number of Tourists/Visitors	30
Increase in Income Rate	7
Increase in Employment/Increase in Women's Employment	5
Regional Development Opportunity	7
Increase in Occupancy Rates of Touristic Facilities	2

Figure 1 shows the code system for festival news. In order to create the code system, a new project has been defined in the Maxqda program. Then, the festival news was transferred to the program as a word file. Main themes and sub-themes were determined based on the academic literature and the contents of the festival news stories. A total of 2 main themes and 20 sub-themes were created and defined in the program. The main themes were “contents for festivals” and “the effects of festivals on tourism.” The main theme, *contents for the festivals*, covered the following seven sub-themes: Festival types, festival programs, local and foreign guests invited to festivals, organizations organizing the festival, sponsors supporting the festival, sales procedures of festival tickets and festival bans. The main theme, *the effects of festivals on tourism*, had the following thirteen sub-themes: Opportunity to be a tourism destination, extension of the tourism season, diversification of tourism, increase in destination promotion and marketing activities, becoming a brand city in tourism, impact on city image and attractiveness, bringing historical, cultural and natural places to tourism, sustainability of tangible and intangible cultural heritage, increase in the number of tourists/visitors, increase in income rates, increase in employment/increase in women’s employment, regional development opportunity and increase in the occupancy rates of touristic facilities. After creating the main theme and sub-themes, codes were generated. The perusal of festival news stories in detail allowed us to obtain a total of 421 codes.

**Table 2. Explanations on Main Theme and Sub-Themes**

Contents For Festivals	Explanations
<b>1. Festivals Types</b>	Festival types such as culture-art, gastronomy, music, etc. are expressed.
<b>2. Festival Programs</b>	Events such as theatre, cinema, panel, etc. that will take place during the festival are expressed.
<b>3. Local and Foreign Guests Invited to the Festival</b>	Local and foreign artists or guests invited in accordance with the content of the festival are expressed.
<b>4. Organizations Organizing the Festival</b>	The ministries, municipalities, organizations, etc. that organize the festival are expressed.
<b>5. Sponsors Supporting the Festival</b>	It refers to all institutions that provide financial support to the festival.
<b>6. Sales Procedures of Festival Tickets</b>	It refers to the information about the sales place and price of the festival tickets.
<b>7. Festival Bans</b>	It refers to canceled festivals.
The Effects of Festivals on Tourism	Explanations

<b>8. Opportunity to be a Tourism Destination</b>	It refers to the transformation of popular places into touristic destinations thanks to festivals.
<b>9. Extension of the Tourism Season</b>	It is stated that the tourism season spreads throughout the year thanks to the festivals.
<b>10. Diversification of Tourism</b>	Thanks to the festivals, the emergence of festival tourism and the organization of festival tours are expressed.
<b>11. Increase in Destination Promotion and Marketing Activities</b>	Thanks to the festivals, the promotion of the destinations and the marketing activities carried out accordingly are expressed.
<b>12. Becoming a Brand City in Tourism</b>	Thanks to the festivals, it is expressed that the relevant destination is differentiated from other places and turned into a center of attraction.
<b>13. Impact on City Image and Attractiveness</b>	It is stated that the destination where the festival takes place has a positive image and the awareness of the attraction centers is increased.
<b>14. Bringing Historical, Cultural, and Natural Places to Tourism</b>	It is expressed that historical, cultural, and natural places are visited by tourists thanks to festivals.
<b>15. Sustainability of Tangible and Intangible Cultural Heritage</b>	The transfer of tangible and intangible cultural heritage to future generations is expressed.
<b>16. Increase in the Number of Tourists/Visitors</b>	Thanks to the festivals, the increase in the number of tourists and visitors are expressed.
<b>17. Increase in Income Rate</b>	The income obtained economically through festivals is expressed.
<b>18. Increase in Employment/Increase in Women's Employment</b>	Thanks to the festivals, the emergence of new employment and the increase in the female labor force are expressed.
<b>19. Regional Development Opportunity</b>	Thanks to the festivals, it is expressed that the economic and social development of the relevant region and the increase in the level of welfare.
<b>20. Increase in Occupancy Rates of Touristic Facilities</b>	Thanks to the festivals, an increase in the number of visitors to hotels, restaurants, etc. are expressed.

Source: Created by the author.

Table 2 shows explanations of the themes mentioned in Figure 1. Each theme has its explanation in the table. This situation enabled us to explain what is meant by each theme. The explanation of the themes was believed to facilitate the understanding of other analyzes made in the research.

Figure 2. Document Portrait for Festival News

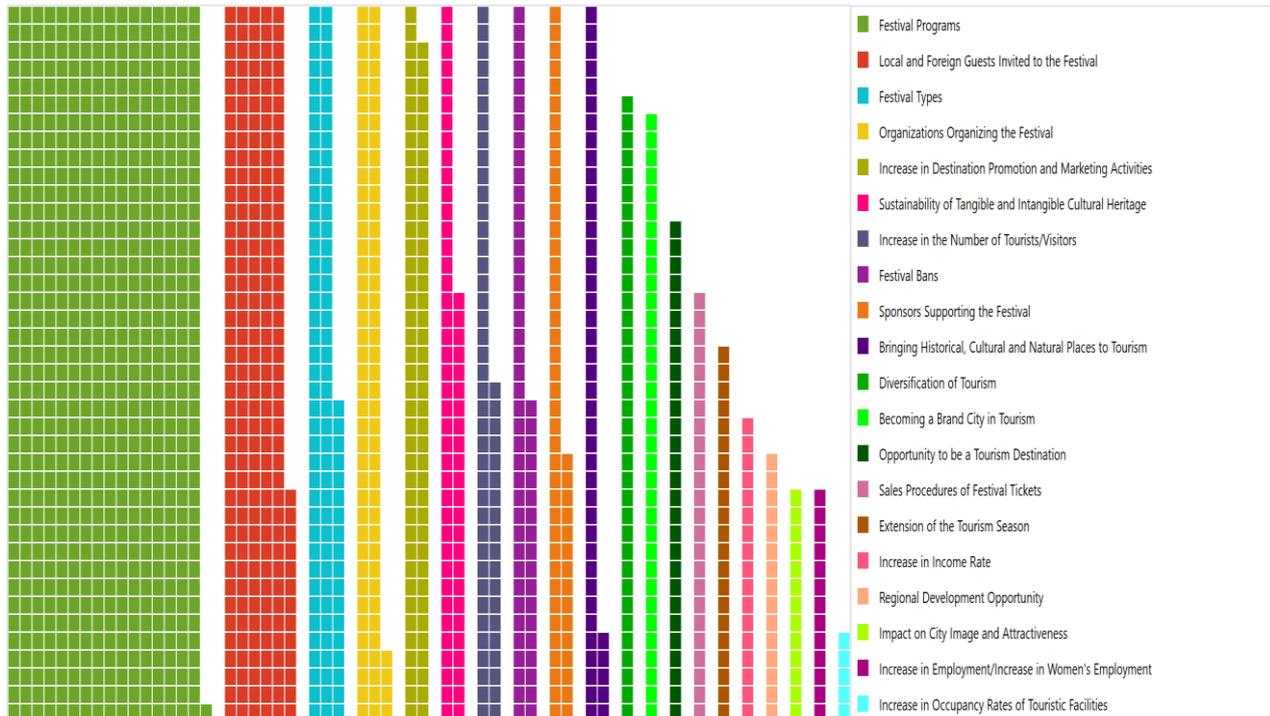


Figure 2 shows the document portrait of the festival news. With the document portrait analysis performed using the visual tools tab of the Maxqda program, the longest and shortest mentioned festival news stories

were revealed. A total of 20 sub-themes existed in the document portrait in Figure 2, and each was visualized through different colors. Colored square boxes indicated the total length of the relevant sub-theme in the news. The figure shows that while writing the festival news, the authors mentioned the festival programs, local and foreign guests invited to the festival, and the festival types at length. On the other hand, the sub-themes the impact on city image and attractiveness, increase in employment/increase in women's employment, and increase in occupancy rates of touristic facilities were the shortest mentioned subjects in the festival news.

**Figure 3. Code-Subcode-Segments Model for the Contents of Festivals**

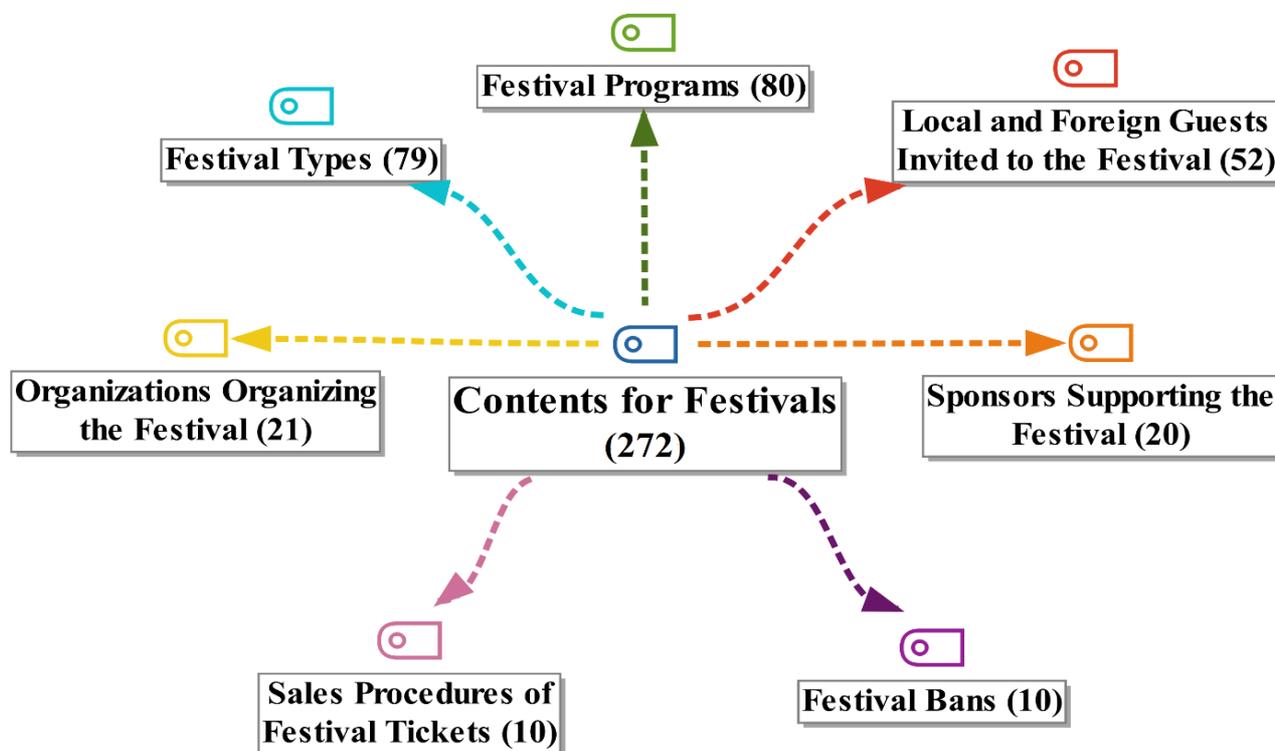


Figure 3 shows the code-subcode-segments model for the main theme, contents for the festivals. In order to make the code-subcode-segments model, MAXMaps-located under the visual tools tab of the Maxqda program-was used. By choosing a new code model, the main theme, contents for the festivals, and its sub-themes were visualized, and thus the coding frequencies of the themes were included. In this context, the main theme, the contents for the festivals, was the most coded main theme (f=272). In other words, festival news in tourism newspapers focused on festival programs (f=80), festival types (f=79), local and foreign guests invited to the festival (f=52), organizations organizing the festival (f=21), sponsors supporting the festival (f=20), sales procedures of festival tickets (f=10), and festival bans (f=10). A few sample statements from tourism newspapers regarding the most coded sub-themes of the main theme, contents for the festivals, are below:

“...Gastro Flavor Scene, Young chefs’ competition, conferences, talks, workshops, concerts, and over 100 of the Adana brands in the festival will introduce famous flavors of the city to their guests. While local delicacies will meet up with visitors for three days in hundreds of booths in the Adana Central Park festival area, tasting events will create a feast for taste lovers... (**Turizm Güncel**).” “... Konya Mystical Music Festival ends tonight. Beyoğlu Culture Festival and Başkent Cultural Road Festivals begin today. Also, Mehmet Nuri Ersoy pointed out that they added Diyarbakır Sur Culture Road Festival (on 8 October) to the festival chain this year. Ersoy stated that the Adana Orange Blossom Carnival would also be embraced by the Ministry in april of next year and added: Our activities will continue with the Ephesus Culture Road Festival in april, in İzmir. In september next year, we are including the Gaziantep Cultural Road Festival in our festival chain... (**Turizm Gazetesi**).” “...At the Mystical Music Festival in Konya between 22-30 September, artists from many countries, from Spain to Germany, from Uzbekistan to India, will bring different beliefs and cultures to art lovers with their most striking aspects thanks to the dynamic power of music... (**Turizm News**).” Examples from tourism newspapers were related to the sub-themes festival programs, festival types, and local and foreign guests invited to the festival. Through the sample expressions, the themes were aimed to be explained more clearly.

Figure 4. Code-Subcode-Segments Model for the Effects of Festivals on Tourism

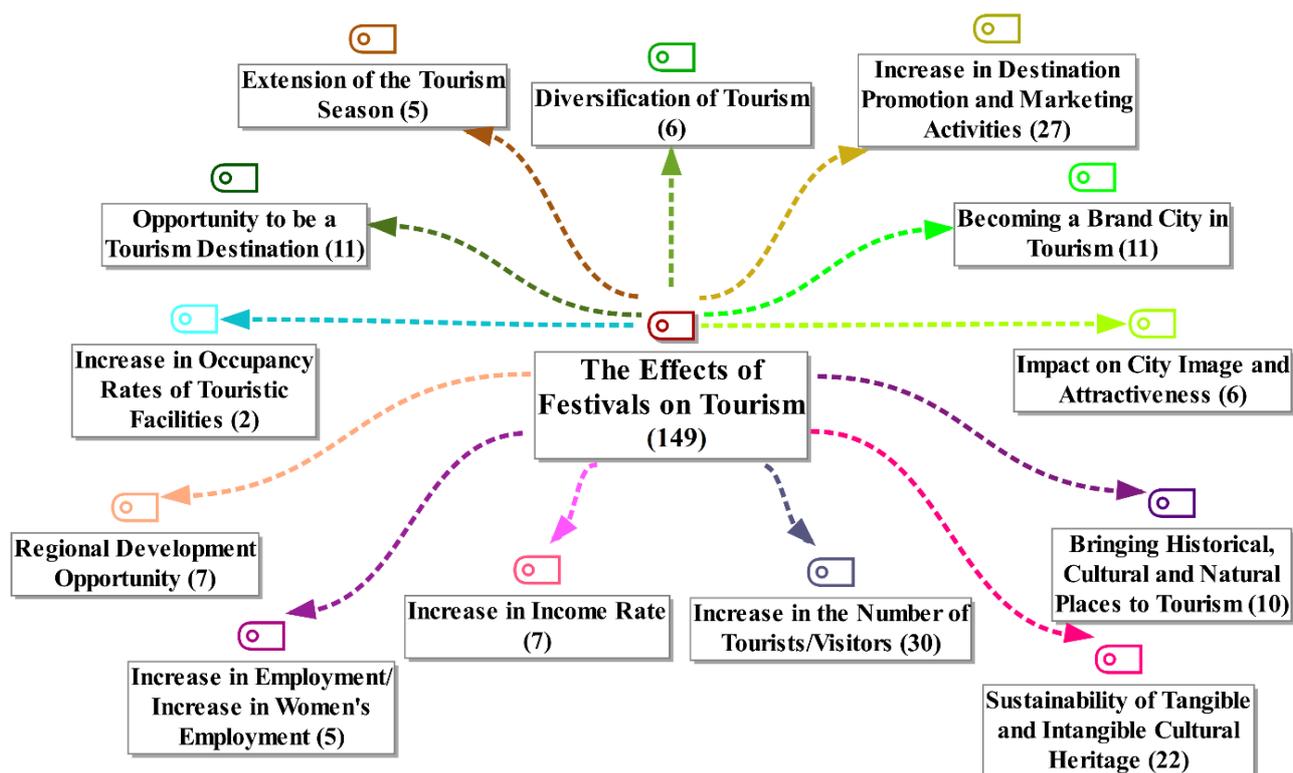


Figure 4 shows the code-subcode-segments model made for the main theme, the effects of festivals on tourism. The code-subcode-segments model was created using the MAXMaps program under the visual tools tab of the Maxqda program. A new code model was chosen, and the main theme-the effects of festivals on tourism-and the sub-themes were visualized. The model, demonstrating the main theme, the effects of festivals on tourism, contained the sub-theme frequencies. This research found that this main theme was less coded than the other ( $f=149$ ). The festival news in newspapers focused on the stories about the increase in the number of tourists/visitors ( $f=30$ ), increase in destination promotion and marketing activities ( $f=27$ ), sustainability of tangible and intangible cultural heritage ( $f=22$ ), opportunity to be a tourism destination, ( $f=11$ ), becoming a brand city in tourism ( $f=11$ ), bringing historical, cultural, and natural places to tourism ( $f=10$ ), increase in income rate ( $f=7$ ), regional development opportunity ( $f=7$ ), diversification of tourism ( $f=6$ ), impact on city image and attractiveness ( $f=6$ ), extension of the tourism season ( $f=5$ ), increase in employment/increase in women's employment ( $f=5$ ), and increase in occupancy rates of touristic facilities ( $f=2$ ). A few sample statements from tourism newspapers regarding the most coded sub-themes of the main theme-the effects of festivals on tourism-are as below:

“... The largest gastronomy festival in Türkiye, the 6th International Adana Flavor Festival, held on an area of 180 decares, hosted 667,000 visitors from Türkiye and abroad for three days... (*Turizm Ajansı*).” “... Adana, which aimed to promote Adana gastronomy and receive a share from world gastronomy tourism, also carried out significant promotional work with the festival held for the 6th time this year. Adana Taste Festival, which has made it onto the Türkiye agenda for three days with the news of local and foreign press organizations and as well as the sharing of social media phenomena, created an impressive perception... (*Turizm News*).” “... With the Türkiye Culture Road Festivals, organized to bring the cultural heritage of our country to the world showcase, we not only revitalized the cultural routes of our cities but also made culture and art accessible to everyone. We will convey our festival enthusiasm, which we started with Beyoğlu Cultural Road last year, to wider masses, this time with much more inclusive and widespread activities in all five cities... (*Turizm Gazetesi*).” Examples of news stories from tourism newspapers were related to the increase in the number of tourists/visitors, increase in destination promotion and marketing activities, and sustainability of tangible and intangible cultural heritage. The themes were intended to be more clearly explained using sample expressions.

Figure 5. Word Cloud and Word Trends for Festival News

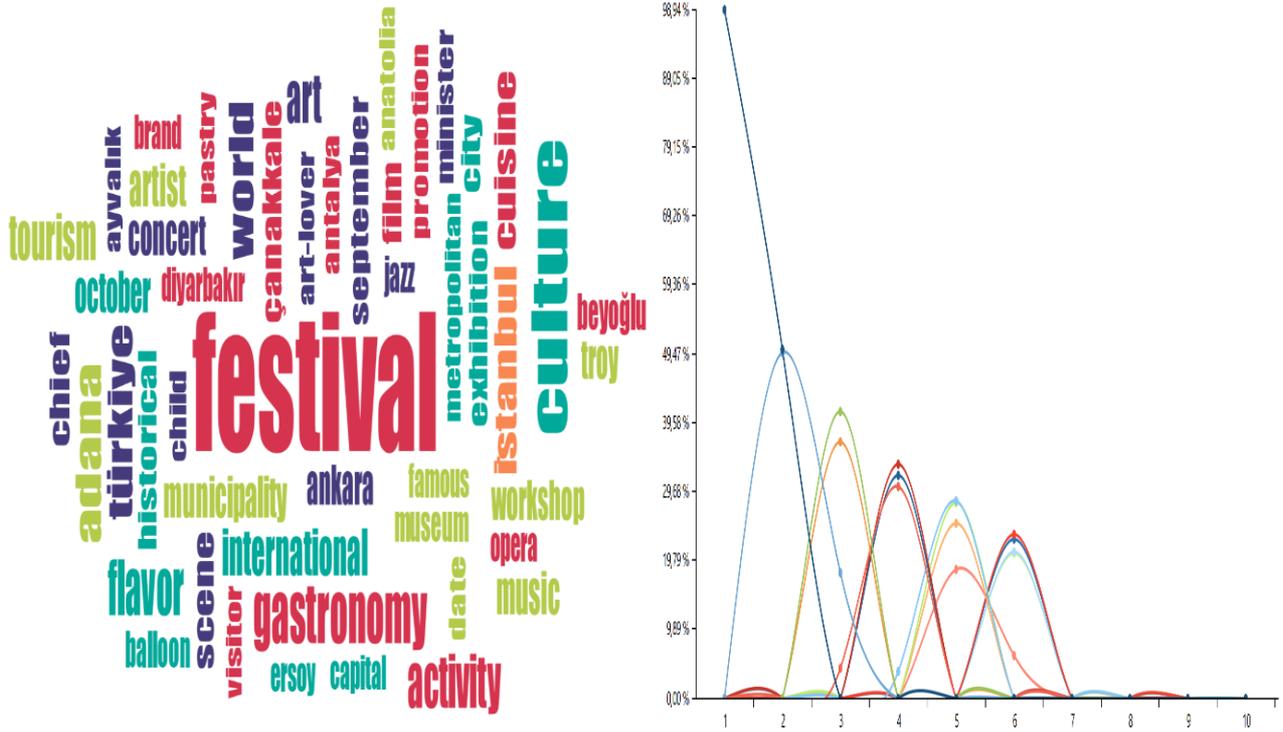


Figure 5 shows the word cloud and word trends for festival news. In the study, word frequency analysis was performed using the MAXDicto tab of the Maxqda program. This research ignored e-mail addresses, hashtags, and numbers in the festival news by ticking the exclusion list option. In the study, the minimum character number was three. In this way, the study reached 17,820 words in the analysis. Listing all the words was deemed more appropriate. Therefore, the minimum frequency was chosen as 1, and thus 5650 different words were reached. Considering the language structure, some words were combined or excluded. Then, the word frequency analysis was visualized with a word cloud. The word cloud seen in Figure 5 consists of the 50 most-repeated words. Depending on the frequency of the words, words appeared larger or smaller. The most frequently repeated words in festival news were as follows: Festival ( $f=568$ ), culture ( $f=255$ ), gastronomy ( $f=155$ ), Adana ( $f=139$ ), taste ( $f=131$ ), Türkiye ( $f=127$ ), event ( $f=122$ ), World ( $f=121$ ), art ( $f=106$ ), İstanbul ( $f=95$ ), tourism ( $f=93$ ), cuisine ( $f=89$ ), international ( $f=86$ ), stage ( $f=79$ ) and music ( $f=78$ ). The word with the highest frequency, festival, was depicted in the middle of the word cloud, larger than other words. In addition, word trends were analyzed using the visual tools tab of the Maxqda program. Each color in the word trends symbolized the first 15 most repeated words. Furthermore, the word cloud produced the same results.

### Conclusion, Discussion, and Suggestions

Knowledge is the most significant power in the modern world. Societies with full access to knowledge are more influential in world management and affect other societies as they wish. Print media is one of the ways to convey information, which may have a positive or negative effect on people. Tourism newspapers, one of the print media tools, are thought to impact potential tourists broadly with interesting and exciting news stories. In this context, it is possible to influence the feelings and thoughts of potential tourists who do not witness the events in the tourism news through how the stories are processed. Therefore, news stories can create the perception of potential tourists. In the research conducted in line with this idea, the festival news, frequently mentioned in tourism newspapers, was examined, and the effects of the festivals on the tourism sector were determined through the festival news.

First, the festival news stories were reached in the existing tourism newspapers. The current study covered five national tourism newspapers considered suitable for the purpose and scope of the research. Forty-eight festival news was analyzed in five newspapers: “Turizm Güncel,” “Turizm Gazetesi,” “Turizm Ajansı,” “Turizm Günlüğü,” and “Turizm News.” A similar study examining tourism newspapers was carried out by Aylan (2020). Aylan (2020) conducted qualitative research on the news in the tourism print media to determine the effects of the COVID-19 pandemic on the tourism sector. Tekeli and Kemer (2022), on the other hand,

evaluated the sports tourism news in the tourism print media with content analysis. Another result of this research was that festival news stories were frequently published between march and november. This situation was most probably related to festival dates. In addition, the study revealed nine different types of festival organizations, including gastronomy, music, culture-art, botany, dance, balloon, business, film, and winter. The most organized festival types were in the fields of gastronomy, culture-art, and music. In the literature, few studies have been encountered examining festivals through newspapers. Frew (2009) investigated the role of national and international newspapers in creating a festival image; Jayakrishnan and Velayutham (2014) researched the music festival in English and local newspapers; and Robertson and Rogers (2009) investigated the role of the media in festivals. A literature review showed studies examining alternative tourism types other than festival tourism in newspapers: Ayrançı et al. (2018) investigated the presentation of health tourism content in newspapers; Fuste'-Forne' (2020) the contents written for gastronomy tourism in New Zealand newspapers; Tekeli and Kemer (2022) the contents of sports tourism news in tourism newspapers. The study revealed that festivals were held in fifteen different cities: Antalya, Adana, Afyonkarahisar, Bursa, Muğla, Diyarbakır, İstanbul, Nevşehir, Düzce, Ankara, Çanakkale, Balıkesir, Bolu, Kastamonu, and Gaziantep. Antalya, İstanbul, and Adana were the provinces where the festival news was the most.

The contents of the festival news were often festival types, festival programs, local and foreign guests invited to the festivals, organizations organizing the festival, sponsors supporting the festival, sales procedures of festival tickets, and festival bans. Besides, the effects of festivals on the tourism sector were examined in newspapers. In the current study, the economic, social, and cultural influences of tourism were as follows: Opportunity to be a tourism destination, extension of the tourism season, diversification of tourism, increase in destination promotion and marketing activities, becoming a brand city in tourism, impact on city image and attractiveness, bringing historical, cultural, and natural places to tourism, sustainability of tangible and intangible cultural heritage, increase in the number of tourists/visitors, increase in income rate, increase in employment/increase in women's employment, regional development opportunity, and increase in occupancy rates of touristic facilities. In the literature, many studies examined the effects of festivals on the tourism sector and achieved similar results (Compton & Lee, 2000; Dimmock & Tiyce, 2001; Felsenstein & Fleischer, 2003; Grappi & Montanari, 2011; Gürsoy et al., 2004; Litvin & Fetter, 2006; Pasanen et al., 2009; Yolal et al., 2012; Yolal et al., 2016). Therefore, the results obtained are consistent with the results of other studies. Although the festival news authors emphasized the festival programs, local and foreign guests invited to the festival, festival types, they ignored the positive effects of the festivals, such as impact on city image and attractiveness, increase in employment/increase in women's employment, and increase in occupancy rates of the touristic facilities. The most frequently mentioned topics in the festival news were festival programs, festival types, local and foreign guests invited to the festival, increase in the number of tourists/visitors, increase in destination promotion and marketing activities, and sustainability of tangible and intangible cultural heritage. The most frequently repeated words in the festival news were festival, culture, gastronomy, Adana, and flavor. These results obtained using a software program differed from other studies performed on festivals (Chang et al., 2022; Eluwole et al., 2022; Frew, 2009; Jayakrishnan & Velayutham, 2014; Robertson & Rogers, 2009; Zhang & Deng, 2022).

### **Theoretical Implications**

This research examining festival news in tourism newspapers is believed to have contributed to the literature. Although many studies in the literature have examined the festivals (Chang et al., 2022; Eluwole et al., 2022; Zhang & Deng, 2022), the number of studies investigating festivals over newspapers was quite limited (Frew, 2009; Jayakrishnan & Velayutham, 2014; Robertson & Rogers, 2009). In this context, it has been encountered no study in which the effects of the festival news on the tourism sector were determined by examining the tourism newspapers. Therefore, this original research is believed to fill a gap in the literature. The study has also provided methodological contributions to the literature. In this research, Maxqda 2022 software program served to obtain more detailed information about the festival news and its effects on the tourism sector. Descriptive analyzes made using the software program provided detailed results. In addition, the main themes and sub-themes determined by the researcher in this research were original. Indeed, the current study contributing theoretically and methodologically has revealed more different and authentic results from other studies in the literature.

### **Practical Implications**

This research made not only theoretical and methodological but also practical contributions. First, this research will contribute to tourism newspapers and newspaper writers investigating festival news. The current study

quantitatively presented festival news stories and their headlines published in tourism newspapers. The examination on the newspapers showed that the tourism news stories were quite similar and away from creativity. Therefore, newspaper writers should be creative when writing tourism or festival news and write news stories with original content. This research determined in which months the festival news stories were published during the year. Thus, it was revealed that festival news stories and festivals emerged during the same period. Making news for each festival before and after festival events will broadly impact potential tourists. Therefore, continuously released festival news will contribute to promoting tourism festivals. In addition, the determination of festival types and cities in the research revealed which festival types the newspaper writers often focused on. Therefore, including local festivals that contributed to destinations and local people, rather than the popular festival types, would increase the number of original festival news quantitatively. This study is believed to be a guide for researchers who want to research this subject, as well as newspaper writers. Examining the festival news in different tourism newspapers or high-selling daily newspapers will make it possible to make inferences in practice.

### **Limitations and Future Research**

The current study, examining the news stories in tourism newspapers, aimed to reveal the effects of festivals on tourism. Hence, five tourism newspapers included in the research and forty-eight festival news compiled from these newspapers were the study limitation. Another study limitation was analyzing only the festival news of 2022. Besides, the fact that only the festivals held in Türkiye were included in the research was another limitation. Some suggestions were made in line with the stated limitations. To better advertise and market destinations where festival organizations are held, the recommendations for researchers and practitioners are listed below:

- Cooperating with tourism-related public or private institutions,
- Inviting international media organizations to festivals,
- Producing attractive international advertising and promotion works for more foreign tourists,
- Adding the relevant destination's tourist attractions to the festival program,
- Releasing introductory information in newspapers on destinations where the festivals are held and also sharing them via other mass media (social media, etc.),
- Providing in-house training and producing original and comprehensive news stories to prevent monotonous and similar news in tourism newspapers,
- Increasing the number of tourism-oriented content in tourism newspapers by giving due importance to authors' columns, readers' criticisms and comments, as well as tourism news stories,
- Evaluating the news about Turkish tourism in national and international tourism newspapers and being prepared against their adverse news content,
- Interviewing local and foreign festival participants in future research and thus planning for tourists' festival participation and the festival organizations properly,
- Covering more tourism newspapers in future research and thus revealing the results of the festival news in a broader period,
- Examining international tourism newspapers on festival news or comparing national and international newspapers,
- Focusing on the news about different tourism types in national and international tourism newspapers or determining the tourism types that tourism newspapers deal with most.

It is expected that the suggestions of the current study will contribute both to the organization of more competent festivals and increase the number of authentic festival news in tourism newspapers. In addition, adopting suggestions for researchers can boost the quantity and quality of the studies on festival tourism.

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