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a field of study and a  
globally significant  
sector of the  
economy. It can be  
defined and studied

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by reference to its supply side (Getz 2012, 2013). Event tourism at a destination level is the development and marketing of planned events as tourist attractions, catalysts, animators, image makers, and place marketers. This process includes bidding on, facilitating



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He holds both  
Master's and PhD

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degrees in tourism management. His research focuses on consumer behavior, benchmarking, destination management, and sustainability. He acts as the co-editor of *Anatolia: An International Journal of Tourism and Hospitality Research* and has been a

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Professor of

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Management,

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Professor, Hospitality

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