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**SELÇUK EFES  
DEVE GÜREŞLERİ  
FESTİVALİ: KATILIMCI  
GÖRÜŞLERİNE GÖRE  
SWOT ANALİZİ****Gamze ÖZOĞUL****GİRİŞ**

Turizm endüstrisinin en hızlı büyüme gösteren alanlarından biri olarak etkinlik ve festival turizmi (Goeldner, Ritchie ve McIntosh, 2000) ziyaretçi motivasyonu, ekonomik ve sosyal etkiler gibi birçok açıdan turizm araştırmalarının konusu haline gelmiştir. Festivaller temel özelliklerine, sürelerine ve mekânsallığa göre sınıflandırılabilir ve çeşitli temalar üzerine gerçekleştirilebilmektedir. Bu anlamda festivallerin potansiyel çeşitliliğe sahip olduğunu, bazı festivallerin uluslararası boyutta geliştiğini, bazılarının ise belirli bir bölgeyi ya da yöresel ürünleri tanıtmayı amaçladığını ifade etmek mümkündür. Kültürel ve sosyal değerlerin yanı sıra festivaller, uygun şekilde değerlendirilmesi durumunda mevsimsellik, şehir imajı ve ev sahibi şehrin ekonomisi konularında destekleyici bir araç rolü üstlenebilmekte (Karadakis, Kaplanidou ve Karlis, 2010), dünya genelinde bölgesel kalkınma stratejileri üzerinde de kilit unsur olarak rol alabilmektedir (Stankova ve Vassenska, 2015). Yerelden küresel neredeyse tüm topluluklarda sahip olduğu öneme rağmen festivallerin nadiren stratejik olarak yönetildiği vurgulanmaktadır. Stratejik yönetim iç ve dış çevrenin SWOT (Strengths, Weaknesses, Opportunities,

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