

Fair Logistics

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Abstract: Today, the importance of fair logistics has increased as a result of the development of fair business activities in national and the international arena. Companies providing fair logistics services carry out services such as the transportation of products, customs clearance, packaging, set up of stands and collection and repackaging. In this case, the enterprises participating in the fairs are in an advantageous position both financially and in the safe establishment of their stands in the fair area. However, there are some disadvantages as well as advantages of trade fair logistics. Examples of problems such as the products not being brought to the fairground on time due to problems at the customs or the wrong or missing products are found in the products. It can be said that a successful fair logistics management depends on good planning and good coordination. When the literature is reviewed, it is seen that there are very few studies on fair logistics. When evaluated in this context, it can be said that this study is a resource for fair logistics.

Keywords: Fairs, History of Fairs, Logistics, Logistics Sector, Fair Logistics.

1. Introduction

Fair logistics has a very important place in terms of businesses participating in fair organizations. Nowadays, thanks to globalization, businesses are opening up to world markets abroad and as a natural result, they also participate in international fairs. So that fair logistics has vital importance. From setting up stands to transporting products to the fairground in a complete and safe manner; After the fairs, all transactions until it is packaged and stored in the same way are under the responsibility of the relevant company. Companies that receive logistics support are in a profitable position in terms of both cost and safe transportation of products.

Since fair logistics is a newly developing field, it is possible to encounter some problems. Especially in international fairs, the lack of information due to legislative differences, the shortage of qualified personnel in the field of fair organizing, problems due to timing, and the problems that occur in customs clearance can be

seen. Taking all necessary precautions to avoid such problems is a very important issue for companies that provide logistics support.

2. Logistics

In this part of the study, the concept of "logistics" will be discussed. The definition and development processes of the concept of logistics, the scope and importance of logistics will be mentioned.

2.1. The Concept and Scope of Logistics

The concept of logistics is composed of the Greek words "logic" and "statistics" (calculating). Logistics, which means the science of computation and the ability to calculate, was first used in the military field in Ancient Greece during war periods (Hacıbektaşoğlu, 2020).

It is seen that there are many definitions about the concept of logistics in the literature. In the most general definition, logistics is the whole of the activities carried out in the process until the product is received from the supplier and delivered to the consumer (Türkyılmaz, 2019). On the other hand, the Logistics Management Council (CLM) defined it as the effective fulfillment of processes such as ensuring the flow of information about products and services, planning the operations to be carried out, storing, transporting and controlling products in the procurement process of products and services from raw materials to the consumer (Reference for Business, 2011).

In another definition, it is stated as "positioning resources in relation to time or strategic management of the entire supply chain" (Uludağ, 2013). The concept of logistics, which covers a wider area, can be defined as the planning and control process for the products to be produced according to the needs of the customers, from the raw material to the final consumption point of the product, to ensure the transportation of the products at the desired time and condition with the least cost (Öz, 2019).

Logistics in Oxford University's Dictionary of "Oxford Advanced Learner's Dictionary of Current English"; It has been defined as "associated with equipment, materials and human movements for military operations" (Oxford Advanced Learner's Dictionary, 2020) In Webster's dictionary, the definition of the concept of logistics takes place in two ways. In the first definition, "it is the branch of military science related to purchasing, procurement, maintenance and transportation of military supplies,

facilities and personnel"; In the second definition, it is stated as "handling the details of an operation" (Merriam Webster, 2020).

Logistics covers operations such as transportation, storage, customs clearance, packaging, and distribution of products from the manufacturer to the end consumer. Logistics, which had only the transportation of products in the past, includes all services at all stages of the supply chain today. (Hacıbektaşoğlu, 2020). These services can be listed as follows (Dirik, 2012).

- **Transportation:** It is the process of relocation to meet the needs in terms of space and time.
- **Storage:** It is the storage activities of raw materials, semi-finished products, or finished products under suitable conditions between the producer and the final consumption point.
- **Order processing:** It is the activities related to the delivery of orders received from customers at the desired place and time.
- **Purchasing:** It is the process of deciding which product to buy, when and how much, and the timely delivery of these products.
- **Customer service:** It is the totality of activities carried out to fulfill orders and customer satisfaction.
- **Packaging:** It is the process that ensures the products are packaged and delivered to the consumer in order to prevent the products from being damaged by the environment.
- **Transportation of products:** It is the set of activities that involves the transportation of products from one place to another within the production facility or the delivery to the consumer.
- **Supply-demand forecasting:** It is the activity of stocking the appropriate amount by providing raw material and material supply by making demand and sales forecasting.

2.2. Historical Development of Logistics

The origin of the concept of logistics comes from the military sphere, as all theorists have shown. Considering the literature, the concept of logistics is generally discussed in the civil field. In the 5th century BC, in Ancient Greece, logistics was mainly associated with civil life. Management would assign specific people to certain responsibilities in financial management. Processes made; It was called by different names such as logistae, logeutai, eklogeis. The Logistae task was fulfilled by a person

elected by a show of hands, and this person was the highest authority controlling all business related to goods (Szymonik, 2012).

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The first logistics service in history; is claimed that was given by the merchants of Venice, Florence, London, and the Hanseatic League. These merchants carried the products they bought from many different regions to different parts of the world (Ersoy, 2013). However, the history of logistics activities goes back to ancient times. Before people settled down, they kept the animals they hunted and the fruits and food they raised by drying. This situation shows that logistics activities have come from prehistoric times to the present (Özdemir & Karahan Gökmen, 2016).

At the beginning of the 20th century, the concept of logistics was used in the field of military defense for the collecting and stocking of weapons, foodstuffs, and ammunition during war, and for the entire activities that provide transportation to large geographical regions (Öz, 2019). In the 1960s, the concept of logistics developed as a part of digital sciences and strategic management and revealed the principles of integrated logistics (Uludağ, 2013). While the acceptability level of performance standards of logistics was medium in the 1960s; In the 1970s, there was an increase at this level and material requirements planning came to the fore. Production and stocking costs constituted the main performance measure in these periods. By the 1980s, logistics performance standards were started to be implemented by all businesses as developed (Gümüş, 2009). The importance of logistics services was revealed during the Gulf War between 1990–91. Some experts have stated that this war is also a logistics war. With the rapid advancement of technology in the 2000s, the use of internet technology in logistics activities has increased effectively and the strategic supply chain view has become widespread (Çekerol, 2013).

2.3. Importance of Logistics

Logistics, which has an important role in supply chain management, is used to deliver products on time and safely. Today, customers can demand products not only from the centers where the products are produced but from many parts of the world. In

addition, customers expect that their products will be delivered quickly and in the best way regardless of distance (Hacıbektaşoğlu, 2020).

The most important factors in increasing the importance of logistics; Increasing competition in the markets, the similarity of brands, the need for companies to be different in the market, the competitive advantage arising from being the first and fastest in the sector, the benefits of long-term relations between suppliers and customers, customer satisfaction and customer loyalty. The fact that the markets are in this situation allows businesses to attach importance to logistics activities and also to the continuous development of the logistics sector (Sümersan Köktürk & Çobanoğlu, 2019).

3. Fair Logistics

In this part of the study, the concept of the fair and its development process, what fair logistics is and what it covers, the development process, and the importance of fair logistics are discussed. In addition, problems encountered in fair logistics were mentioned.

3.1. Fair Concept and Development Process

The word fair comes from the Latin word "Feria", which means religious ceremony and festival. In Turkish, it has passed the word "Foire" in French. At the beginning of the 17th century, it started to be used as 'exhibition' derived from 'exposition', which means exhibition in Latin (Kayacık, 2020). In the dictionary of the Turkish Language Association (TDK), the word fair is defined as a "Large exhibition opened to exhibit commercial goods in certain places at certain times" (Turkish Language Association, 2019).

There are many definitions in the literature regarding the concept of fair. According to one of the definitions: "Organizations that try to unite and integrate economic, social and political activities." Another definition is: "They are organizations that are of great importance in terms of both marketing industrial products and promoting countries." In another definition, "They are large markets that are established periodically at a predetermined place and time where various goods are bought and sold" (Güleç, 1999).

In the 2000s B.C., the concept of fair was used in the same meaning by the civilizations in Mesopotamia with the concepts of fair, exhibition, and market. The Romans also established markets and fairs in the occupied regions in order to develop

trade and make their own propaganda (Kaçar, 2013). The word "fair" comes from the Latin name "Fena", which is usually given to religious festivals established in places with religious centers such as monasteries or churches. The first known fair in history was organized by the French king in 629, It is "Foire de Saint Denis", established in the suburb of St. Denis. In the 18th and 19th centuries, with the industrial revolution, spaces, where only goods are exhibited, were created in fairs. The aim here was to create the first step of the sale by exhibiting examples of various products instead of selling the same product in large quantities. The basis of today's modern fair organization was the fair held in London, Hyde Park in 1851 (Sülün, 2012). The International Fairs Logistics Association was established in Geneva in 1985 with the participation of the United States and some European countries. The purpose of this organization; To do useful work in the field of fairs, to allow members to share their own experiences, and to guide companies that are new in the sector (International Exhibition Logistic Association, 2017).

Fair activities in Turkey have been shown slower progression Although similar to Europe. The Ottoman Empire gave importance to industrialization after The Edict of Gulhane (1839) and the Edict of Reform (1856) and thus began to be interested in fair business. The interest of the Ottoman Empire in fairs started with its participation in the London Conference held in 1851. He participated in the Paris Fairs in 1855 and the London Fairs in 1862 and, thanks to the experiences he gained from these fairs, he organized the fair named Sergi-i Umumi-i Osmanî in Istanbul in 1863. In 1863, special buildings were built in Istanbul Sultanahmet Square and a fair where more than ten thousand Ottoman agricultural, handicraft, and industrial products were exhibited in these buildings. The Ottoman Empire also participated in agricultural machinery and agricultural equipment in an international fair where England, France, and Austria took part (Kanca, 2013).

Small regional exhibitions were established with the start of industrialization in 1920. In the 1940s, fairs reaching larger masses were opened as a result of the development of the industry (Sülün, 2012). With the Izmir Economy Congress held on February 17, 1923, the foundations of the present Izmir International Fair were laid and an economics exhibition was held in the Izmir Congress building. In 1926, a public exhibit aboard the Black Sea and the exhibition organized by the Ministry of Commerce has had the title of the first floating exhibition in Turkey. This ship has visited many famous coastal cities of Europe and exhibited products related to the handicraft industry and agriculture (Kaçar, 2013). Izmir Chamber of Commerce was established in 1926 and the "September 9 Domestic Goods Exhibition" was opened on September 4,

1927, as a result of the recommendation of this chamber of commerce and the decision of Izmir Governor Kazım Dirik. Izmir International Fair became a member of the International Fairs Union in 1946 (Ateş, 2019). In the 1960s, some industrial products were started to be produced domestically in a way that their main inputs were dependent on foreign sources due to the protectionist policies in the economic field and the blockages in foreign trade. These products had to be promoted, especially at exhibitions held in big cities. However, since there were no suitable venues for these exhibitions, these exhibitions were held in schools or public institutions (Kaçar, 2013). In the 1960s, more importance was given to fair organizations and as a result, the number of fairs increased. National fairs were established in Samsun, Bursa, Balıkesir, Kayseri, Trabzon, Erzurum, Tatvan, Konya, Kocaeli and Gaziantep between 1964 and 1973 (Ministry of National Education, 2011).

More comprehensive exhibitions were started with the transition to a free economy in the 1980s, (Kaçar, 2013). In addition, fairs have had an important place in the fields of import and export in these years (Ministry of National Education, 2011). After 1980, Turkey began to be organized more comprehensive exhibitions were started. The most important and most advanced exhibition in Turkey, Istanbul, Izmir, Ankara, and Antalya constitutes fair. The fairs organized in the area called "Izmir Culture Park Fair Area" in Izmir host many organizations. Apart from this fair area, fair organizations are also held in Izmir Hilton and Büyük Efes Hotel (Ateş, 2019).

In the 1990s, enterprises that organized exhibitions and fairs started to use international fair design by organizing within themselves. In the 2000s, exhibition in Turkey has begun to take place in international organizations. Today, fairs are organized by "Tüm Fuarçılık Yapım A.Ş." It is organized by organizations specialized in a fair organization. In Turkey, the authorized government agency related to the fair until 2004, T. R. It was the Ministry of Industry and Trade. 18th of 2004' Number 5174, adopted in Turkey Union of Chambers and Commodity Exchanges, will be held in the country by Chambers and Commodity Exchanges Act has been given all powers related to the fair TOBB (Qajar, 2013).

3.2. Definition of Fair Logistics

Fairs; These are commercial activities for the promotion of products and services. Fairs are a kind of advertising and promotion practices that are carried out regularly at certain times of the year and in the same venues in order to enable products and services to reach the market, to follow the developments in the field of technology, and to establish future-oriented commercial relations (Kara, 2019). Fair logistics

includes the transportation of products to be presented at national and international fairs to the fairgrounds, customs clearance services at international fairs, handling services in the fairgrounds, storage, and intermediate transportation services. In other words, fair logistics does not only cover the transportation of the products required for the fair; It also coordinates many ancillary services together (Lojistik Gazete, 2016).

The companies participating in fairs overlook fair logistics and spend very high costs on the fairground, from the decors in the fairground to the activities. In order to prevent this situation, organizations that have provided logistic support in recent years have started to announce their names frequently. For this purpose, some organizer companies cooperate with logistics organizations and direct companies participating in fairs to these logistics companies (lojiport.com, 2006).

Fair logistics does not only cover the transportation of products and materials to the fairground and then their removal. At the same time, the design of the stands in the fairground is within the scope of the fair logistics. Transport, customs clearance, unpacking, collection, repackaging, and returning of stand materials and products to be exhibited at international fairs require a separate area of expertise (lojiport.com, 2006). In this context, in the fair logistics; Services are provided in all processes from international transportation of the products to be exhibited, local and international customs clearance processes, preparation of product shipment documents, delivery from the address to the stands in the fair area, and returning to the relevant company (Kargo Haber Taşımacılık Lojistik, 2014).

3.2.1. Processes of Fair Logistics

Fair logistics activities; transportation (air, land, sea, and rail transport), preparation of documents related to the shipment, customs clearance procedures at entry and exit, storage, packaging and labeling of products, storage and return of empty containers, providing logistics services at fairs abroad, internal transportation and documentation. (Solmaz Logistics, 2017).

Companies providing logistics support complete the procedures such as certification and customs clearance of the products before the fair. Then they bring these products to the fair area and, if deemed necessary, remove the products from their packaging and place them on the stands. After the fair event, they carry back the empty packages and the items to be bought through the same processes (Lojistikhattı.com, 2015).

Fair stands are generally structures set up on the morning of the fair or the night before. In addition, hundreds of organizations work at the same time in the fair area,

many vehicles arrive at the same time and many services cannot be provided as desired. Often accidents and even quarrels occur. When evaluated in this context, fair logistics has a very important place (lojiport.com, 2006).

"Timing" is a very critical process in fair logistics. Because fairs are events held on certain dates. On these dates, the products and materials must be on time at the venue where the fair will take place. Any delay will cause customer and trust loss, and many financial and moral losses in business relationships. The second important factor after timing is safety. Lack of sufficient time to eliminate a mistake that may occur in products, tools, and equipment is of great importance and critical importance, especially in international fairs (Sümersan Köktürk & Çobanoğlu, 2019).

In fairs events, stands are generally reproduced every year and therefore the cost of these stands is also high. When the fair logistics service is received, the relevant companies that provide the service keep the stands and keep them ready for use. Thus, materials can be brought to the fair area in closed containers at any time and stands can be set up in a short time (<https://www.7deniz.net>, 2014). Thus, enterprises in fair logistics both provide cost savings, and stands are made ready at any time.

Practically, the whole fair process could be divided into three main phases: Before, during and after stages. Each stage has its own facilities, difficulties and managerial responsibilities. The figure below shows in detail and briefly set the explanation.

In the "*before phase*" the important thing is to decide whether to participate to the fair or not. Once decided, the second step is to plan the process and required both budget and resource planning. In many business even they have various products within their scope, they may decide to exhibit specific products. Human resource and travel and accommodation issue should be also planned in this phase. The responsibility of the beginning and preparing phase is mainly belongs to the managerial stuff.

The second phase, which is illustrated as "*during phase*" below, might be divided into two parts: Just before the during phase, as 1–2 days before the fair and the "*during phase*" itself. Before the fair, it is seemed that there is an intensive construction working in the whole fair land. Architechturing is also an important part of this land. Designin is very important to be able to get maximum performance from the fair and participants, visitors. So this phase icluding set up phase and it brings some important issues: official permissions, using construction machines, occupational health and safety etc. >This phase may include the Project logistics which depends to the

products. Let say, if some business wants to exhibit their machines during the fair, they have to carry and set their machine up.

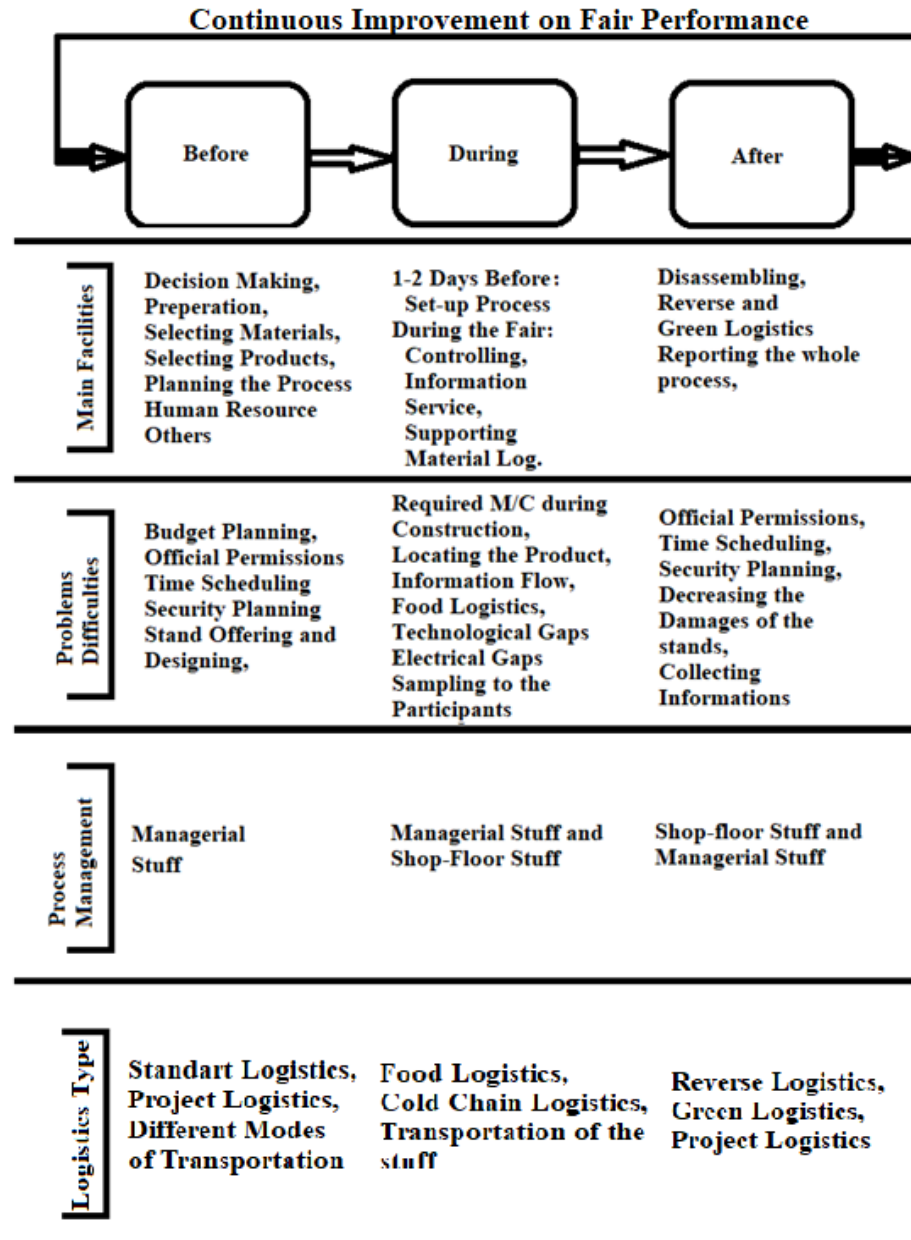


Figure 1: Before During and After Phases of the fair.

One of the most important logistics issue in the “during phase” is the food logistics to the fair stuff. It may need cold chain logistics in its own chain. In the second phase, the responsibility belongs to mainly managerial stuff but also including shop floor stuff.

The third stage is “*after phase*” of the fair. Once the fair is ended, the disassembling operation should start and as a logistics revers and green logistics principles are in use. The results and the values of the fair should be reported by the managerial part. This report would satisfy the experince so that includes mistakes, advantages, dis advantages, regrets etc. One can design the report as a swot analysis. The main idea behind reporting is continues improvement of the fair performance for a business. The responsibility of this pahse mainly belongs to the shop floor stuff where as secondary importance is managerial stuff’s responsibility.

3.3. Problems Encountered in Fair Logistics

Fair logistics is a field that requires serious organization and experience. Any disruption to be experienced brings along cost and prestige loss. There are some possible problems to be encountered in fair logistics. For example, problems arising from differences in legislation and laws between countries are among the most important problems. As a result, products stuck in customs clearance will go to the fair area late and a penalty will be encountered.

"Timing" is a very important factor in fair logistics. The main reason for this is that fairs are "temporary" events. In other words, it is the fact that there will be great problems in case of delay in materials and equipment. For example, in a fair event that will last for a few days, a two-day delay will incur financial and moral losses for the company. It is possible to summarize the material and moral losses that may occur due to delay as follows: Loss of potential customers, loss of trust and the resulting deterioration in business relations, loss of business connections and reputation, material and moral obligations due to the legal process with the logistics company, being in the fair area on time. Due to the lack of required products, the rental price of the stand area, the stand decoration cost, and the labor costs employed will be among the damaged items.

In fair logistics, "security" is as important as "timing". For example, faulty, incomplete and damaged products to be brought to the fairground or not being brought in the desired amount of products are irreparable problems for fairs with periodical events. This is especially important for international fairs.

Another problem is the inconsistency that may occur in the product information in the documents and the information such as weight and number of products. Human-induced errors such as the lack of packaging, the forklift operator making mistakes during product transportation can also be experienced.

In some countries, as the fair industry is not very developed, some problems may occur in logistics services. In addition, in these countries, the number of qualified personnel in the field of fair logistics is very low and some operational mistakes are made due to lack of experience and knowledge. In order to avoid these problems in fair logistics, companies providing fair logistics services should regularly provide their employees with the necessary training to train qualified personnel. In order to avoid problems in the field of customs clearance, the information should be obtained about the legislation and laws of the countries where the relevant fair will be held. The emergence of such problems can be prevented by taking measures such as the consistency and control of the information on the product information and documents (Türkyılmaz, 2019).

4. Conclusion

Today, many businesses participating in fairs receive services from companies that provide fair logistics services. However, in order to manage this process well, there should be a coordinated communication between the logistics companies and the companies which are receiving the service. Companies providing fair logistics services; are responsible for completing the procedures such as customs clearance, packaging, storage of products, the completed shipment of products, opening of packages in the fair area, and setting up fair stands. It is also obliged to remove the stands after the fair, pack them, and deliver them to the relevant company.

Since the fairs are events held on certain days of the year and on certain dates, the time and place are notified in advance. For this reason, plans for fairs should be made much earlier. However, it is also necessary to minimize the errors that may occur while making these plans.

Fair logistics could be analysed in three phase: Before, during and after. Each phase has its own logistics issues and therefore every phase have different difficulties and responsible stuff. The practical explanation has been given in the figure 1 above.

It is possible that some problems may arise at fairs. For this reason, some measures should be taken in order to prevent possible problems that may arise before. Auditing whether the documents are prepared in accordance with the legislation of the relevant

country can be shown as an example. Because time is very important in fairs. When there is a situation where the goods arising from the legislation are detained by customs, the products may not be delivered to the fair area on time and the relevant company may lose cost and prestige due to this situation. In addition, the logistics company may loss of confidence in the sector.

As a result; Receiving fair logistics support will provide a very advantageous contribution in terms of reducing both the cost and workload of the enterprises participating in the fairs. We can say that informing the companies participating in the fairs about fair logistics will help the logistics services to be preferred by more businesses.

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