

A Content Analysis on the Subjects of Hospitality PhD Dissertations in Turkey

Türkiye’de Konaklama Endüstrisinde Tamamlanmış Doktora Tez Konularının İçerik Analizine Yönelik Bir Araştırma

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Abstract

The aim of this paper is to review the evaluation of hospitality dissertations as their subjects and their completed years. To perform on this aim, completed PhD dissertations were reached on National Dissertation Centre website at Turkish Higher Education Institute (YOK). According to study’s results, hospitality marketing strategies and organizational behavior in hospitality industry were the most popular research subjects on the dissertations in Turkey. However, the most completed PhD dissertations at the hospitality area was the year of 2011.

Keywords: Hospitality Industry, Tourism Education, PhD Dissertation, Turkey

Özet

Yapılan bu araştırmanın amacını, konaklama endüstrisinde yapılan doktora tezlerinin konu ve tamamlandığı yıllara göre içerik analizi yöntemiyle değerlendirilmesi oluşturmaktadır. Bu amacın gerçekleştirilebilmesi için doktora tezlerine, Türkiye Yükseköğretim Kurulu (YÖK) ulusal tez merkezi web sayfasından ulaşılmıştır. Yapılan araştırmanın sonucunda, konaklama sektöründe pazarlama stratejileri ve örgütsel davranış konuları, en çok çalışılan araştırma konularının olduğu tespit edilmiştir. Bununla birlikte konaklama alanında en fazla doktora tezinin ise 2011 yılında tamamlandığı, bu araştırma kapsamında tespit edilen diğer bir bulgu olmuştur.

Anahtar Kelimeler: Konaklama Endüstrisi, Turizm Eğitimi, Doktora Tezi, Türkiye

Introduction

Tourism is one of the leading sectors today’s world economies. The receipt of tourism industry was \$ 1075 billion while international tourist arrivals were amounted to 1035 million in 2012 (UNWTO, 2013). According to the latest World Tourism Organization report, this sector will be continuing its expanding potential which is expected to reach 1.8 billion tourists by the year of 2030 (UNWTO, 2012). The hospitality industry which is one of the leading sub-sectors

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of tourism has been expanding related to increasing tourism industry (Sharpley, 2000). The more hospitality businesses mean that the more qualified employees required in the hospitality enterprises which are located to countries where tourism industry has developed. Undergraduate tourism education in higher institutions has been given to students for increase their ability and qualifications (Kusluvan and Kusluvan, 2000: 252). However, the postgraduate tourism education is given two phases under master and doctoral education. Doctor of Philosophy (PhD) is the highest-level academic degree attainable. PhD tourism students are able to interpret probingly the scientific events in a broader perspective and determine the necessary steps to achieve new synthesis related to tourism (Mays and Smith, 2009: 347). Tourism doctoral programs intended for industry enable a significant increase in the accumulation of knowledge and to trigger the development of new ideas and thoughts that will emerge (Pansiri, 2009: 87). Doctoral dissertation, which will be prepared at the end of doctoral studies, is very important which should possess one of the characteristics such as bringing innovation to science of tourism, developing a new scientific method in tourism industry and applying a well-known method to tourism industry (<http://www.uak.gov.tr>, Pearce, 2005).

The growth of tourism industry contributes to make a growing in academic literature which results increasing number of books, articles and conferences (Echtner and Jamal, 1997: 871). The PhD dissertations have also dramatically increased of tourism academic literature (Pansiri, 2009). To identify study subjects of tourism dissertations is an important job which gives PhD candidates some clues about the studied areas by the researches. PhD candidates can consider the studied subjects which enable them to choose the related subject in an easy way. This job also gives candidates and supervisors some information about which subjects have been popular while which have not been considered. Some studies have been done which were investigated subject contents of the tourism PhD dissertations in different countries like Australia (Hall, 1991), North America (Meyer-Arendt and Justice, 2002), the UK and Ireland (Botterill, Haven and Gale, 2002), France and Spain (Martinez and Herraez, 2004), Brasil (Santos et al 2009), China (Huang, 2011), Egypt (Afifi, 2009) and the UK and Ireland (Afifi, 2013). However, none of these study were focused on examine the hospitality area. The current study has focused on classified hospitality dissertations according to their subjects and completed years.

Methodology

National Dissertation Centre database was searched for hospitality doctoral dissertations between the dates of 10-15 July 2013. The researcher was searching dissertations entering key words as hospitality, accommodation and hotel. The database includes all completed doctoral dissertations in Turkey and the system provides detailed information about dissertations. The researchers are able to reach both abstract and full text of the dissertations in this database. In order to obtain information, researchers reached dissertations by using detailed search function in order to gain access to dissertations conducted in the field of hospitality. The dissertations were downloaded and saved to computer.

Two academicians who are working at hospitality academic area helped the researcher to classify dissertations as their subjects.

Findings and Discussion

The subject contents of hospitality related dissertations were representing in Table 1. According to this table, 136 doctoral dissertations were completed in the field of hospitality in Turkey. It was found that hospitality marketing strategies (20) was the most popular subject in hospitality dissertations. The marketing strategies are one of the most success factors for hospitality establishments (Alistar, 2006: 482). Hospitality establishments need to know suitable marketing strategies, their sales tacticians and online marketing for their market segments (Buttle and Bok, 1996: 8 ; Morrison, 1994: 29). Organizational behavior (16) was the second popular studied subject at PhD dissertations in Turkey. Hospitality enterprises employ more employees than other service establishments. This gives a significance importance of the organizational behavioral science on these establishments (Zendeli and Tulov, 2012: 325). Only hospitality enterprises which give required importance to their employees get the competitive advantage and increase their profitability (Ottenbacher et al, 2006: 350). Human resources management (14) and service quality management (11) in hospitality establishments were other popular studied subjects at hospitality industry. However, it was found that some research subjects like hygiene and sanitation (2), crises management (1) and customer rights and protection (1) have not studied frequently in the hospitality area in Turkey. Majority of the hospitality PhD dissertations' language were Turkish (133) while limited PhD dissertations were written in English (3). There has not been found any dissertations which were written in any other languages in hospitality area.

Table 1. Subject Contents of Hospitality PhD Dissertations

Marketing Strategies	20
Organizational Behavior	16
Human Resource Management	14
Service Quality Management	11
Cost Management And Control	10
Management Styles of Hospitality Business	9
Quality Assurance Systems and Total Quality Management	9
Information Technology Systems and Its Use at Hospitality Establishments	5
Physical Planning and Architecture	5
Revenue Management	4
Financial Management	4
Accommodation Establishments and Environment	4

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Ideal Leadership Styles	3
Budgeting	3
Turkish Education Policy and Its Appropriateness for Accommodation Establishments	3
Supply Chain Management	2
Pricing Management and Decisions	2
Hygiene and Sanitation	2
Productivity	2
Resource Dependency	1
Crisis Management	1
Reputation Management	1
Image Management	1
Consumer Rights and Protection	1
Franchising	1
Communication Management	1
Accounting Management	1
Total	136

Completed hospitality PhD dissertations according to their completed year were representing at Table 2. According to this table, the most PhD dissertations were completed (14) in the year of 2011. 2003 (14) and 2010 (13) were the other years which the most hospitality PhD dissertations were completed in Turkey. There were not completed any hospitality dissertations in the years of 1986 to 1989 and 2004 to 2006.

Table 2. Number of Completed Hospitality PhD Dissertations by Year

Year	Number of PhD Dissertation	Year	Number of PhD Dissertation	Year	Number of PhD Dissertation
1984	1	1994	5	2004	-
1985	1	1995	6	2005	-
1986	-	1996	7	2006	-
1987	-	1997	8	2007	3
1988	-	1998	8	2008	2
1989	-	1999	11	2009	7
1990	1	2000	5	2010	13
1991	2	2001	4	2011	16
1992	3	2002	5	2012	11
1993	3	2003	14		
Total					136

Conclusion

The hospitality related PhD dissertations' subjects and their completed years in Turkey were investigated in this study. According to this study's findings, hospitality marketing strategies and organizational behavior were the most popular research subjects at hospitality PhD dissertations in Turkey. It was also found that some important subjects like hygiene and sanitation, crises management, and customer rights and protection were not considered by PhD candidates. 2011 was the year of which the most PhD hospitality dissertations had been completed. However, there were not any hospitality related dissertations completed by the years of 1986, 1987, 1988, 1989, 2004, 2005 and 2006.

This study has one limitation. The hospitality related dissertations have been taken into consideration in this study while other dissertations which studied in different areas of tourism sector (like travel agencies, food and beverage establishments etc.) have not been included in the study. Some future study subjects can be proposed to researchers. A classification can be done on the MSc hospitality related dissertations. Completed hospitality dissertations in other countries can be classified. The tourism related dissertations and their subjects in Turkey can also be investigated by the researchers in a different study.

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