



Academicians Hotel Selection Preferences: The Case of Yozgat Bozok University
Akademisyenlerin Otel Seçim Tercihleri: Yozgat Bozok Üniversitesi Örneği

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Abstract

The aim of this study is to examine the opinions of academicians travelling for holiday purposes about the services offered by hotel businesses in the context of demographic variables. In the study, various dimensions of hotel business services (service quality, value perception, room and front office services, food and beverage and recreation facilities, security) are discussed. In the study, a questionnaire was used as a data collection method. Within the scope of the study, 298 academicians working at Yozgat Bozok University were reached face to face and online and a questionnaire was applied. When demographic data were analysed, the majority of the participants were women (52.05%) and single people (50.3%). Among the age groups, academics between the ages of 21-30 (33.9%) represent the largest proportion. In terms of titles, lecturers (35.3%) were the group with the highest participation. In addition, it was determined that all participants had previous holiday hotel business service experience. According to the findings, it was determined that women attach more importance to service quality, room and front office services, food and recreation facilities and safety. As a result of the research, suggestions were made to improve service quality in line with the expectations of the academic community regarding accommodation services.

Key Words: Hotel businesses, hotel selection preferences, Yozgat Bozok University Academicians

Özet

Bu çalışmanın amacı, tatil amaçlı seyahat eden akademisyenlerin otel işletmelerinin sunduğu hizmetlere ilişkin görüşlerini demografik değişkenler bağlamında incelemektir. Çalışmada, otel işletmesi hizmetlerinin çeşitli boyutları (hizmet kalitesi, değer algısı, oda ve önbüro hizmetleri, yiyecek-içecek ve rekreasyon olanakları, güvenlik) ele alınmıştır. Çalışmada veri toplama yöntemi olarak anket kullanılmıştır. Çalışma kapsamında Yozgat Bozok Üniversitesi'nde görev yapan 298 akademisyene yüz yüze ve online ulaşılarak anket uygulanmıştır. Demografik veriler incelendiğinde, katılımcıların çoğunluğunu kadınlar (%52,05) ve bekâr kişiler (%50,3) oluşturmaktadır. Yaş grupları arasında ise 21-30 yaş arası akademisyenler (%33,9) en büyük oranı temsil etmektedir. Unvanlar açısından öğretim görevlileri (%35,3) en fazla katılım gösteren grup olmuştur. Ayrıca, tüm katılımcıların daha önce tatil amaçlı otel işletmeleri hizmet deneyimi yaşadığı belirlenmiştir. Elde edilen bulgulara göre, kadınların özellikle hizmet kalitesi, oda ve önbüro hizmetleri, yiyecek ve rekreasyon olanakları ve güvenlik gibi boyutlarda daha fazla önem verdikleri tespit edilmiştir. Araştırma sonucunda, akademik kesimin konaklama hizmetlerine ilişkin beklentileri doğrultusunda hizmet kalitesinin iyileştirilmesine yönelik önerilerde bulunulmuştur.

Anahtar Kelimeler: Otel işletmeleri, otel seçim tercihleri, Yozgat Bozok Üniversitesi akademisyenleri

INTRODUCTION

Tourism activities have emerged in line with people's desire to travel, to see new places, to rest, to have fun, to do sports and to expand their cultures and similar desires by allocating time for themselves outside of their working time. The tourism sector, in which historical, natural and geographical attractions are at the forefront, is one of the fastest growing sectors in the world (Uygurtürk & Uygurtürk, 2014).

The number of people participating in tourism activities around the world has shown an almost uninterrupted growth despite the problems experienced from time to time. According to the United Nations World Tourism Organization (UNWTO), the number of international tourist arrivals worldwide reached approximately 1.035 billion in 2012. In comparison, Türkiye hosted 49.2 million international visitors in the January–September period of 2024, according to the Turkish Statistical Institute (TÜİK, 2024).

This increase in tourism activity has led to a rise in tourism revenues, with Türkiye's international tourism revenues reaching \$46.9 billion in the first nine months of 2024 (TÜİK, 2024). Analyzing the countries of origin of international visitors to Türkiye, the Russian Federation, Germany, the United Kingdom, Iran, and Bulgaria were among the top five source markets in 2024. Specifically, in the January–November 2024 period, Russia led with approximately 6.7 million visitors, followed closely by Germany with 6.6 million and the United Kingdom with 4.4 million visitors (Ministry of Culture and Tourism, 2024). Iran and Bulgaria also ranked among the top five countries in terms of the number of visitors to Türkiye (Ministry of Culture and Tourism, 2024).

With the number of tourists and tourism revenues reaching large figures, tourism is an important source of additional income, foreign exchange, employment and tax revenue for many countries. It is important for businesses in the sector to get more share from both national and international increasing tourism movements. Therefore, hotel businesses, which are one of the important elements operating in the tourism sector, have the desire to get more shares from these tourism movements by highlighting their attraction elements (Uygurtürk & Uygurtürk, 2014).

Hotel businesses are businesses established to meet the accommodation needs of people during their travels by leaving their places of permanent residence (Kozak, Akoğlu Kozak & Kozak, 2018). This service, which started under primitive conditions, has now become businesses that operate to meet all the needs of people other than accommodation. The impact of globalisation, the development of technology, the increase in touristic activities, the difficult competitive environment, increasing and changing tourism demand trends make hotel businesses obliged to provide services in line with the expectations of consumers (Radojevic, Stanic, Stanic, & Davidson, 2018).

Although there is limited statistical data specifically quantifying the proportion of academics as customers in the tourism sector, various studies emphasize that the academic community constitutes a customer group with unique expectations and travel behaviors. In particular, a study conducted at Afyon Kocatepe University highlighted the factors that shape academics' preferences during their holiday travels. The study found that hygiene and cleanliness, service quality, physical characteristics of the facility, safety of the region, natural beauties, and the presence of historical and cultural places were among the most influential factors (Pekyaman, Çiftçi, & Sandıkçı, 2019). These findings suggest

that hotel businesses may benefit from understanding and addressing the specific needs of academic travelers, particularly in university cities and regions with strong cultural and natural appeal. Thus, while academics may not constitute a large segment of the total tourist population, their profile as informed and value-sensitive consumers makes them a strategically valuable group for targeted service strategies. In this context, the present study aims to determine the factors affecting the hotel preferences of academics working at Yozgat Bozok University during their holiday travels and to contribute to strategic improvements in hotel marketing toward this segment.

CONCEPTUAL FRAMEWORK

The tourism sector has a dynamic structure that appeals to different customer groups by offering a wide range of services (Kozak, Akoğlan Kozak, & Kozak, 2018). The difference between the tourism sector and other service sectors is that it provides services to consumers who are away from their permanent residence. The characteristics of tourism services include seasonality, short-term consumer service relationships, dependency, and labour intensity (Rızaoğlu, 2016). The hospitality industry is a service sector that meets basic needs such as accommodation and food and beverage and aims to generate income (Sheela, 2002). After this general explanation, hotel businesses can be defined as ‘businesses that are structured to fulfil the needs of travelling people, especially accommodation, food and beverage, and entertainment, and whose personnel, architecture, practices and all relations with the customer are subject to certain rules and standards’ (Çakıcı et al., 2002). Hotels that meet the accommodation and other needs of travelling individuals operate in accordance with certain rules in terms of architectural structures, service standards and customer relations. Hotels not only provide accommodation services but also increase customer satisfaction with additional services such as food and beverage, entertainment and sports (Olalı & Korzay, 1993; Akgündüz, 2017).

The need for accommodation of travelling people in the historical process has formed the basis of the hotel industry. These structures, which were used as primitive shelters in the early periods, turned into inns and then into modern hotels. In the Middle Ages and the New Age, inns developed in line with commercial and social changes, and with the Industrial Revolution, the modern hotel management concept emerged (Kozak, Akoğlan Kozak, & Kozak, 2018). The hotel industry in Türkiye developed as a result of

the commercial and political relations that increased with the Orient Express train services to Istanbul. In this period, Pera Palas Hotel was opened as the first hotel providing services in the modern sense and has continued its activities until today (Akgündüz, 2017). In line with the increasing demand over time, the number of hotels has increased, and the accommodation sector has become an important part of the tourism industry. As of the end of 2023, Turkey had 20,268 certified accommodation establishments with a total bed capacity of 1,787,942, reflecting a significant growth compared to approximately 1.2 million beds in 2013 (Ministry of Culture and Tourism, 2024). This increase demonstrates the strategic importance of hotel investments and the growing role of the hospitality sector in Turkey's tourism development.

Hotel businesses have been classified in various ways in line with different cultural structures and community needs (Hayes, Ninemeier, & Miller, 2016). Hotel establishments can be divided into groups such as spa-cure establishments, countryside establishments, congress establishments, and mountain and sports establishments according to the purpose of accommodation. While spa-cure establishments provide services for health tourism, countryside establishments provide services for holiday, entertainment, and recreation (Çakıcı et al., 2002). Congress hotels are preferred for events such as meetings, seminars, and congresses (Lattin, Lattin, and Lattin, 2009). Mountain and sports hotels provide accommodation for winter sports and mountain activities (Kozak, 2002). Hotel establishments are classified as airport hotels, station hotels, city centre hotels, and port hotels according to their location. While airport hotels offer short-term accommodation, station hotels serve in areas close to transport hubs (Lattin, Lattin, & Lattin, 2009). City centre hotels offer accommodation and food and beverage services in trade and tourism centres. Port hotels are established in areas where maritime activities are intense. According to the ownership principle, hotel businesses can be privately owned, publicly owned, or have mixed ownership (Gee, 2012). They can also be divided into independent hotels, chain-affiliated hotels, hotels operated by management contracts, and hotels operated by franchising models.

The criteria used in the categorisation of hotel establishments are also directly related to the factors that are effective in the choice of hotels by tourists and visitors. For example, according to Ngai and Wat (2003), factors such as location, price, service quality, hygiene, and safety stand out as selection criteria specific to certain types of hotels. Health tourism-oriented hotels, such as spa-cure establishments, generally appeal to visitors seeking health

and relaxation, so hygiene and safety are prioritised in such hotels. In Kaya's (2019) study on business tourists travelling for business purposes in Mardin, it was emphasised that business travellers prioritise hotel location and accessibility factors. This is especially true for congress hotels; such hotels should be close to events such as meetings, seminars, and congresses and provide easy accessibility. Similarly, hotels focused on winter sports and mountain activities, such as mountain and sports hotels, are usually located in areas close to sporting activities, and this location is a factor that influences hotel preference. In the classification of such hotel types, the selective role of location becomes apparent because location directly influences the type of service and the customer base of that service. In conclusion, it can be said that hotel types and their classification are directly related to these elements in order to cater to the specific needs and expectations of tourists.

LITERATURE REVIEW

Research on hotel selection criteria examines the factors that influence the hotel preferences of tourists or different groups. These studies are very important for the hospitality industry, as they need to be updated with the changing dynamics of tourism activities. Factors affecting hotel choice are generally shaped by factors such as demographic characteristics and service quality.

Many studies have focused on how innovative services that affect hotel preferences shape tourists' choices. Victorino et al. (2005), in a study conducted with 1000 participants travelling for business and leisure purposes in the USA, stated that innovations made by businesses will greatly affect hotel preferences. In particular, it has been revealed that tourists who prefer economic holiday travel tend to prefer service differences such as kitchens in the rooms or additional services such as child care.

Some studies show that education level and gender are determining factors in hotel choice. Akgündüz and Bardakoğlu (2012), in a study conducted in Izmir, found that individuals with postgraduate education attach more importance to service quality, women attach more importance to the cleanliness of the rooms, and undergraduate graduates attach more importance to price.

The effect of online advertisements on hotel preferences has also been addressed in many studies. Uçak (2013) stated that online advertisements of hotels may negatively

affect customers' attitudes towards hotels. This study revealed that digital advertising strategies should be reconsidered in terms of hotel management.

Liu and Re (2013) examined the factors affecting university students' hotel choices and found that hotel location, online information, and hotel package offers are among the most important factors determining students' hotel choices. These findings provide important clues for the development of marketing strategies, especially for university students.

Sustainable tourism practices also play an important role in hotel preferences. Verma and Chandra (2016), in a study conducted in green hotels in India, found that energy-saving light bulbs, recycling bins, and having green certificates have positive effects on customers' hotel preferences. Yıldırım et al. (2018) examined the impact of customers' lifestyles on green hotel preferences and found that individuals with high levels of environmental awareness tend to prefer green hotels.

Soulidou et al. (2018) analysed the factors affecting Greek customers' hotel preferences and found that cleanliness is the most determining factor in hotel choice. This finding emphasises the importance of hotel businesses' efforts to increase hygiene standards.

It was determined that the hotel preferences of individuals travelling for business purposes also differ. Kaya (2019) examined the factors affecting the hotel choices of individuals travelling to Mardin for business purposes and concluded that business people, especially between the ages of 18 and 30, attach more importance to the variety of activities offered at the hotel. In addition, it was determined that business people benefit more from the continuous customer advantages of hotels.

Statistical models are also used to understand the factors affecting hotel choice. Akyurt (2005) stated that Markov chains can be used in hotel preferences. This model allows predicting the future preferences of tourists based on their past choices. In addition, Kırıl and Gündüz (2020) stated that hidden Markov models help to analyse the decision-making processes of tourists in hotel selection in more detail. Such models allow hotel businesses to develop strategies for target markets.

As a result, many factors are effective on tourists' hotel choices. Factors such as education level, gender, family structure, religious beliefs, environmental awareness, and the variety of services offered by the hotel play an important role in shaping hotel preferences. Hotel businesses should develop customer-oriented strategies and direct their marketing activities correctly by taking these factors into consideration. Moreover,

statistical models such as Markov chains can provide powerful tools for analysing tourist behaviour and help hoteliers to make better decisions.

METHOD

The method of the research was determined in accordance with the research purpose, and the details regarding the population and sample, data collection tool, and data analysis are explained below.

Purpose of the Research

The aim of this study is to examine the opinions of academicians travelling for holiday purposes regarding the services provided by hotel businesses in the context of demographic variables. In the study, service quality, value perception, room and front office services, food and beverage and recreation facilities, and security are considered as factors affecting academicians' hotel preferences. These factors were determined as the main factors affecting academicians' hotel preferences, and the relationship between these factors and demographic variables was investigated in the study. In order to conduct the research, ethics committee approval dated 18.10.2023 was obtained from the Yozgat Bozok University Social and Human Sciences Ethics Committee.

While determining the sample size, the sample size table suggested by Cohen et al. (2007) was utilised. In the table in question, according to the .95 confidence level (.05 significance level), in a population of 3500 people.

Population and Sample

The population of the study consists of 1,062 academicians working at Yozgat Bozok University (Avesisbozok, 2024). Depending on this population size, the minimum number of people for the sample to be selected is calculated as follows:

The most commonly used formula for calculating the sample size is as follows:

$$n = \frac{Z^2 \cdot p \cdot (1 - p)}{E^2}$$

In this formula

n: Sample size,

Z: Z score for confidence interval (1.96 for 95% confidence interval),

Then for finite population correction:

$$n_{\text{düzeltilmiş}} = \frac{n}{1 + \frac{n-1}{N}}$$

Universe size (N) = 1.062

Z score for confidence interval (for 95% confidence interval) = 1.96

Success rate (p) = 0.5

Margin of error (E) = 0.05

Using these values, the sample size was found to be 282 people. As a result, in this research on the hotel selection preferences of academics at Yozgat Bozok University, a sample of at least 282 people is sufficient to represent the universe. Accordingly, it is possible to say that the sample of 298 people included in the research has the ability to represent the entire universe. In other words, for a population of 1.062 people, a sample of approximately 282 people with a 5% margin of error is sufficient to ensure the reliability of the research. In the sampling method, convenience sampling, one of the non-random sampling methods, was used. Convenience sampling method Convenience sampling is a non-random sampling method that is selected from the universe in order to obtain data on the subject and the sample is determined by the judgement of the people who will conduct the research (Haşioğlu, Baran, & Aydın, 2015). Within the scope of this study, the questionnaires were applied to academics working at Yozgat Bozok University between December 2023 and February 2024 by convenience sampling method. The questionnaire was applied to a total of 298 participants; 6 questionnaires were cancelled due to inconsistency and incomplete coding, and 292 questionnaires were evaluated.

Data Collection Tool

The survey technique was used to collect the data planned to be obtained within the scope of the research. Factors such as time, cost, and the expectation of a high return rate due to the realisation of face-to-face or online interviews came to the fore in the selection of the survey technique as a data collection method (Pekyaman, Çiftçi, & Sandıkçı, 2019).

In the process of preparing the questionnaire within the scope of the research, domestic and foreign literature research was conducted, and the questionnaires used in the studies on the subject were examined. The hotel selection criteria scale in the study

of Chu and Choi (2000) and Aras and Akmeşe (2017) was utilised in creating the scale. The questionnaire created for data collection consists of two parts. In the first part of the questionnaire, closed-ended questions describing the demographic characteristics of the participants such as gender, age, income, and academic title were included. In the second part of the questionnaire, it is aimed to measure the importance of 5 factors related to the participants' hotel selection and 25 statements belonging to these factors by rating them with a five-point Likert scale. In this context, a graded scale was prepared for each factor as 'very unimportant=1', 'unimportant=2', 'neither important nor unimportant=3', 'important=4', and 'very important=5', and the participants were asked to tick the most appropriate statement.

Analysing the Data

After the reliability of the scales in the study was tested by using Cronbach's alpha coefficient, the test of normality was applied to the data set, and it was determined that the skewness and kurtosis values varied between -1.5 and +1.5. According to Tabachnick and Fidell (2001), parametric tests are appropriate in this case. The fact that the number of data collected is five times or more than the number of statements in the scale is accepted as another criterion for parametric testing. The scale of this research consists of 24 statements, and 292 data points were collected in total. Statistical analysis of the data obtained by using the questionnaire technique, frequency distributions, ratios in demographic characteristics, as well as minimum-maximum values, averages, and standard deviations, was used.

In analysing the hypotheses developed within the scope of this study, a t-test and one-way analysis of variance (ANOVA) were used. The t-test, which is valid when the number of dependent variables is at least two, is used to determine the change in the values attributed to the independent variable depending on the change in the dependent variable. An ANOVA test, also known as variance analysis, is used to determine whether the arithmetic mean values of more than two independent variables are different from each other (Kozak, 2015).

In order to determine the difference between the data obtained and the groups, Tukey and Scheffe tests, which are multiple comparison tests, were applied. In general, this method is the most flexible post-hoc method that can keep the margin of error α under control in the case of a large number of groups to be compared and does not take into account the assumption that the number of observations in the groups is equal (Kayri, 2009). In addition, within the scope of the study, factor analysis was applied to determine the common factor

structures by grouping the interrelated data variables together and grouping them with independent and meaningful variables. The hypotheses established within the scope of the research are given below.

H₁: There is a significant difference between the sub-dimensions of the factors affecting the choice of hotel depending on the gender of academicians travelling for holiday purposes.

H₂: There is a significant difference between the sub-dimensions of the factors affecting the choice of hotel depending on the marital status of academicians travelling for holiday purposes.

H₃: There is a significant difference between the sub-dimensions of the factors affecting the choice of hotel depending on the age of academicians travelling for holiday purposes.

H₄: There is a significant difference between the sub-dimensions of the factors affecting the hotel choice of academicians travelling for holiday depending on their title.

H₅: There is a significant difference between the sub-dimensions of the factors affecting the hotel choice of holiday travellers depending on their employment.

FINDINGS AND INTERPRETATION

Table 1 below provides information on the demographic characteristics of the participants.

Table 1: Information on Demographic Characteristics

Variable	Category	Frequency (n)	Percentage (%)
Your Gender?	Female	152	52,05
	Male	140	47,95
Your Marital Status?	Married	145	49,7
	Single	147	50,3
Your Age?	21-30 years	99	33,9
	31-40 years	94	32,2
	41-50 years	89	30,5
	51 years and above	10	3,4
Your Title?	Lecturer	103	35,3
	Research Assistant	93	31,8
	Assistant Professor (Dr.)	67	22,9
	Associate Professor (Dr.)	24	8,2
	Professor (Dr.)	5	1,7
Your Field of Study?	Social Sciences	127	43,5
	Natural Sciences	114	39,0
	Health Sciences	51	17,5
Have you ever stayed in an accommodation facility for vacation purposes?	Yes	292	100,0
	No	0	0

When the demographic characteristics in Table 1 are analysed, 52.05% of the participants are female and 47.95% are male in terms of gender variable. In terms of marital status, 49.7% of the participants are married and 50.3% are single. In terms of age groups, the largest proportion of academics are between the ages of 21 and 30, with 33.9%. This age range is followed by the 31-40 age group with 32.2%. In terms of titles, lecturers participated in the study the most with 35.3%, while research assistants ranked second with 31.8%. Academics with the title of Lecturer. While academics with the titles of associate professor and professor doctor represent 22.9%, academics with the titles of associate professor and professor doctor represent a smaller proportion. According to the fields of study, academics in the field of social sciences constitute the largest group with 43.5%, followed by academics in the field of science with 39.0% and health sciences with 17.5%. Finally, all of the participants (100%) had previously experienced accommodation in an accommodation facility for holiday purposes. Table 2 shows the mean, standard deviation, kurtosis, and skewness values of the statements of the scales used in the study.

Table 2: Mean, Standard Deviation, Skewness and Kurtosis Values of the Scales

Statement	N	Mean	Std. Deviation	Skewness	Kurtosis
Employees providing quality service	292	3.97	1.045	-0.587	-0.766
Employees understanding and quickly fulfilling your requests	292	3.65	0.931	-0.099	-0.873
Employees being helpful	292	3.62	0.954	-0.179	-0.782
Employees being polite and friendly	292	3.70	1.090	-0.268	-1.047
Employees having a clean and neat appearance	292	3.75	1.129	-0.607	-0.523
Getting value for money paid for accommodation services	292	4.26	0.826	-1.040	0.592
Getting value for money paid for food and beverage services	292	4.20	0.942	-1.002	0.138
The hotel having a comfortable and luxurious ambiance	292	4.18	0.923	-1.035	0.489
The hotel being in a good location	292	4.16	0.897	-0.790	-0.299
The room being comfortable, with a comfortable bed	292	4.13	0.372	1.415	-0.518
The room being clean	292	4.84	0.501	-1.035	1.234
The room having good heating/cooling	292	3.85	0.767	-0.150	-0.495
The hotel check-in and check-out process being quick	292	4.39	0.661	-1.049	1.397
The hotel reservation system being reliable	292	4.73	0.454	-1.129	-0.419
The hotel offering a wide variety of food and beverage options	292	3.57	1.001	-0.261	-0.664
The food and beverages at the hotel being of good quality	292	3.80	0.890	-0.336	-0.477
The hotel providing entertainment and animation facilities	292	3.48	0.898	-0.010	-0.627
Rooms having a mini-bar	292	3.49	0.891	0.006	-0.597
The hotel offering 24-hour room service	292	3.52	0.843	-0.314	0.276
The hotel having a fire alarm system	292	4.37	0.774	-0.981	0.095
The hotel having security personnel	292	3.63	0.862	0.143	-0.788
Rooms having a safe	292	3.66	0.959	-0.619	0.487
The hotel having a security camera system	292	3.66	0.895	-0.098	-0.770
The hotel parking lot being well-lit and secure	292	3.53	0.928	-0.249	-0.252

According to Table 2, the statement with the highest mean value in the scale used in the study is ‘The room being clean’ ($\bar{x} = 4.84$). This result indicates that participants place high importance on cleanliness when evaluating their accommodation preferences. On the other hand, the statement ‘The hotel providing entertainment and animation facilities’ has the lowest mean score ($\bar{x} = 3.48$). While this value is above the neutral point of the scale, it suggests that academics assign relatively less importance to this feature compared to others. This should not be interpreted as indicating that animation services are unimportant, but rather that they are not among the primary considerations for this group. Table 3 shows the skewness and kurtosis values of the dimensions.

Table 3: Skewness and kurtosis values of the dimensions

Descriptives			
		Statistic	Std. Error
Service Quality	Mean	3,7363	,04629
	95% Confidence Interval for Mean	Lower Bound	3,6452
		Upper Bound	3,8274
	5% Trimmed Mean	3,7376	
	Median	3,6000	
	Variance	,626	
	Std. Deviation	,79096	
	Minimum	2,20	
	Maximum	5,00	
	Range	2,80	
	Interquartile Range	1,40	
	Skewness	,133	,143
	Kurtosis	-1,193	,284
Value	Mean	4,2029	,04377
	95% Confidence Interval for Mean	Lower Bound	4,1168
		Upper Bound	4,2891
	5% Trimmed Mean	4,2470	
	Median	4,0000	
	Variance	,559	
	Std. Deviation	,74794	
	Minimum	2,25	
	Maximum	5,00	
	Range	2,75	
	Interquartile Range	1,25	
	Skewness	-,453	,143
	Kurtosis	-,880	,284
Rooms and front office service	Mean	4,3863	,01488
	95% Confidence Interval for Mean	Lower Bound	4,3570
		Upper Bound	4,4156
	5% Trimmed Mean	4,3825	
	Median	4,4000	
	Variance	,065	
	Std. Deviation	,25435	

	Minimum		3,60	
	Maximum		5,00	
	Range		1,40	
	Interquartile Range		,40	
	Skewness		,149	,143
	Kurtosis		,256	,284
Food and Beverage and Recreation Facilities	Mean		3,5726	,03387
	95% Confidence Interval for Mean	Lower Bound	3,5059	
		Upper Bound	3,6393	
	5% Trimmed Mean		3,5565	
	Median		3,4000	
	Variance		,335	
	Std. Deviation		,57872	
	Minimum		2,20	
	Maximum		5,00	
	Range		2,80	
	Interquartile Range		,80	
	Skewness		,431	,143
	Kurtosis		-,102	,284
	Mean		3,7712	,03308
Security	95% Confidence Interval for Mean	Lower Bound	3,7061	
		Upper Bound	3,8363	
	5% Trimmed Mean		3,7615	
	Median		3,8000	
	Variance		,319	
	Std. Deviation		,56519	
	Minimum		2,00	
	Maximum		5,00	
	Range		3,00	
	Interquartile Range		,60	
	Skewness		,348	,143
	Kurtosis		,024	,284

When the skewness and kurtosis values of the dimensions in Table 3 are analysed, it is found that the service quality dimension, value dimension, rooms and front office service dimension, food and beverage and recreation facilities dimension and security dimension vary between +1.5 and -1.5. This result shows that the data are normally distributed in terms of dimensions.

Table 4. Reliability Analysis

Factors	Cronbach's Alpha	Standardized Cronbach's Alpha	Number of items
Service Quality	,820	,820	5
Value	,858	,858	4
Rooms and Front Office Services	,867	,887	5
Food and Beverage and Recreation	,801	,801	5
Security	,845	,845	5

The most preferred method for measuring the internal consistency and the consistency of the questions with each other is 'Cronbach Alpha'. Cronbach Alpha value is required to be at least ,70 and above (Seçer, 2015: 217). As indicated in Table 4, the values of the scales used are above the value of ,70. Thus, it is understood that the preferred scales are reliable.

In order to test the construct validity of the scale used to determine the factors affecting the academicians' hotel selection preferences and to determine the main sub-dimensions affecting the hotel selection criteria, an Exploratory Factor Analysis (EFA) was performed on the first 25 items in the scale. The main criterion for evaluating the results of factor analysis is factor loadings. In the stage of determining the question items under the factor, the factor loadings of the questions for each factor are analysed. Hair et al. (2005) state that items with factor loadings below 0.50 should be excluded from the analysis. Therefore, it was considered necessary for an item to have a factor loading of at least 0.50 in order to be shown in a factor. In the first factor analysis, the statement 'The hotel is affiliated with a reputable chain (Hilton, Rixos, etc.)' in the value dimension was found to have a low factor load and (<0.50) in other dimensions. The item in question was removed from the scale and factor analysis was performed again on the remaining 24 items. The results of Bartlett's Test of Sphericity show that there is a sufficient level of relationship between the variables for factor analysis ($p=.000$, Chi-Square 2205.750, Degrees of Freedom 276). In addition, the Kaiser-Meyer-Olkin Sampling Adequacy Measure being quite high (0.866) shows that the collected data set is suitable for factor analysis.

Table 5: Factor Analysis to Determine the Factors Affecting Hotel Selection Preferences

Statement	Factors				
	Service Quality	Value	Rooms and front office service	Food and Beverage and Recreation Facilities	Security
Employees providing quality service	,784				
Employees understanding and quickly fulfilling your requests	,744				
Employees being helpful	,691				
Employees being polite and friendly	,686				
Employees having a clean and neat appearance	,670				
Getting value for money paid for accommodation services		,625			
Getting value for money paid for food and beverage services		,673			

The hotel having a comfortable and luxurious ambiance		,793			
The hotel being in a good location		,752			
The room being comfortable, with a comfortable bed			,785		
The room being clean			,748		
The room having good heating/cooling			,691		
The hotel check-in and check-out process being quick			,766		
The hotel reservation system being reliable			,715		
The hotel offering a wide variety of food and beverage options				,639	
The food and beverages at the hotel being of good quality				,702	
The hotel providing entertainment and animation facilities				,745	
Rooms having a mini-bar				,696	
The hotel offering 24-hour room service				,738	
The hotel having a fire alarm system					,669
The hotel having security personnel					,838
Rooms having a safe					,689
The hotel having a security camera system					,715
The hotel parking lot being well-lit and secure					,703
Explained Variance (%)	% 24.996	% 16.935	% 13.664	% 8.644	% 4.211
Cumulative Variance (%)	% 24.996	% 41.921	% 55.555	% 64.229	% 68.440
Total Explained Variance	% 68.440				
Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy	,866				
Bartlett's Test of Sphericity	Chi-square 2205,750				
	df 276				
	p-value ,000				

As a result of the factor analysis in Table 5, the evaluation criteria for hotel services are grouped into five factors explaining 68.44% of the total variance. The first factor has the highest explanatory power with 24.996% variance and is related to the service quality of hotel employees. In this factor, factors such as providing quality service, fulfilling requests quickly, being helpful and courteous are prominent. The second factor explains 16.935% variance and covers the general value perception of the hotel and the price-performance relationship. Getting value for money for accommodation and food and beverage services, having a comfortable ambiance and a good location of the hotel are related to this factor. The third factor, explaining 13.664% variance, includes the comfort of hotel rooms and the quality of front office services. The cleanliness and comfort of the room, proper functioning of heating/cooling systems, fast check-in and check-out procedures and reliability of reservation systems are the main elements of this

dimension. The fourth factor explains 8.644% variance and is related to the hotel's food and beverage services and recreational facilities. Food and beverage variety, quality, availability of animation facilities, mini-bar and 24-hour room service are included in this factor. The fifth factor explains 4.211% variance and is related to security measures in the hotel. The presence of security personnel, fire alarm, in-room safe, security cameras and car park security are related to this factor. In addition, the statement 'The hotel is affiliated with a reputable chain (Hilton, Rixos, etc.)' in the value dimension was deleted since it was included in different dimensions in the factor analysis obtained from the pilot study of 84 people. Then, when the statements were subjected to factor analysis again, each statement was found to be in the dimension to which it belonged and its values increased. Table 6 presents the findings related to the hypotheses.

Table 6: T Test Results Regarding the Sub-Dimensions of the Factors Affecting the Hotel Selection of Academicians Travelling for Holiday Purposes according to Gender Variable

Independent Samples Test					
		N	Mean	Sig. (2-tailed)	t value
Service Quality	Female	152	3,8380	,026	2,232
	Male	140	3,6219		
Value	Female	152	4,2226	,585	,547
	Male	140	4,1719		
Rooms and Front Office Services	Female	152	4,4263	,027	2,224
	Male	140	4,3562		
Food and Beverage and Recreation	Female	152	3,7445	,000	4,101
	Male	140	3,4641		
Security	Female	152	3,9212	,000	4,432
	Male	140	3,6156		

In Table 6, the t-test results of the sub-dimensions of the factors affecting the hotel choice of academicians travelling for holiday purposes according to the gender variable are examined. A significant difference was found between genders in terms of service quality dimension ($t(263) = 2,228$, $p = 0,027$). There is no significant difference between genders in terms of value dimension ($t(263) = 0,547$, $p = 0,585$). Significant differences were found between genders in room and front office services dimension ($t(263) = 2,224$, $p = 0,027$), food and recreation facilities dimension ($t(263) = 4,101$, $p = 0,000$) and security dimension ($t(263) = 4,404$, $p = 0,000$). According to these results, H1 is accepted.

Table 7 shows the t-test results of the sub-dimensions of the factors affecting hotel choice according to the marital status variable of academicians travelling for holiday purposes.

Table 7: T Test Results Regarding the Sub-Dimensions of the Factors Affecting the Hotel Selection of Academicians Travelling for Holiday Purposes According to the Marital Status Variable

Independent Samples Test					
		N	Mean	Sig. (2-tailed)	t value
Service Quality	Married	145	3,8138	,096	1,668
	Single	147	3,6599		
Value	Married	145	4,3155	,010	2,580
	Single	147	4,0918		
Rooms and Front Office Services	Married	145	4,3986	,412	,822
	Single	147	4,3741		
Food and Beverage and Recreation	Married	145	3,6607	,010	2,609
	Single	147	3,4857		
Security	Married	145	3,8510	,016	2,413
	Single	147	3,6925		

When the t-test results according to marital status are analysed in Table 7, there is no significant difference in terms of service quality dimension ($t(290) = 1,668$, $p = 0,096$). Significant differences were found in the value dimension ($t(290) = 2,580$, $p = 0,010$), food and recreation facilities dimension ($t(290) = 2,609$, $p = 0,010$) and safety dimension ($t(290) = 2,416$, $p = 0,016$). However, no difference was found in the room and front office service dimension in terms of marital status. These findings indicate that marital status has a significant effect on the perceptions of value, food and recreation facilities and safety. Accordingly, H2 hypothesis is accepted. Table 8 shows the results of the ANOVA test for the sub-dimensions of the factors affecting the hotel choice of academicians travelling for holiday purposes according to age variable

Table 8: ANOVA Test Results Regarding the Sub-Dimensions of the Factors Affecting the Hotel Selection of Academicians Travelling for Holiday Purposes by Age Variable

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Service Quality	Between Groups	5,529	3	1,843	3,007	,031
	Within Groups	176,527	288	,613		
	Total	182,055	291			

Value	Between Groups	,441	3	,147	,261	,854
	Within Groups	162,349	288	,564		
	Total	162,790	291			
Rooms and Front Office Services	Between Groups	,147	3	,049	,755	,520
	Within Groups	18,678	288	,065		
	Total	18,825	291			
Food and Beverage and Recreation	Between Groups	1,881	3	,627	1,889	,132
	Within Groups	95,580	288	,332		
	Total	97,461	291			
Security	Between Groups	2,928	3	,976	3,122	,026
	Within Groups	90,030	288	,313		
	Total	92,958	291			

According to the results of the ANOVA test conducted according to the age groups in Table 8, significant differences were found between the groups regarding service quality and security. For the service quality dimension, a significant difference was found between the groups ($F(3, 288) = 3,007$, $p = 0,031$). This shows that there is a difference in the service quality perceptions of age groups. A significant difference was also observed in terms of safety dimension ($F(3, 288) = 3,122$, $p = 0,026$). This indicates that there is a difference in the safety perceptions of age groups. However, no significant differences were found between the groups in the value dimension, room and front office service and food and recreational facilities dimensions. This indicates that the perceptions of the age groups are similar in these areas. In cases where a significant difference was found between the groups as a result of the ANOVA test, Tukey and Scheff tests were applied to determine between which groups these differences were. According to the results of this test, it was observed that the age group of 51 years and over had a significantly higher average in the service quality dimension than the 21-30 age group ($p = 0,017$). No significant difference was found between the age groups in the food and beverage and recreation facilities dimension. However, it was observed that the 31-40 age group had a higher average perception than the other groups, but this difference was not statistically significant ($p > 0,05$). The age group of 51 years and over has a significantly higher average perception in the security dimension compared to all other age groups. The difference is significant for 21-30 age group ($p = 0,017$), 31-40 age group ($p = 0,016$) and 41-50 age group ($p = 0,020$). In general, it is determined that the 51 and over age group has different perceptions than other age groups in service quality and safety dimensions. It is observed that these criteria gain more importance in hotel selection as age increases. Table 9 shows the ANOVA test results regarding the sub-dimensions of

the factors affecting the hotel selection of academicians travelling for holiday purposes according to the title variable.

Table 9: ANOVA Test Results Regarding the Sub-Dimensions of the Factors Affecting Hotel Selection According to the Title Variable of Academicians Travelling for Holiday Purposes

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Service Quality	Between Groups	10,249	4	2,562	4,280	,002
	Within Groups	171,806	287	,599		
	Total	182,055	291			
Value	Between Groups	6,082	4	1,521	2,785	,027
	Within Groups	156,708	287	,546		
	Total	162,790	291			
Rooms and Front Office Services	Between Groups	,421	4	,105	1,642	,164
	Within Groups	18,404	287	,064		
	Total	18,825	291			
Food and Beverage and Recreation	Between Groups	4,878	4	1,219	3,780	,005
	Within Groups	92,583	287	,323		
	Total	97,461	291			
Security	Between Groups	3,169	4	,792	2,533	,041
	Within Groups	89,789	287	,313		
	Total	92,958	291			

According to the ANOVA test results in Table 9, significant differences were found between the titles of academicians in the dimensions of service quality, value, food and beverage and recreation and safety. In the perception of service quality, it is seen that titles make a difference and this difference is significant ($F(4, 287) = 4,280, p = 0,002$). The effect of titles on the perception of value is also significantly different ($F(4, 287) = 2,785, p = 0,027$). In addition, the effect of titles on the experience of food and recreational facilities also creates a significant difference ($F(4, 287) = 3,780, p = 0,005$). Safety perception is another dimension that differs according to titles ($F(4, 287) = 2,533, p = 0,041$). In line with these findings, Tukey and Scheff tests were applied to determine between which groups the significant differences between the groups were. According to the results of Tukey and Scheff tests, some significant differences were found in the dimensions of service quality, value, security, and food and beverage between those with the title of Professor Doctor and other title groups in the hotel selection criteria of academicians. In the service quality dimension, there are some significant differences between Professor Doctors and Lecturer ($p = 0,004$), Research Assistant ($p = 0,003$) and Dr. Lecturer ($p = 0,024$). Professors ($p = 0,024$) and Lecturers ($p = 0,004$). Professor

Doctors have a different perception in this dimension compared to other title groups. In the value dimension, there is a significant difference between Professor Doctors and Lecturers ($p = 0,044$). In the security dimension, there is a significant difference between Professor Doctors and Lecturers ($p = 0,026$) and Assistant Professors ($p = 0,026$). Professors ($p = 0,026$) and Lecturers ($p = 0,026$). In addition, in the food and beverage dimension, there are significant differences between Professor Doctors and Lecturers ($p = 0.01$). Professors ($p = 0,014$) in the food and beverage dimension. As a result, it is seen that Professor Doctors have a different perception than other groups in the dimensions of service quality, safety and food and beverage. Significant differences were generally not found among other titles. This situation reveals the effect of title on hotel selection criteria. Table 10 shows the ANOVA test results regarding the sub-dimensions of the factors affecting the hotel selection of academicians travelling for holiday purposes according to the field of study variable.

Table 10: ANOVA Test Results Regarding the Sub-Dimensions of the Factors Affecting the Hotel Selection of Academicians Travelling for Holiday Purposes according to the Working Area Variable

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Service Quality	Between Groups	4,700	2	2,350	3,830	,023
	Within Groups	177,355	289	,614		
	Total	182,055	291			
Value	Between Groups	1,289	2	,644	1,153	,317
	Within Groups	161,501	289	,559		
	Total	162,790	291			
Rooms and Front Office Services	Between Groups	,104	2	,052	,805	,448
	Within Groups	18,721	289	,065		
	Total	18,825	291			
Food and Beverage and Recreation	Between Groups	1,513	2	,756	2,278	,104
	Within Groups	95,948	289	,332		
	Total	97,461	291			
Security	Between Groups	,716	2	,358	1,121	,327
	Within Groups	92,243	289	,319		
	Total	92,958	291			

According to the results of the ANOVA test according to the field of study of the academicians in Table 10, a significant difference was found between the groups for the service quality dimension ($F = 3,830$, $p = 0,023$), which shows that the field of study affects the perception of service quality. On the other hand, no significant difference was observed

in the value dimension ($F = 1,153$, $p = 0,317$), room and front office dimension ($F = 0,805$, $p = 0,448$), food and beverage and recreation dimension ($F = 2,278$, $p = 0,104$) and safety dimension ($F = 1,121$, $p = 0,327$). These findings reveal that the field of study does not affect the perceptions on dimensions other than service quality. According to the results of Tukey and Scheff tests conducted to determine between which groups the significant differences between the groups are as a result of ANOVA test, there is a significant difference between Social Sciences and Health Sciences in terms of service quality dimension ($p = 0,028$). Academics working in the field of Health Sciences attach more importance to service quality than academics working in the field of Social Sciences.

DISCUSSION AND CONCLUSION

The aim of this study is to examine the opinions of academicians travelling for holiday purposes regarding the services provided by hotel businesses in the context of demographic variables. In the study, service quality, value perception, room and front office services, food and beverage and recreational facilities and security are considered as factors affecting academicians' hotel preferences. According to the findings of the study, it has been revealed that demographic variables play an important role in academicians' hotel choice preferences. The effects of factors such as gender, marital status, age, title and field of study on hotel preferences were analysed and it was determined that these factors had significant relationships with some hotel service dimensions.

In the study, it was found that female academics attach more importance to service quality, room and front office services, food and recreational facilities and security dimensions compared to male academics. This finding is in line with the study conducted by Radojevic et al. In this study, it was determined that female customers attach more importance to factors such as hygiene and safety in accommodation services than men. This situation shows that hotel businesses should improve their services to meet the expectations of female customers.

When evaluated in terms of marital status variable, it was observed that married academics had higher evaluations in the dimensions of value perception, food and recreation facilities and safety compared to single academics. This result was similarly found in the study conducted by Pekyaman et al. (2018) on Afyon Kocatepe University academicians. The fact that married individuals travel more with their families causes them to consider security and food and beverage services more important in hotel selection.

Therefore, it may provide competitive advantage for hotel businesses to increase security measures for family customers and to diversify food and beverage services.

In terms of age variable, it was found that academicians aged 51 and over attach more importance to service quality and safety dimensions. This is in line with the study conducted by Sohrabi et al. (2012). Research shows that customers attach more importance to comfort and safety as age increases. Developing different marketing strategies for different age groups may be effective in increasing customer satisfaction.

In the context of the title variable, it was determined that academicians with the title of professor doctor made different evaluations in the dimensions of service quality, value, safety and food and beverage compared to other title groups. This finding indicates that the higher the academic status, the more importance is given to quality and prestige in hotel selection due to the increase in personal income level.

According to the field of study variable, it was determined that academics in the field of health sciences attach more importance to service quality than academics in the field of social sciences. This result is in line with previous studies showing that health sector employees are generally more sensitive to hygiene and service quality. It is known that the importance of hygiene and cleanliness perception increases especially in the post-pandemic period (Verma & Chandra, 2016). In this context, it would be beneficial for hotel businesses to emphasise hygiene policies more in terms of attracting customers.

The findings of the study are largely in line with other studies on hotel selection criteria in the literature. However, given the limited research on academics' hotel preferences, this study offers valuable contributions to the field. Based on the findings, several practical recommendations can be made for hoteliers. First, services should be customized according to customer segments. For example, hygiene and safety standards should be increased for female customers, and family-oriented services should be developed for married customers with children (Radojevic et al., 2018). In addition, different marketing strategies should be applied for different age groups, and features such as comfort and safety should be prioritized for older customers (Sohrabi et al., 2012).

Hotel businesses can effectively target customers with high academic status by offering more prestigious and specialized services (Uygurtürk & Uygurtürk, 2014). Especially the hygiene expectations of employees working in health-related academic fields should be met by developing hotel hygiene standards (Verma & Chandra, 2016). Especially

in the post-pandemic period, strengthening hygiene and safety measures continues to be an important factor in customer satisfaction. Therefore, hoteliers should align their services with the needs of different customer segments to increase satisfaction and gain a competitive advantage. In addition, future research could focus on increasing the number of studies analyzing the alignment between customer expectations and the actual services provided by hoteliers. It would also be useful to study the long-term effects of the pandemic on hotel selection criteria. In addition, future studies can be expanded by conducting comparative research with the participation of academics from different universities, disciplines, and regions. Including variables such as monthly income level in addition to academic title would provide a more comprehensive understanding of how socioeconomic status affects accommodation choices. Such studies will increase generalizability and provide deeper insights into the different expectations of academic travelers.

This study contains certain limitations; however, it also offers valuable contributions to the existing literature. First, the research is limited to the academic staff of Yozgat Bozok University. This restricts the generalizability of the findings to broader academic populations or institutions with different regional and demographic characteristics. Nevertheless, by focusing on a specific academic community, the study provides a deeper understanding of this group's hotel preferences and generates unique insights into an underexplored target segment in tourism research. Second, the study focuses exclusively on hotel preferences during leisure travel, excluding work-related travels such as business trips, conferences, or seminars. Still, by examining preferences in a leisure context, the research captures academics' personal service expectations and lifestyle-related tendencies, offering practical implications for hospitality businesses—particularly those located in university cities seeking to attract this profile of travelers.

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