EVALUATION OF POSTGRADUATE THESES ON SERVICE QUALITY AND SERVICE QUALITY MEASUREMENT MODELS IN TOURISM

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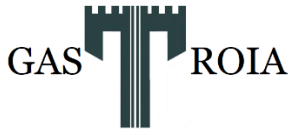
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ABSTRACT

The aim of this study is to make a bibliometric analysis of the postgraduate theses on service quality and service quality measurement models in the field of tourism, published on the official website of the Council of Higher Education National Theses Center, between the years 1995-2022, based on various parameters. For this purpose, the study data were obtained by scanning theses, published on the official website of the Council of Higher Education National Theses Center, with the terms of "Service Quality", "SERVQUAL", "RECQUAL", "LODGSERV", "SERVPERF", "LODGQUAL", "DINESERV", "HOLSAT", "HOTELQUAL", "HOLSERV" , "HISTOQUAL", "AIRQUAL", "SERVPERVAL", "TANGSERV", "ECOSERV", "LQI", "HOTELZOT", "TOURSERVQUAL", "RURALQUAL", "DINESCAPE", "GRSERV", "HOTSPERF" and "ECOPERF". According to the findings obtained as a result of the examinations, 143 postgraduate theses, 113 of which were master's theses and 21 of which were doctoral dissertations, were reached. While examining the theses reached; various parameters such as "the year of publication of the theses, the type of the theses, the institute to which the theses is published, the department where the theses is published, the subject of the theses, the university where the theses is published, the availability of the keywords used in the theses, the language in which the theses is published, the title of the advisor, the number of pages of the theses, the distribution of the keywords used in the theses, service quality measurement model used in the theses" are taken as basis. As a result of the study, it was determined that the SERVQUAL measurement model in particular, DINESERV, SERVPERF, ECOSERV and GRSERV measurement models were used in the vast majority of 143 postgraduate theses published on service quality measurement models used in the field of tourism.

Keywords: Service Quality, Service Quality Measurement Models, Bibliometric Analysis.

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1. INTRODUCTION

It is important to examine the literature related to any branch of science in certain periods, in terms of revealing the developments in that branch of science (Çiçek & Kozak, 2012: 196). Actually, it may be possible to reveal the development line in the science or discipline that is the subject of the study, by carrying out such a study at certain intervals of time (Kozak, 2001: 26). In other words, the efficiency levels of scientific publications in the academic field are determined as a result of bibliometric studies (Hotamaşlı & Efe, 2015: 103). Bibliometric is a field of study that reveals the progress and development of the literature related to the statistical analysis of sources with much information content such as books and journals (Tayfun et al., 2018: 524).

Tourism is a service sector that gains importance day by day and contributes to the economy at a high level. The size of this contribution is not only limited to the increase in tourism revenues, but also reveals the rapid increase in theoretical and research-based studies in this field. In the light of all these developments, the necessity of analysing both qualitative and quantitative analysis of graduate theses prepared in the field of tourism has come to the fore (Güçlü Nergiz, 2014: 212). By using bibliometric methods, the topics studied in a specific discipline, in a specific country, the authors working on these topics and the topics that have been studied more or less can be determined with the cooperation between the authors (Zan, 2012: 15). The growth of tourism especially as a field of knowledge and the increase in the number of academicians publishing on this subject, the interest in examining the contributions of scientists and broadcasting organizations to tourism literature, the need to evaluate the research performance of individuals or organizations have been a factor in the preference of bibliometric method for studies in the field of tourism (Temizkan et al., 2015: 395). By examining certain features of academic publications with bibliometric studies, it becomes possible to make analyses especially based on years and to obtain many findings in this direction. In this context, the scope of bibliometric has been shaped by making process-oriented measurements related to documents (Cevizkaya et al., 2014: 102).

The Council of Higher Education National Theses Center collects master's, doctorate, proficiency in art and specialty in medicine theses made at universities and puts them at the disposal of researchers. As of March 2022, there are 934,886 theses (proficiency in art, masters, doctorate, specialty in medicine and specialty in dentistry) in the system. A total of 5896 of them are in the field of tourism, of which 4667 are master's theses, 1227 are doctoral theses, and 2 are proficiency in art (YÖKTEZ, 2022). When the relevant literature has been scanned, it is seen that many bibliometric studies related to tourism have been made. However, no bibliometric study has been found on service quality and service quality measurement models in the field of tourism. In order to fill the gap in this matter, in this study; master's and doctoral dissertations prepared on service quality measurement models used in the field of tourism between the years 1995-2022 were examined. Bibliometric studies to be carried out in different sub-fields of tourism provide us with many outputs, from developing a comprehensive perspective to the related field and thus contributing to the field (Özel & Kozak, 2012). From this point of view, this study has been considered important in terms of revealing the general view of postgraduate theses presented in the literature on service quality and service quality measurement models in the field of tourism, especially with numerical data.

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2. CONCEPTUAL FRAMEWORK

2.1. Service Quality Concept

According to the definition made by the American Marketing Association (AMA); *"acts, benefits or satisfactions resulting from the sale of goods/products"* explains the concept of service (Kozak et al., 2011: 2; Liu et al., 2013: 73). Services offered for sale at a certain price in order to meet the needs of individuals do not have any ownership and cover all intangible activities (Shengelbayeva, 2009: 13; Günaydın, 2014: 6). In this direction, it should be underlined that services are intangible active products that contribute directly to customers. When the service has been examined conceptually, the most important feature that stands out is that although it can be tied to any physical product, it does not lead to the ownership of a production factor, has no physical dimension and is intangible. On the other hand, the desire of individuals to reach the perfect has revealed the concept of quality. In this context, it is possible to say that the concept of quality has been discussed in a wide range in the literature. In short, it can be explained as quality, suitability for use and purpose, providing customer satisfaction at low cost. Therefore, handling the concepts of service and quality together has become an important field of study in the service sector and has provided an important benefit both in the scientific community and in the context of sectoral contribution. This concept, which is considered as service quality, includes what is obtained at the end of production and the way the service is provided (Pırnar, 2007: 39; Aksu, 2012: 24; Akdu, 2020).

Service quality; it arises as a result of providing the service perfectly to the customers. In other words, providing quality service is meeting customer expectations. At this point, service quality can be expressed as a measure of how much of the service provided can meet customer expectations. Therefore, determining how customers perceive services also expresses the concept of service quality (Ataberk, 2007: 94; Ersöz et al., 2009: 20; Gümüş & Göker, 2012: 28). In other words, both the direction and the degree of difference between expectations and perceptions explain the concept of service quality (Özkul et al., 2020).

It is very difficult for a tourism business to measure service quality objectively as a result of intangibility of services. In addition to this, the service quality perceived by consumers is due to the comparison of their expectations from the service they will receive with their perceptions of the service they receive (Girgin, 2020). In short, if the service expected by the consumers is higher than the perceived service, the perceived service quality will not be satisfactory (Öztürk & Seyhan, 2005: 172; Ertürk, 2011: 41). In this case, consumer expectations were not met. Therefore, it will be possible to comment that consumer dissatisfaction has arisen (Eker, 2007: 73; Değirmenci, 2011: 34). If the expected service is equivalent to the perceived service, it can be interpreted as the perceived service quality is fully met. In this case, it is possible to fully meet the consumer expectations (Değirmenci, 2011: 33; Filiz, 2011: 39). On the other hand, it is obvious that the perceived service quality will be highly satisfactory if the perceived service is higher than the expected service (Ardıç & Sadaklıoğlu, 2009: 170).

2.2. Service Quality in Tourism Businesses

In the service industry, it is not enough to just do or present the job in terms of customer satisfaction to perform a good job. The service rendered or provided must be at a certain level of quality. Actually, the quality in question is an indicator of the success level of the

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enterprises (Ertürk, 2011: 44). In other words, one of the main ways that a service business can differentiate itself from other businesses is to offer a higher level of quality than its competitors (Güzel, 2006: 72; Said et al., 2013: 62). Because consumers want to get the best of the services, they need and be satisfied (Aksu et al., 2016: 4). In the studies in the related literature (Avcı & Sayılır, 2006: 124; Aydın, 2007: 264; Aksu, 2012: 31; Giritlioğlu, 2012: 92), it is underlined that it will be possible for businesses that provide quality service to expand their business volumes by gaining new customers, as well as increasing the number of existing customers.

Service quality, for example, increases the number of customers and overnight stays of an accommodation business and enables customers to purchase goods and services produced by the hotel business at a higher rate. This situation reveals high operating profitability (Giritlioğlu, 2012: 92). In a similar way, a hotel with a reputation for providing high-quality service has a stronger competitive advantage than a hotel that offers low or inconsistent service. Even if the price of such hotels increases, people continue to prefer the same hotel due to the perception of quality (Aksu, 2012: 32). In short, a successful service quality; In addition to increasing sales and market share, it creates satisfied and retained customers by developing customer relations (Korkmaz, 2013: 41). Evaluation of service quality is related to how the consumer feels about the service and what remains in his memory, rather than the characteristics of the service (Malik, 2012: 69). At this point, it can be stated that the most important step to be taken by service businesses is to clearly understand the expectations of the customer (Güven Eğilmezgil, 2020).

2.3. Service Quality Measurement Models in Tourism Businesses

While conceptual definitions were made in some of the models developed for the measurement of service quality specific to the tourism sector, measurement-based features were explained in some of them. In this direction, many of the models have emerged by feeding off each other (İkiz, 2010: 8; Sandhu & Bala, 2011: 220). In this context, it is possible to say that three different service quality measurement models for measuring service quality have been developed and added to the related literature. The first of these models is Lehtinen and Lehtinen's (1982) "Service Quality Model". In addition, the others include the "Perceived Service Quality Model" developed by Grönroos (1984) and the Perceived Service Quality Model (Gap Model) developed by Parasuraman et al. (1985). With the development of the aforementioned models, it has also been ensured that service quality is freed from theory. Thus, a serious step has been taken in how service quality can be measured in service businesses (Giritlioğlu, 2012: 110; Kemerlioğlu, 2014: 49, 54).

The service quality measurement models and contents used in tourism enterprises are presented in Table 1, compiled from the studies in the related literature (Khan, 1996; Lee et al., 2000; Petrick, 2002; Khan & Su, 2003; Nadiri & Hussain, 2005; Alen et al., 2006; Eraqi, 2006; Ladhari, 2008; Ryu & Jang, 2008; Prabaharan et al., 2008; Çiçek & Doğan, 2009; Eleren, 2009; Loureiro & Gonzalez, 2009; Türk, 2009; Markovic & Raspor, 2010; Ertürk, 2011; Kurnaz, 2011; Sandhu & Bala, 2011; Serçek & Özaltaş, 2012; Amin et al., 2013; Chiu, 2013; Conde et al., 2013; Meimand et al., 2013; Uslu et al., 2013; Alrawashdeh & Alrawashdeh, 2014; Ali, 2015; Aziz et al., 2015; Wu & Mohi, 2015; Tefera & Govender, 2016; Ünüvar & Aydın, 2017; Kurnaz, 2017; Zyl, 2017; Choi et al., 2018: Sato et al., 2018; Shahzadi et al., 2018; Wong & Guillet, 2018; Özkul et al., 2020).

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Table 1. Service Quality Measurement Models and Contents Used in the Field of Tourism

MEASUREMENT MODEL	RESEARCHER	CONTENTS
SERVQUAL	Parasuraman, Zeithaml & Berry, 1985, 1988, 1991, 1994	It is a model developed to measure the service quality performance of an enterprise through the application of gap (gap) analysis.
RECQUAL	MacKay & Crompton, 1988, 1990	It is a conceptually developed measurement model to measure service quality specific to entertainment services.
LODGSERV	Knutson, Stevens, Wullaert, Patton & Yokoyama, 1990 Patton, Stevens & Knutson, 1994	It has been developed for the definition, evaluation and measurement of service quality for accommodation businesses.
SERVPERF	Cronin & Taylor, 1992, 1994	It is a measurement model that focuses on performance (perceived service quality) in measuring service quality.
LODGQUAL	Getty & Thompson, 1994	It is a performance-based service quality measurement model in accommodation businesses.
DINESERV	Stevens, Knutson & Patton, 1996	It is a measurement model developed to measure service quality in particular for food and beverage businesses.
HOLSAT	Tribe & Snaith, 1998	It is a model developed to compare the expectations of holidaymakers with the negative and positive aspects of their holiday experiences.
HOTELQUAL	Falces, Diez, Garnde & Turnes, 1999	It is a model that deals with the measurement of service quality specifically for accommodation businesses and has been developed to measure perceived service quality.
HOLSERV	Mei, Dean & White, 1999	It is a measurement model developed specifically for accommodation businesses in measuring service quality.
HISTOQUAL	Frochot & Hughes, 2000	It is a model that evaluates the service quality of historical houses.
AIRQUAL	Bari, Bavik, Ekiz, Hussain & Toner, 2001	It is a model developed to measure the service quality perceptions of airline passengers. It consists of five different dimensions: "airline physical features", "terminal physical features", "personnel", "empathy" and "image".
SERVPERVAL	Petrick, 2002	The perceived value in terms of tourists; it is a model developed to measure quality, emotional response, material value, behavioral value and reputation.

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TANGSERV	Raajpoot, 2002	It is a model developed to measure tangible qualities (elements such as ambient temperature and music, location of the business, product presentation, etc.) in food and beverage businesses.
ECOSERV	Khan, 2003	It is a service quality measurement model developed to reveal the service quality expectations of tourists traveling for ecotourism purposes.
LQI	Getty & Getty, 2003	It has been developed as a result of the multifaceted concept of service quality in accommodation businesses and the changing views of researchers on how to measure service quality in accommodation businesses. LQI, a quality perception scale adapted for hotels that attach importance to service quality, was designed using an 8-stage process.
HOTELZOT	Nadiri & Hussain, 2005	It is a model developed for measuring service quality in hotel businesses. It is a model in which evaluations on this issue are constructed with the "tolerance zone" approach.
TOURSERVQUAL	Eraqi, 2006	It is a measurement model developed to handle tourism businesses with the evaluations of both domestic and foreign tourists in the measurement of service quality.
RURALQUAL	Loureiro, 2007	It is a measurement model that focuses on tourism businesses in rural areas in the measurement of service quality.
DINESCAPE	Ryu & Jang, 2008	It is a measurement model developed for the evaluation of the physical environment of the dining area in a food and beverage business.
GRSERV	Chen, Cheng & Hsu, 2013	It is a measurement model developed for the purpose of evaluating the service quality in green restaurants. In this scale, environmental-oriented services and food quality dimensions are also added, unlike the dimensions in the DINESERV scale (tangible/physical characteristics, reliability, responsiveness, trust and empathy).
HOTSPERF	Tefera & Govender, 2016	It is an alternative model developed to evaluate the service quality performance of service enterprises by adapting the Servqual and Servperf measurement models.
ECOPERF	Ban & Ramsaran, 2017	It is a measurement model developed to handle the service quality evaluations of ecotourists in terms of both expectation and performance. In the model, additions (environmentally friendly practices, eco-activities, eco-learning) were made

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to the dimensions in the SERVPERF and SERVQUAL measurement models.

As seen in Table 1; as a result of the conceptual studies carried out for the measurement of service quality in the field of tourism since 1985, various measurement models have been brought to the relevant literature. As a result of the literature review in this study, twenty measurement models used in the field of tourism were determined and defined. In this context, it is necessary to underline once again that many of the measurement models developed for service quality have emerged by feeding off each other.

3. METHODOLOGY

The aim of the study is to examine and analyse various bibliometric features of postgraduate theses related to service quality measurement models used in the field of tourism, which were published in the Council of Higher Education National Theses Center between 1995-2022. In addition, as a result of the bibliometric analyses carried out, it is among the aims of the study to provide support for scientific studies to be carried out in this field in the coming years.

The database of the Council of Higher Education National Theses Center was used to obtain the study data. In this context; between 08.04.2022 and 15.04.2022, in the theses title with the terms of "Service Quality", "Servqual", "Recqual", "Lodgserv", "Servperf", "Lodgqual", "Dineserv", "Holsat", "Hotelqual", "Holserv", "Histoqual", "Airqual", "Servperval", "Tangserv", "Ecoserv", "LQI", "Hotelzot", "Tourservqual", "Ruralqual", "Dinescape", "Grserv", "Hotsperf", "Ecoperf" and accessible postgraduate theses were included in the study. In addition, various parameters (the year of publication of the theses, the type of the theses, the institute to which the theses is published, the department where the theses is published, the subject of the theses, the university where the theses is published, the availability of the keywords used in the theses, the language in which the theses is published, the title of the advisor, the number of pages of the theses, the distribution of the keywords used in the theses, service quality measurement model used in the theses) were determined. These determined parameters were obtained through the information in the tags of the postgraduate theses. Frequency analysis of the data obtained as a result of the study was carried out.

4. RESULTS

In line with the findings obtained as a result of the researches in this study, it was determined that 948 theses on the service quality and service quality measurement models were published between the years 1995-2022 on the official website of the Council of Higher Education National Theses Center. However, for the purpose of the study, out of 948 theses on service quality and service quality measurement models, there are 143 theses within the scope of studies on the field of tourism. In this context, 143 postgraduate theses published for the purpose and scope of the study were examined and given in the tables below.

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Table 2. Number of Postgraduate Theses by Years

YEAR	n	%
1995	1	0,7
1996	3	2,1
1997	1	0,7
1998	2	1,4
1999	1	0,7
2000	1	0,7
2002	3	2,1
2005	2	1,4
2006	2	1,4
2007	3	2,1
2008	1	0,7
2009	4	2,8
2010	2	1,4
2011	5	3,4
2012	10	7,0
2013	4	2,8
2014	1	0,7
2015	8	5,6
2016	6	4,2
2017	17	11,9
2018	15	10,5
2019	23	16,1
2020	16	11,2
2021	10	7,0
2022	2	1,4
TOTAL	**143**	**100**

Table 2 shows the distribution of postgraduate theses related to service quality measurement models used in the field of tourism by years. When the distribution of theses by years have been examined, it is seen that the theses on service quality was first realized in 1995. In 2001, 2003 and 2004, there was no theses published on the related subject. When the data in the table are examined, it has been determined that the most postgraduate theses on service quality measurement models used in the field of tourism were realized in 2012, 2017, 2018, 2019, 2020 and 2021. When Table 2 have been examined, it is seen that the number of theses published on service quality measurement models used in the field of tourism has increased in recent years.

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Table 3. Type of Postgraduate Theses

THESES TYPE	n	%
Master's Theses	113	79
Doctoral Theses	30	21
TOTAL	**143**	**100**

Table 3 shows the distribution of the postgraduate theses related to the service quality measurement models used in the field of tourism according to their types. When the data in the table have been examined, it has been determined that 113 (79%) theses published on the service quality measurement models used in the field of tourism are master's theses and 30 (21%) theses are doctoral theses.

Table 4. Institutes where Postgraduate Theses are Prepared

INSTITUTE	n	%
Institute of Social Sciences	128	89,5
Institute of Education Sciences	6	4,2
Institute of Postgraduate Education	8	5,6
Institute of Business	1	0,7
TOTAL	**143**	**100**

Table 4 shows the distribution of postgraduate theses according to the institutes they are affiliated with. When the data in the table is examined, it is determined that the most theses are related to the Social Sciences Institute with 128 (89.5%); it was determined that at least one (0.7%) theses was affiliated with the Institute of Business Administration. Accordingly, it is seen that the subject of service quality and service quality measurement models is mostly studied in the field of Social Sciences.

Table 5. Departments in which Postgraduate Theses are Published

DEPARTMENT	n	%
Department of Tourism Management	54	37,8
Department of Business Administration	41	28,7
Department of Tourism and Hospitality Management	12	8,4
Department of Gastronomy and Culinary Arts	1	0,7
Tourism Management Department	1	0,7
Department of Recreation Management	3	2,1
Department of Tourism Management Education	7	4,9
Department of Tourism and Hotel Management	3	2,1
Department of Health Tourism Management	1	0,7
Department of Business Management	1	0,7

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Department of Health Tourism	1	0,7
Department of Travel Management and Tourist Guidance	2	1,4
Department of Marketing	1	0,7
Department of Hotel Management	1	0,7
Department of Industrial Engineering	1	0,7
Department of Educational Administration and Supervision	1	0,7
Department of Travel Management	2	1,4
Department of Sports Management	1	0,7
Department of Health Institutions Management	1	0,7
Department of Maritime Business Administration	1	0,7
Department of Recreation	1	0,7
Tourism Department	1	0,7
Uncertain	5	3,4
TOTAL	**143**	**100**

Table 5 shows the distribution of postgraduate theses related to service quality measurement models used in the field of tourism according to departments. When the table has been examined, it is seen that graduate theses were published in 22 different departments. In addition, due to the lack of publication access permission for five postgraduate theses, it could not be reached in which department they were published. When the distribution of postgraduate theses according to the departments have been examined, it has been determined that the subject of service quality measurement models is mostly realized in the "Tourism Management Department" with 54 (37.8%) theses. Then, with 41 (28.7%) theses, it was determined that the service quality measurement models in the "Business Administration" were the subject of scientific studies.

Table 6. Subjects of Postgraduate Theses

SUBJECT	n	%
Tourism	52	36,3
Business	30	21
Tourism and Business	54	37,8
Sports and Tourism	2	1,4
Health Institutions Management and Tourism	3	2,1
Industrial and Industrial Engineering	1	0,7
Education-Training and Tourism	1	0,7
TOTAL	**143**	**100**

Table 6 shows the distribution of graduate theses according to their subjects. When the data in the table have been examined, it is seen that 54 (36.3%) postgraduate theses were written on "Tourism and Business", 52 (36.3%) theses on "Tourism" and 30 (21%) theses on "Business". It has been determined that they are made in the subjects of "Sports and Tourism", "Health Institutions Management and Tourism", "Industrial and Industrial Engineering" and "Education-Training and Tourism" with the least percentage. In this context, in line with the aim and scope of the study, it can be said that the postgraduate theses scanned from the official website of the Council of Higher Education National Theses Center, are based on the subject headings in the first place.

Table 7. Universities where Postgraduate Theses are Published

UNIVERSITIES	n	%
Erzincan Binali Yıldırım University	2	1,4
İstanbul Gelişim University	2	1,4
Nevsehir Hacı Bektas Veli University	4	2,8
Çanakkale Onsekiz Mart University	6	4,2
Selçuk University	8	5,6
Adnan Menderes University	4	2,8
Marmara University	4	2,8
Bingöl University	1	0,7
Bogaziçi University	2	1,4
İzmir Katip Çelebi University	5	3,4
Van Yüzüncü Yıl University	1	0,7
Dokuz Eylül University	11	7,8
Sakarya University of Applied Sciences	2	1,4
Istanbul Aydın University	2	1,4
Pamukkale University	1	0,7
Bilkent University	1	0,7
Atılım University	2	1,4
Burdur Mehmet Akif Ersoy University	1	0,7
Akdeniz University	5	3,4
İskenderun Technical University	1	0,7
Bandırma Onyedi Eylül University	1	0,7
Ankara Hacı Bayram Veli University	2	1,4
İstanbul University	2	1,4
Trakya University	1	0,7
Ondokuz Mayıs University	1	0,7
Anadolu University	5	3,4
Sivas Cumhuriyet University	3	2,1
Gedik University	1	0,7

Ufuk University	1	0,7
Galatasaray University	1	0,7
Balıkesir University	7	4,9
Afyon Kocatepe University	1	0,7
Karabük University	2	1,4
İstanbul Arel University	1	0,7
Tokat Gaziosmanpaşa University	1	0,7
Beykent University	2	1,4
Süleyman Demirel University	2	1,4
Hasan Kalyoncu University	2	1,4
Gaziantep University	3	2,1
Eskişehir Technical University	1	0,7
Muğla Sıtkı Koçman University	3	2,1
Mersin University	1	0,7
Batman University	1	0,7
Gazi University	9	6,4
Sakarya University	4	2,8
Karadeniz Technical University	2	1,4
İstanbul Ticaret University	1	0,7
İstanbul Kültür University	1	0,7
Gümüşhane University	1	0,7
Atatürk University	2	1,4
Abant İzzet Baysal University	1	0,7
Necmettin Erbakan University	1	0,7
Eskişehir Osmangazi	1	0,7
Düzce University	2	1,4
Mustafa Kemal University	1	0,7
Erciyes University	2	1,4
Çukurova University	1	0,7
Niğde University	1	0,7
Ankara University	2	1,4
Uludağ University	1	0,7
TOTAL	**143**	**100**

Table 7 shows the distribution of postgraduate theses by universities. When the table has been examined, it has been determined that the theses studies on the service quality measurement models used in the field of tourism belong to 60 different universities. It was determined that these theses studies belonged to Dokuz Eylül University (7.8%), Gazi University (6.4%) and Selçuk University (5.6%), respectively. It is seen that the said

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universities are followed by Balıkesir University with 4.9% and Çanakkale Onsekiz Mart University with 4.2%.

Table 8. Availability of Keywords Used in Postgraduate Theses

AVAILABILITY OF KEYWORDS	n	%
Broadcast Permission Available - Specified	134	93,7
No Broadcasting Permission - Specified	8	5,6
No Broadcasting Permission - Not Specified	1	0,7
TOTAL	**143**	**100**

In Table 8, the accessibility of the keywords used in the theses published about the service quality measurement models used in the field of tourism are available. When the table is examined, it is seen that 134 (93.7%) theses have permission to publish and their keywords are specified. However, it has been determined that 8 (5.6%) theses do not have permission to publish, but their keywords are specified, and one (0.7%) theses does not have a publication permission and its keywords are not specified.

Table 9. Publication Language, Advisor Title and Page Ranges of Postgraduate Theses

PUBLICATION LANGUAGE	n	%
Turkish	133	93,0
English	10	7,0
TOTAL	**143**	**100**
ADVISOR TITLE	**n**	**%**
Professors	48	33,6
Associate Professor	50	34,9
Assistant Professor Doctor	45	31,5
TOTAL	**143**	**100**
PAGE RANGE	**n**	**%**
1-150	88	61,5
151-200	32	22,4
201-300	17	11,9
301 and above	6	4,2
TOTAL	**143**	**100**

In Table 9, it is seen that the distribution of the postgraduate theses published on the service quality measurement models used in the field of tourism according to the language of publication, the title of the consultant and the page ranges. Looking at the data in the table, it is seen that the postgraduate theses published on the service quality measurement model were mostly published in Turkish with 133 (93%) theses, and 10 (7%) postgraduate theses were published in English. The majority of the page ranges of the theses published on service

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quality measurement models were written in the range of 1-150 pages (61.5%), and the advisor titles were mostly associate professor (34.9%); it was determined that there were professors (33.6%) and assistant professor doctor (31.5%).

Table 10. The Most Commonly Used Keywords in Postgraduate Theses

MOST COMMON KEYWORDS	n	KEYWORDS	n
Service Quality	126	Airlines, Kyrgzstan, Library services, Accounting foresight, Sharing Economy, Iraq-Sulaymaniyah, Northern Iraq, Culture, Structural Equation Model, International Marketing, Statistical Analysis, Higher Education, Museum, Renewal, Cultural Tourism, Five Factor Personality Inventory, Regulatory Analysis, Hot Air Balloon, Cappadocia, Leisure Time, Decision Making, Multi Criteria Decision Making, Thrill Searching, Experience, Experiential Marketing, Touristic Product Diversification, Perceived Service Quality in Museums, Eskişehir, Wellness, Reward Programs, Touristic Product, Istanbul Airport, Mystery Shopping, Mystery Shopper, All Inclusive System, Iranian Tourists, Dental Tourism, Customer Citizenship Behavior, Loyalty, Hotel Management Systems (OYS), Corporate Image Perception, Hotel Image, Palandöken, Middle East, Patient, Çanakkale, University Students, Afyonkarahisar, Alternative Service Offering, Ethnic Restaurant, Safranbolu, CETSCALE, Fast-food, Six Sigma, TCAIK Model, Personality Trait, Performance, Basin, Thermal Tourism m Marketing, Global and Local Businesses, Brand Image, Fuzzy Logic, Intuitive Logic, Bodrum, Online Consumer Reviews, City Hotels, Ankara, Organizational Support, Staff Empowerment, Coffee, Hot Drinks, Cafe and Patisserie Businesses, Kütahya, Niche Marketing, Market Segmentation, Leisure, Motivation, Environmental Attitude, Environmental Behavior, Service Quality of Tourist Guides, Mevlana Museum, Konya, Word of Mouth Communication, Dimensions of Word of Mouth Communication, Quality of Education and Training, Vocational Schools, Five Star Hotels, Assessment and Evaluation, Green Restaurants, Sustainable Gastronomy, GRSERV, Corporate Image, Travel Barriers, Uzungöl, Destination Loyalty, Faith Tourism, Sportsman, Winter Corridor, Kitchen Management, Sultanahmet Region, Nevşehir, Critical Incidents Technique, Internal Marketing, Advice, Undergraduate Tourism Education, SKAL, Tourism Guidance Training, Service Quality in Tourism Education, Enthusiasm, Sea Tourism, Halal, Customer Value, E-service, E-service Quality, E-hi Service Quality Models, Web Based Travel Agents, Emotional Labor, Belek Region, Five Star Accommodation Businesses, Repetitions, Types of Tourism, Sustainable Tourism, Perception Level, Coastal Hotels, Transportation Sector, Terminals, Cruise Tourism, Multivariate Analysis of Variance,	1
Quality	11		
Service	12		
Tourism	17		
DINESERV	3		
Food and Beverage Businesses	5		
SERVQUAL	21		
Hotel Businesses	15		
Accommodation Businesses	15		
Hotels	16		
SERVPERF	6		
AHP	5		
TOPSIS	5		
Customer Satisfaction	27		
Customer Satisfaction	10		
Satisfaction	3		
Service Quality Measurement	10		
The Tourism Industry	5		
Health Tourism	7		
Thermal Tourism	13		
Thermal Hotels	4		
TQM	4		
Perceived Service Quality	4		
Tourism Establishments	5		
Intention to Revisit	7		
Importance Performance Analysis	6		
Tourism Education	2		
Behavioral Intent	7		
Sports Tourism	4		

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Golf Tourism	3	Atmosphere, Bozcaada, National Culture, Job Satisfaction, Employees, Customer, Kazakhstan, Complaint, Marina Management, Service Management, Customer Perceptions, Cappadocia Region, Relationship Marketing, Outsourcing, Health Services Marketing, Hotel Services, Package Tour Organizations, Family, Family Tourism, Family Hotels, Expectation, Customer Satisfaction, Union, Reliability, Accommodation Industry, Travel Agencies, Hotel Staff, Hotel Managers, Managers, Staff, Istanbul-Şile, Marketing, Quality Assurance System, Efficiency, Consumer Satisfaction, Manufacturers, Budget Control, Efficiency, Food Experience, Statistical Analysis, Service Quality, Higher Education, Students, Loyalty, Belek, Perceived Value, Workers, Tourists.
Recreation	4	
Package Tour	4	
Tourist Guidance	5	
Tourist Expectations	3	
Customer Expectations	3	
Destination	4	
Destination Image	4	
SPA	2	
Satisfaction	3	
Brand Loyalty	3	
Perceived Value	3	
Food and Beverage Department	2	
Ethnocentrism	2	
Ecotourism	4	

When Table 10 has been examined; the frequency of the keywords used in the postgraduate theses on the service quality measurement model used in the field of tourism can be seen. Accordingly, it has been determined that the keywords such as "Service Quality", "Customer Satisfaction", "SERVQUAL", "Hotels" and "Tourism" are mostly used in postgraduate theses on service quality measurement models used in the field of tourism. At the same time, it has been found that service quality measurement models can be a subject of study not only in the field of tourism but also in different disciplines, by using different keywords in the postgraduate theses published on the service quality measurement models used in the field of tourism.

Table 11. Frequency of Use of Service Quality Measurement Models in Postgraduate Theses

MEASUREMENT MODEL	n	%
DINESERV	3	2,1
SERVPERF	6	4,2
SERVQUAL	52	36,3
ECOSERV	2	1,4
GRSERV	1	0,7
Measurement model not used	79	55,3
TOTAL	**143**	**100**

When Table 11 has been examined; in line with the purpose of the study, the frequency of use of service quality measurement models in postgraduate theses is included. Accordingly, researches were carried out mostly (55.3%) based on the content of measurement models in

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postgraduate theses published on service quality measurement models used in the field of tourism. On the other hand, it was determined that the SERVQUAL measurement model, which is among the service quality measurement models, is the most used measurement model in postgraduate theses with 36.3%. In addition, SERVPERF (4.2%), DINESERV (2.1%), ECOSERV (1.4%) and GRSERV (0.7%) measurement models are also used in postgraduate theses.

5. CONCLUSION

In this study, the bibliometric profile of postgraduate theses on the official website of the Council of Higher Education National Theses Center related to service quality and service quality measurement models in the field of tourism is available. In this context, bibliometric profiles of postgraduate theses on the relevant subject were included by making use of various parameters such as "the year of publication of the theses, the type of the theses, the institute to which the theses is published, the department where the theses is published, the subject of the theses, the university where the theses is published, the availability of the keywords used in the theses, the language in which the theses is published, the title of the advisor, the number of pages of the theses, the distribution of the keywords used in the theses, the service quality measurement model used in the theses" in the study.

The results of the study provide an overview for the researchers who are in search of the research topic and the gap in the literature, in particular on service quality in the field of tourism. In the study, it was determined that 948 theses were written between 1995-2022 and were published on service quality and service quality measurement models. Among the related postgraduate theses, those directly related to the field of tourism were selected and 143 theses were examined. With the said examination, it has been determined that the majority of the postgraduate theses published on the service quality measurement models used in the field of tourism are postgraduate theses and that the postgraduate theses published at the doctoral level are limited. In this regard, if we remember that a total of 5896 theses were in the field of tourism as of March 2022 in the system, we can understand how limited the number of theses published on the relevant subject is. In other words, as of March 2022, only 2.4% of the theses in the Council of Higher Education National Theses Center are related to service quality and service quality measurement models.

According to the study findings; it has been determined that the theses published on service quality and service quality measurement models in the field of tourism were published in 2012, 2017, 2018, 2019, 2020 and 2021 at most. When the types of postgraduate theses have been examined, it is seen that the postgraduate theses published on the service quality measurement models used in tourism are mostly at the postgraduate level. When looking at the universities where postgraduate theses were published, it was determined that they were mostly published in Dokuz Eylül University, Gazi University and Selçuk University. It has been revealed that graduate theses are mostly published under the Social Sciences Institute of the universities. When the distribution of the postgraduate theses examined within the scope of the study has been examined according to their subjects, it is seen that they are mostly carried out in the subjects of "Tourism and Business", "Tourism" and "Business Administration". In the distribution of theses according to the department, it was determined that they were mostly published in the Department of Tourism Management. Again, when the key words of the postgraduate theses were examined, it was determined that the majority of the theses had publication permission and the keywords were specified. It has been

determined that only one of the related theses does not have a publication permission and its keywords are not specified. The reason for this is that the theses published belongs to very old dates. In addition, it was determined that the publication language of the majority of the postgraduate theses was Turkish, the theses advisors mostly had the title of associate professor, and the page ranges of the theses were mostly between 1-150 pages. When the most frequently used keywords in the theses are examined, it has been determined that the keywords "service quality", "customer satisfaction", "SERVQUAL", "hotels" and "Tourism" are frequently used. Therefore, the examinations made reveal the fact that the service quality measurement models used in tourism, together with the use of various keywords in the published postgraduate theses, are the subject of study not only in the field of tourism but also in various disciplines. Finally, for the purpose of the study, it was found that the SERVQUAL service quality measurement model was used in the vast majority of 143 postgraduate theses published on service quality measurement models used in the field of tourism. As a result of the comprehensive literature review carried out with this study, 22 service quality measurement models used in the field of tourism were determined. However, it has been determined that only DINESERV, SERVPERF, ECOSERV and GRSERV measurement models, especially the SERVQUAL measurement model, are used in postgraduate theses. In fact, it should be emphasized that the number of postgraduate theses in which the measurement model is not used is not to be underestimated.

This study includes postgraduate theses written between 1995 and 2022, scanned in the database of the Council of Higher Education National Theses Center. Therefore, it is not possible to generalize the study results for international postgraduate theses studies or scientific studies of different nature. In this context, it may be recommended to develop the scope and criteria of the research in future studies, and to conduct bibliometric analyses by including books, articles and papers written on the subject of research.

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