

Termal Turizm İşletmelerinden Müşterilerin Rekreasyon Talebi “Balıkesir İli Örneği”

*Mehmet KAÇAR, **Murat ÖZMADEN, ***Arif ŞAHİN

*Asya Pamukcu Otel Spa Müdürü, Balıkesir / TÜRKİYE

**Balıkesir Üniversitesi Beden Eğitimi Spor Yüksekokulu, Balıkesir / TÜRKİYE

***TÜİK Bölge Müdürlüğü, Balıkesir, Turkey

Özet

Balıkesir ilinde bulunan termal otellerde konaklayan müşterilerin rekreasyon talebinin ölçülmesidir. Termal tesislerde kalan müşterilerin boş zamanlarını değerlendirmeye yönelik faaliyetlerin planlanması ve geliştirilmesi ile ilgili tespitler ortaya konmuştur. Araştırmanın evrenini, 2013 yılının Eylül ve Aralık aylarında Balıkesir ve çevresinde bulunan termal otellerin müşterileri oluşturmuştur. Örnekleme ise Balıkesir ilindeki Asya Pamukcu Otelde bulunan, 400 müşteriye uygulanmıştır. Araştırmada, boş zaman faaliyetlerini değerlendirmeye yönelik soruları içeren, araştırmacı tarafından uzman görüşleri alınarak geliştirilen ve test tekrar test yöntemi ile oluşturulan “Müşterilerin Rekreasyon Talebini Belirleme Anketi” uygulanmıştır. Araştırma sonucunda elde edilen veriler, SPSS.17 programı ile çözümlenmiştir. Mevcut verilerin analizinde, frekans analizi uygulanmıştır. Araştırmada ağırlıklı olarak İstanbul, Bursa, İzmir gibi çevre illerden müşteri potansiyeline sahip olduğu, müşterilerin rekreatif unsurlardan eğlence ağırlıklı olan uygulamaları tercih ettiği bilgiye dayalı uygulamaları tercih etmediği görülüyor. Termal tesisleri eğlenceli ve merak isteği uyandırdığı için tercih edenler ağırlıkta olmakla birlikte bu tesislerde boş zamanı değerlendirme konusunda müşterilerin sıkıntı çektiği gözlemlenmiştir. Çelik (2001); “Termal Turizm İşletmelerinin Yapısı İşleyişi ve Müşterilerin Rekreasyon Talebi Sandıklı Hüdai Kaplıcası Modeli” adlı tezde boş zamanı değerlendirmek sorunu ortaya çıkmıştır. Bu çalışma ile paralellik göstermektedir. Yine bu konuya yönelik yapılan Öztürk (1999); “Turistlerin Türkiye’yi İlk ve Birden Fazla Ziyaret Etme Durumlarının Bazı Sosyo-Ekonomik Faktörler ile Seyahat Özelliklerine Göre Değişimin Analizi” adlı çalışmada katılımcıların konaklama amacındaki nedeni rekreatif unsurların bu otellerde geniş amaçlı olmasındandır sonucu ortaya çıkmıştır. Araştırma sonucunda, müşterilerin boş zamanlarını değerlendirmeye yönelik faaliyetlerin yetersiz olduğu anlaşılmıştır. Termal müşterilerin, rekreatif unsurları termal tesislerde görmek istediği bu çalışma sonucunda anlaşılan bir sonuçtur.

Anahtar Sözcükler: rekreasyon, turizm, termal, kaplıca, spor, yaşam, sağlık, aktivite

Recreation Demands of Customers in Thermal Tourism Establishments: Case of Balıkesir Province

***Mehmet KAÇAR, **Murat ÖZMADEN, ***Arif ŞAHİN**

*Asya Pamukcu Hotel Spa Manager

** Balıkesir University, School of Physical Education and Sports, Balıkesir, Turkey

***TSI Regional Directorate of Balıkesir, Balıkesir, Turkey

Abstract

Evaluate recreation demand of customers who lodge in thermal hotels at Balıkesir province. Thermal tourism addresses to people who want to be healthier or aim to have sustainable health level. Parallel to the alternative tourism trend, in recent years there is an increase in number of tourists who visits to thermal facilities for daily trip or for a longer time period. In this study it is aimed to evaluate planning and developing spare time activities for customers who lodge in thermal facilities. The population of this research consist thermal hotel customers at Balıkesir region from September to December in 2013. Sample includes 400 customers who stay Asya Pamukcu Hotel Balıkesir. In this research, "Customers' Recreational Demand Determination Survey" is applied which consists of questions related to spare time activities and questioner is developed by considering expert opinion and test re-test technique. The obtained data from survey is analyzed by SPSS 17 software. According to results, it is shown that, customers activities are insufficient related to spare times. Another result obtained from this research is that customers are willing to have recreational components in thermal facilities. Furthermore, it is shown that customers need information about thermal practices.

Key Words: Recreation, Tourism, thermal, Thermal Spring, Sports, Life, Health, Activity

Introduction

Tourism that has major contribution to the national economy is gradually growing in importance nowadays. The countries that seize the opportunity of using important sources related tourism in the best way obtain large revenues from tourism. Until today, thermal springs operating in a way that was far from sense of tourism, have begun to appeal customers in the name of product varieties by making their names as 'spa' (English name for Turkish enterprises in Turkey). The purpose of these enterprises is to develop as 'spa tourism' businesses within the understanding of alternative tourism and respond to expectations of the customers accommodating with different aims; for this purpose, to guide to the development of leisure time activities to support the psychological and physiological effectiveness of 'thermal holidays'.

Spare time is defined as the time allocated for individual preferences except endeavors that individuals should apply to live. According to another definition of spare time, it is the time can be used as individuals wish, outside of daily life's sleep, rest and work. Evaluation of this time is the activities carried out individual or group spare time activities with the objective of providing pleasure and satisfaction (Karaküçük, 2003). Recreation that expresses these activities have become an object ceases to be a tool to achieve the aim within the societies with high level of sophistication.

The purpose of this study is to change the perspective on thermal tourism and to ensure businesses in particular deficiencies concerning the evaluation of spare time for appealing to a wider audience.

Method

The universe of this research constituted the customers accommodating in thermal hotels in Balıkesir within the months of January and February of 2013. The sample is applied to 750 people in 5-star thermal hotel named Asya Pamukçu in Balıkesir. Surveys, via statistical data processing, by subtracting incomplete and flawed polls, 400 polls have been used as survey data.

Research is in screening model. The available information of the problem is created by screening relevant literatures. Subsequently, survey that prepared appropriate for the research is applied to the sample group. Full coincidence method has been applied in the selection of subjects.

Survey of the research consists of two parts. In the first section of the survey, questions determining personal characteristics are located. In the second section, it is attempted to determine the view of thermal customers on these facilities and their views on improvement of these enterprises' recreation and to ascertain customers' expectations on development of recreation of these facilities. In some questions, Likert-type five rating scale has been used.

SPSS 18.0 statistical software has been used in evaluation of the data and getting the calculated values. The poll was conducted in the frequency and percentage of data analysis.

Findings

Table 1. Demographic Information

		#	%
Educational Status	High School	74	18,5
	Associate Degree	48	12
	Bachelor's Degree	254	63,5
	Postgraduate	24	6
Gender	Male	302	75,5
	Female	98	24,5
Age Group	19 – 28	146	36,5
	29 – 38	150	37,5
	39 – 47	54	13,5
	49 – 58	40	10
	59 – 68	10	2,5
Marital Status	Married	186	46,5
	Single	214	53,5
	<i>Total</i>	400	100

302 people of the participants were male and 98 were female is also seen. Considering the level of education of users, it is observed that 254 people of participants are graduated, 74 graduated from high school, 48 are undergraduated and 24 are postgraduated. 29-38 age range constitutes most of our participants' age group with 150 people. 19-28 age category is in second place with 146 people. 39-47 age group with 54 people, 49-58 age group with 40 people and finally 59-68 age group with 10 people are included in the research. It is also seen that 214 people of participants are single and 186 people are married.

Table 2. The Reason of that the Thermal Facilities is not one of the First Options Come to Mind for Holiday

1: Strongly Disagree, 2: Disagree, 3: Partially Agree, 4: Agree, 5: Strongly Agree

	1		2		3		4		5	
	%	#	%	#	%	#	%	#	%	#
I Have Not Enough Info About These Types of Facilities	36,5	146	32,5	128	11,5	46	5	20	15	60
Evaluation of Spare Times Becomes a Problem in Thermal Facilities	4	16	15,5	62	14,5	58	22	88	44	176
I Don't Perceive Thermal Plants as Holiday Resorts	36	144	15,5	62	15,5	62	11,5	46	21,5	86
There Are Transportation Problems at such Facilities	21,5	86	16	118	16	64	18,5	74	14,5	58
Thermal Facilities are for Sick and Elder People	8	32	29	116	37	148	22	88	4	16

The most important reason of that the thermal facilities is not one of the first options come to mind for holiday is the lack of spare time activities. While 44% of participants are strongly agree, 22% are just agree with this statement. For the option of 'I Don't Perceive Thermal Plants as Holiday Resorts', the percentage of 'Strongly Disagree' is on the first stage with 36,5% and this shows us that most of people have knowledge. If we get together the rate of 'Strongly Disagree' and 'Disagree', this rate becomes 69%.

Table 3. Activities that was thought by the thermal facilities in the recreation program of spare time

ACTIVITIES	1 Definitely should not be	2 Sould not be	3 Might be	4 Should be	5 Definitely should be
Artistic Gym	16	15,5	19	19,5	30
Riding	16	15,5	19	19,5	30
Gardening Activities	17,5	8	31	17,5	26
Ballet and Dance Education	38,5	15	21	11,5	14
Billiard-Bowling-Ping Pong	21,5	13,5	21	19	25
Computer Games	38	9,5	18	14,5	20,5
Bike Riding	11	8	26	19,5	35,5
Nursery	2,5	12,5	14	19,5	52,5
Handicrafts	56	12	20,5	6,5	6,5
Music Broadcast in Public Areas	15	4,5	15	19,5	42
Golf	12,5	21,5	46	9	11
Folk Dance Education	7,5	16	25	23,5	28
Card Games	9	6,5	24,5	17	43
Country Trips	4,5	18,5	26,5	19	31,5
Concerts	17,5	3,5	6	54,5	17
Pinball	7,5	16	25	23,5	28
Music Education	5	8	34	43	10
Reading Room	3,5	3,5	17	10	66
Parties	4	4,5	23,5	25,5	42,5
Chess etc.	9,5	10,5	24	13	43
Cinemas	9	8	14	24	4
Waterworks	2,5	2	14	19,5	62
Oriental Corner	14	8	24,5	17	36
Volleyball-Basketball-Tennis	9	12,5	28,5	19	31

It is seen that the most preferred service for spare time is reading room. (66% of participants necessarily want to have a reading room.) Waterworks is on the second stage (with 62%). On the third stage, chess, cinemas and card games come (with 43%). Music broadcast in public areas just comes after these activities (with 42%). Handicrafts (with 56%) and concerts (with 54%) are considers as that should not be ranked.

Table 4. Top Topics that We Have Suffered in Thermal Plants

1: Strongly Disagree, 2: Disagree, 3: Partially Agree, 4: Agree, 5: Strongly Agree

	1		2		3		4		5	
	%	#	%	#	%	#	%	#	%	#
Recreation	6,5	26	0,5	2	17,5	70	28	112	47	188
Access to City Center	11	44	37	148	17	68	11,5	46	23,5	94
Inability to Provide Information About Curing Applications	14	56	25,5	102	36,5	145	16,5	66	7	28
Hygienic Conditions	10,5	42	30	120	28	112	20	80	11	44
Staff Attitude	37	148	23	92	20	80	14,5	58	5,5	22

The most suffered subject in thermal facilities is seen as ‘recreation’ with 47%. On the following second stage, ‘access to city center’ is seen with 23, 5 %. ‘Hygienic conditions’ is on the third stage with 11,0% and finally, ‘staff attitude’ constitutes with 5, 5%.

Discussion

Turkey has a great importance in terms of thermal water resources. Turkey’s thermal water resources have superior qualities than ones in Europe both in terms of physical and chemical properties of the flow and temperature (Özbek, 1991). Service varieties have increased with recently increased health tourism, different preferences of people for holidays, entrance of spas to thermal hotels. The reason of the selection of Balıkesir is hosting many of thermal centers in Turkey resides in this city.

It is seen that thermal facilities are not preferred because of the lack of recreation (47%) as a result of the question examining the reason of that the thermal facilities is not one of the first options come to mind for holiday. In that meaning, recreation for thermal hotels is required.

The problem of recreation has emerged in Çelik’s thesis (2001) with the name of “Structure and Operation of Thermal Tourism Establishments and Recreation Demands of Customers: Case of Sandikli Hudai Thermal Spring” This thesis is in line with this study.

Additionally, the result is that the reason of participants’ accommodation in hotels which has recreational elements broadly within the research of Öztürk (1999) with the name of "Analysis of Change in Tourists' Number of Visits to Turkey Based on Certain Socio-Economic Factors and Travel Characteristics" Also, in our study, customers have been found to suffer on leisure. It can be tried to prolong the duration of accommodations and to provide

people to stay in these facilities through increasing leisure activities. The participants replied with 'strongly disagree' and 'disagree' to the question of 'I don't have enough information about these facilities' constitutes a high rate with 59%. This result expresses us that the information is not effective in chosen of the facility.

It is pointed out that the lack of recreation is the most suffered issue within the survey which is stated the most suffered issues and displeasure in thermal hotels.

Raymond (1988) and his colleges deduced that recreational elements were insufficient within their research on recreational elements named "Analysis of Impact of Selected 6 Factors on Hotel Performance in Hong Kong Hotels". Our results, like Raymond and his colleges have presented, indicate us customers suffer from the lack of recreation.

Our research to determine the expectations of customers for recreational activities shows that the most preferred activities are reading room (66%) and waterworks (62%). The most disowned ones are handicrafts (54, 5%) and ballet and dance education (38%). In that sense, it can be concluded that the customers accommodate in thermal facilities prefer activities relaxation rather than knowledge based ones.

Conclusion

In conclusion, according to our research to determine the expectations of customers about thermal facilities, the lack of recreational activities comes first among customer complaints on these ones. It is observed that customers have demands for recreation. In the summer, all inclusive hotels are intensively demanded because of large fields and recreation varieties. Like that, customers have demanded for recreation in thermal hotels. Because of increasing stress, unfavorable weather conditions, intensity, people appeal to the healing power of water to regain their mood and physical health. Subsequently, the thing they were looking for is recreation activities which is useful for relaxation. No doubt on that facilities implements these take more advantage than others and increase their potential customers. They become favorable in tourism sector. They ensure customer loyalty through enabling them to have different experiences. The most important thing is to consider demand of participants and create a recreation program which suits demands and needs of customers. In our research shows that customers demanded reading room to relax and waterworks activities to have fun and spend time and a nursery for families with children to consign them to be able to swim in the pool. The implementations like handicrafts and music education, etc. which base on learning are less demanded.

REFERENCES

- Çelik S. Termal Turizm İşletmelerinin Yapısı İşleyişi Ve Müşterilerin Rekreasyon Talebi Sandıklı Hündai Kaplıcası Modeli, Sosyal Bilimler Enstitüsü, İşletme Anabilin Dalı, Yüksek Lisans, Kütahya: Dumlupınar Üniversitesi, 2001
- Karaküçük S (1999). Rekreasyon ve Boş Zamanları Değerlendirme. Ankara: Bağırğan Yayınevi.
- Özbek T (1991). Dünyada ve Türkiye’de Termal Turizmin Önemi. Ankara: Anatolia Yayınları.
- Öztürk Y. (2002). “Türkiye’ye İlk Defa ve Birden Fazla Ziyaret Etme Durumlarının Bazı Sosyo-Ekonomik Faktörler İle Seyahat Özelliklerine Göre Değişiminin Analizi”, Anatolia:Turizm Araştırmaları Dergisi, 13(1):27-32.
- Raymond K, Chu T (1999). An importance- performance analysis of hotel selection factors in the Hong Kong hotel industry a comprasion of busines and leisure travellersi Department of hotel amd torism manegemnt, Hong Kong: The Hong Kong Polytechnic Universty.