

The Book of ICTTR Abstracts



**2nd International Conference on Tourism:
Theory, Current Issues and Research**
November 4-6, 2016 İstanbul-TURKEY

**Editors:
Mahmut Demir & Şirvan Şen Demir**



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Mahmut Demir & Şirvan Şen Demir

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Preface

ICTTR - 2nd International Conference on Tourism: Theory, Current Issues and Research is an academic and scientific conference which was held Radisson Blu Conference & Airport Hotel in Istanbul, Turkey between November 04-06, 2016. ICSSER was organized by International Center of Social Sciences & Education Research and supported *IJSSER-International Journal of Social Sciences & Education Research (ISSN:2149-5939)* and *JTTR-Journal of Tourism Theory and Research (ISSN: 2458-7583)*. ICSSER has provided a scientific assembly for all participants all over the world to explore and discuss the different topics. The conference also provided an opportunity to learn about the current issues such as trends, latest statistical methodologies, best practices, statistical design, analysis and conclusion in social sciences and education research.

The scope of the ICTTR includes the following major issues and other topics related to the tourism:

Alternative Tourism
Consumer Behavior in Tourism
Destination Management
E-Tourism
Gastronomy and Culinary Arts
International Tourism
Organizational Behavior in Tourism
Recreation Management
Travel and Transportation
Tourism Geography
Tourism and Environment
Tourism Economics
Tourism Ethics
Tourism Law
Tourism Management
Tourism Marketing
Tourism Planning
Tourism Guidance
Tourism Sociology
Tourism History
Other..

Assoc. Prof. Dr. Mahmut DEMİR
Assoc. Prof. Dr. Şirvan Şen DEMİR



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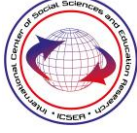
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TOURIST GUIDES' ATTITUDE TOWARDS SUSTAINABLE TOURISM

Özge GÜDÜ Demirbulat

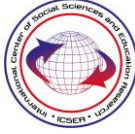
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The objective of this study is to measure tourist guides' attitude towards sustainable tourism. The research population constitute of active tourist guides, registered Trabzon Regional Chamber of Guides (TRO). Within this context, in order to put forward the tourist guides' attitude towards sustainable tourism, Sustainable Tourism Attitude Scale (SUS-TAS) was used, which proven reliability and validity by Arslan Ayazlar (2016). The survey was carried out with 73 active tourist guide, registered TRO. Results indicated that tourist guides have a positive approach towards sustainable tourism.

Keywords: Sustainable Tourism, Tourist Guide, Trabzon Regional Chamber of Guides



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TOURISM IN KAZBEGI MUNICIPALITY: SOCIOECONOMIC ASPECTS OF RESOURCE PROVISION AND SERVICE DELIVERY

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Temur Gugushvili

Tbilisi State University, GEORGIA

The following thesis is based on a research, which was conducted during 2014 and 2015 within the International Project “AMIES II - Scenario development for sustainable land use in the Greater Caucasus, Georgia”. The study area is Kazbegi municipality (Mtskheta-Mtianeti Region) – one of the most visited resort places in the country. The research was supported by the University of Giessen in cooperation with Tbilisi State University. The main purpose of the thesis is to identify and analyze the socioeconomic aspects of tourism services in the villages (Sno, Juta) and the town of Stepantsminda. In the research, great attention was paid to exploring of tourism services provided by local communities, as well as tourists’ needs and expectations with regard to the quality and level of resource provision and service delivery. Understanding the expectations and experiences of visitors will give important clues in developing destination attractiveness, improving tourist goods and tourism business in Kazbegi. It is notable, that participant observation and in-depth interviews was used during the fieldworks. In the thesis is presented innovative methodological approach for collecting and analyzing qualitative data with help of MAXQDA and MAXApp.

Keywords: Tourism, Kazbegi Municipality, Socioeconomic, Aspects Of Resource Provision, Service Delivery



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THE BSC MODEL FOR MEASURING THE COMPETITIVENESS OF TOURISM ENTERPRISES

Orhan Elmacı

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Businesses not only to continue its activities in order to survive, adaptation to the environment in accordance with the model reactive (shared) approach and the conventional methods and structures and focus, instead, a radical review of the entire system of rapidly to be considered proactive (preventive) are required to be. To maintain a competitive advantage in today's world and especially in perceiving the complex structure of basic data processed in a fast and efficient manner that will allow the system to be converted into value-Balance score card (Bsc) - based budgeting. This model, especially within the complex structure is to allow assets to be evaluated. In addition, all internal and external factors taking account of the dynamic interplay of an interactive "strategic planning instrument" aims to turn it into.

Keywords: Industry 4.0, Long-term Budgeting, Strategic Planning, BSC Model, Competitive, Sustainable Competitiveness.



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HOTEL QUALITY INDEX: THE CASE OF MEDITERRANEAN REGION

Şirvan Şen Demir

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The main purpose of the study is 1) to determine hotel quality index in Mediterranean Region of Turkey and 2) to evaluate and use this variables of quality index for hotel classification by Culture & Tourism Ministry of Turkey. This project is a significant road map not only to hotel managements to increase their customer and employee satisfaction, room occupancy rates and revenue but also to decrease employee turnover, high costs and complaints about hotel. However, it is also thought to contribute in evaluation of hotel star and classification. This project explores the dynamics of competition and quality standards in hotel industry. The quality competitions in hotel categories are distinct, but feed into each other. That's way; this research has a crucial role on hotel quality index.

The research method has a significant factor in achieving the objectives of the research. To achieve this, first the literature was consulted to provide a conceptual model. Then, research scale was created to get data for project. The variables in questionnaire was adapted from the previous researches of literature for the purpose of project. The scale was constructed with "Likert" type independent variables within several determinants and also few questions related to the dependent variable. Likert type questions was designed in a 1 to 7 scale (7=completely agree, 1=completely disagree). Through conducting a face-to-face interview, questionnaires was collected from employees and customers at hotels in Mediterranean Region of Turkey. This model fits to the goal of this research with its reliability and validity. The data obtained from the survey was analysed via the statistics program; within this explanatory and confirmatory factor analyses are performed within the framework of Structural Equation Modelling. The data will be analyzed with Nvivo, LISREL and PASW statistical programs. At the analyze stage factor analysis, correlation analysis, ANOVA, t test and multiple regression analysis will be conducted, respectively.

The service quality set which maximizes the total utility and determines the preference level of employees and customers in high quality hotels is very important. In this research, it was reached that the relation between the quality index of hotel and employees and customers' choice of that hotels. The findings can contribute hotel business and tourism official institutions as well as employees and



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customers. Hotel businesses can benefit from the factors affecting employees and customers' hotel choice decision via the quality index. On the other hand, employees and customers know what hotel businesses offer them and what is the difference each others. At the end of project, we understood the correlations among the factor groups, variables affecting each other, the comparison of employees and customers' quality perception, and results of hypothesis.

Keywords: Hotel, Quality Index, Hotel Classification, Employees' Quality Perception, Customers' Quality Perception

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CHALLENGES FACING THE IMPLEMENTATION OF BSR IN SOUTH AFRICA: TOURISM BUSINESSES, GOVERNMENT AND COMMUNITIES' PERSPECTIVE

Lisebo Tseane-Gumbi

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The implementation of business social responsibility (BSR) in the developing countries is still challenging due to lack of understanding of the concept, lack of funding, lack of interest from businesses as well as weak government regulations. An analysis on the perception of tourism businesses, government and communities was found deemed for the current study. The researcher conducted a questionnaire survey on three stakeholders; tourism businesses, communities and government tourism departments and agencies. Qualitative and quantitative methods were applied for the study. The survey took place in the Western Cape Province of South Africa. A total of 452 questionnaires were successfully distributed among employees and managers including owners of various tourism businesses. Three townships were identified for the study, in which 20 questionnaires were completed. A total of 5 tourism government departments and agencies were also surveyed. Stratified sampling method was used to group tourism businesses while purposive sampling was applied to select employees, community organisations and government officials. Statistical Package for Social Sciences (SPSS) was used for data capturing. The research findings were analysed using neoliberalism, stakeholder and critical realism frameworks. The findings indicate that there are no clear interventions or regulations, reporting guidelines or even procedures used to assess the level of tourism BSR effects on stakeholders. Recessions, financial constraints and political instability in the province hinders the BSR implementation. Therefore, collaboration between government and tourism businesses is needed whereas communities should be included in the planning and implementation of BSR activities.

Keywords: Business Social Responsibility, Challenges, Tourism, Tourism Businesses, Communities, Government



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TOURISM ENTERPRISES IN INTEGRATED PERFORMANCE-BASED BUDGETING ANALYTICAL MODEL

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Today the world is experiencing a period of accelerated change in general. Economic and technological change and evolving dynamics accelerated in favor of far-ranging changes to the ratio between the change. Due to the rapid change in the technical jargon of "uncertainty" are increasing. the impact of rapid change has reached such proportions that today active in all of the company name undiagnosed innovative and competitive motives, even though the main arguments of the management of change is settled in the first row of the daily challenge. These motives have played a gripping function theory - model - the application and interpretation phase by crystallized in a stable union in a circular permutation of the fourth industrial revolution, which evolved into a new industrial vision.

Businesses that need a strategic restructuring; cost structure, functional activity and the restructuring of business processes importance and if they also focus faster, how to increase the capabilities for that to grow, how to design the strategic layer of targets at all levels of the organization and reveal hidden patterns between how to achieve meaningful analysis and data from the collected data, the requirements for the system to show patterns they hear. Long-term planning (LTP) work, is reflected in a variety of forms of environmental studies. The complex structure of the contemporary world in order to protect the competitiveness of better detect and particularly to ensure a rapid and efficient conversion of the value of the underlying data processing system; integrated performance-based budgeting.

This working model we have proposed, especially tangible and intangible assets of the company is to provide an assessment of complex structures. In addition, all internal and external and internal factors dynamically take into account the interaction of performance-based budgeting model is transformed into an interactive strategic planning instrument. which is a priority of the relationships of all actively affecting business performance and to what extent it affects the strategic objectives and relate the performance of the system long-term financial success will



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demonstrate cause-and-effect relationships that will create an improvement in corporate performance.

Keywords: Integrated Performance Based Budgeting, Enterprise Growth, Competitiveness, Sustainable Cost Reduction, Sustainable Competitiveness.

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TOURISM DEVELOPMENT IN ALBANIA FOR CONNECTING DIVERSE CULTURE, NATIONS AND PEOPLE FROM THE PAST TO THE FUTURE

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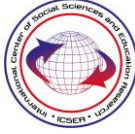
Albania has been described as the last secret of Europe. Almost unknown internationally, its rich and diverse cultural heritage could constitute the core of a new development paradigm. Three World Heritage Sites are complemented by extremely valuable intangible cultural heritage, such as iso-polyphonic singing traditions, distinctive textile designs, and exemplary inter-faith cultural relations. Mosques, Muslim quarters, Christian churches and monasteries, Bektashi Teqe, Byzantine walls, and antique vestiges all testify to the meeting of different peoples and civilizations, evolved over nearly three millennia.

The Culture and Heritage of Albania is a big potential to strengthen the country's national identity, to create economic opportunities for poor and rural communities, to enhance investment, and position the country positively in Europe and the rest of the world.

Albania's rich and unique culture offers many opportunities to positively transform the country by weaving culture into the development of society – from economic development to diplomacy, to education and into daily life of its citizens.

The Albania culture heritage include;

1. Archaeological Parks: Finiq, Lezha, Oricum, Shkoder Castle, Butrint, Byllis, Antigonea, Apollonia, Amantia, Gjirokaster Castle;
2. Archeological sites (amphitheaters, Roman or Byzantine walls, etc.);
3. Museums and art galleries (Historical, Archeological, Ethnographic), and public and private collections;
4. Social-cultural and religious objects (Theaters, Amphitheaters, Temples, Castles, Churches, Mosques, Teqe, Monumental tombs, etc.);
5. Cultural monuments (Archeological, historical, others);
6. Intangible heritage (songs, dances and scenic performances; legends, poems and proverbs; ceremonies and customary practices; traditional styles and patterns; and



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traditional knowledge about medicine, agriculture, arts and crafts, architecture and construction, etc.);

7. Movable heritage (paintings, sculptures, handicrafts, ethnographic objects etc.);
Tourism development is the best way for connecting diverse culture, nations and people and for promoting the beauty of nature, the value of history and the evolution of society.

Keywords: Tourism Development, Albania Diverse Culture, Nations, People

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HISTORIC PAST AND PRESENT OF TURKISH CUISINE of KONYA CUISINE AND EVALUATION OF TOURISM DEVELOPMENT AND GASTRONOMY

Yılmaz Seçim

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Traditional dishes are lovingly consumed from past to present by both domestic and foreign tourist in Konya. If it is considered that gastronomy tourism increases in value, Konya cuisine' worth can gain better understood. Konya did the honours many civilizations in the past, that is why Konya' food culture is extensive. Konya cuisine is hosting different cultural values. This cuisine has a rich structure that blends own values and different cultural values. However, this kitchen does not offered or offered in a wrong way and this incumbers to develop gastronomic tourism in Konya, despite it' high potential. Travelers have more spendable income and more time for traveling, in these days. Tourism sector, especially with the increase in air transport, many environment has influenced the growth in recent years, It influenced by the attractiveness of various markets and has become a global factor. Today more and more tourists are looking for concrete learning experiences in the world. Therefore, gastronomy tourism play an important role in this search.

Keywords: Konya Cuisine, Gastronomy, Traditional Foods



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RESOURCE CONSUMPTION ACCOUNTING MODEL PROPOSAL IN TOURISM ENTERPRISES

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Kadir Tutkavul

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In today's world of innovative and competitive motifs woven change indexed dynamic spiral, it has undertaken a sweeping function theory - model - application and crystallizes in a stable union in a circular permutation in the comment phase evolved into fourth industrial revolution, the new industrial vision. Businesses just have to continue their activities in order to survive, according to the reactive environment adaptation model (reactionary) contradicts the approach and focus on new business paradigm. Therefore, the whole system radically revising conventional structure and method of quickly and proactively to Distancing (prevention) requires that.

Located in the industrial economy is the main focus of paradigm supply-side economies of scale. In this context, the tourism business also need a strategic restructuring; cost structure, the restructuring of functional activity and business process especially cost centers, profit centers and investment centers how to design the strategic layer and resource consumption hidden patterns between how to achieve meaningful analysis of the accounting data and the data they require the system to show patterns. Because the composition of the cost with current developments has undergone major changes. The share of direct cost in nature in total costs decreased to a large extent, the share of overall production costs have increased in the form of geometric series. This price increase or change in the development of strategies or business brings.

In business efficiency / cost measured value chain resource consumption accounting measure the effectiveness of activities that creates value by integrating with the use of the model and will improve effectiveness. In this study, tourism business foundation and support activities in terms of the value created by the customer should be grouped separately and each of the grouped activities, the company will provide resource consumption accounting model to measure the



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value that customer adds efficiency and cost advantages due aims of the evaluation analyzed the competitiveness.

Keywords: Industry 4.0, Value Chain Analysis, Resource Consumption Accounting Model, Competitive, Sustainable Competitiveness.

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AN ASSESSMENT OF GAME BASED ADVERTISEMENTS (ADVERGAME) APPLICABILITY FOR TOURISM SECTOR

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Nowadays internet is often used in almost every area of our lives and various applications in the internet environment provides communication and in addition to these, it provides the sharing of generated content to selected group or public and discovered by them. In this context; interactive media with the transition to Web 1.0 to Web 2.0 make up developments, that allow interaction between users with other users and networks. These developments have changed the media and the internet, as well as diversified of the using areas. It has emerged a variety of platforms and applications in all areas of business that could be used for different purposes through the existence of new communication technologies and the widespread use of the internet. One of these are advergaming (game based advertisement) applications that used for marketing purposes. Traditionally, the so-called media, was replaced by the new media. Virtual communities began to occur with Web 2.0 and wikis, blogs, photos and bookmark sharing with online social networks formed the basis of new media. Advergaming applications, adopting place in online social networking, are a type of game that combining marketing and game concepts, to increase the brand awareness of any target. The interest of consumers are being sought to be directed to the brand with advergaming applications. Increasing the positive correlation process between the user and the brand are the most important feature of these applications as a marketing tool. Advergaming applications, particularly important for influencing consumer behavior. Also advergaming applications affect the behavior of other people. The feedback, obtained very quickly to users, are shown as an example. At the same time, advergaming applications use common sense of communities. That's why they provide to measure indicators, related to the performance and suitability of products and services, with feedback.



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In this study, related research have been analyzed, surveyed the availability of the advergaming applications for tourism business and accordingly suggestions have been made to develop with putting out different sample applications.

Keywords: Internet, Game Based Advertisement, Marketing, Tourism.

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CRISIS MANAGEMENT IN TOURISM; THEORY AND ANALYSIS OF A CASE

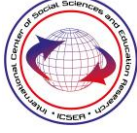
Mevlûde Canan Can

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Crisis is a vital situation that almost every management could confront with and in which prompt actions are necessary. Fire, flood, earthquake, boycott, war, political and economic conflicts can be considered as crises for managements. Crises are the leading issues which are encountered often and must be solved for managements in tourism sector which brings significant profits. In this research, musts during a crisis are included with a true-life case in tourism by giving theoretical information about crisis and crisis management.

Keywords: Crisis, Crisis Management, Tourism Sector, Sample Case

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DETERMINATION OF CUSTOMER SATISFACTION LEVELS AND A FIELD STUDY IN RIDOS THERMAL HOTEL

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Tourism, with its gradually increasing proportion in gross national product, has become one of the most leading industries of Turkish economy. Turkey's natural beauties, historical wealth and suitable climate offer various types of tourism to tourists. Thermal tourism is also one of these alternatives because of its maintainability in both summer and winter seasons. This research was done in İkizdere Ridos Thermal Hotel, which is one of the thermal tourism destination in all over Turkey. In the research, it was aimed to determine customers' satisfaction level related to the management of the thermal hotel and destination. Besides, it was also examined whether customer satisfaction levels differ according to demographic features. Customers in the hotel were asked some survey questions and evaluations were graded in five point Likert scale. Data attained from the survey was analyzed by SPSS 22 program. In the analyses, descriptive statistics, arithmetic mean, variance, factor analysis, an example of T-test and single factor analysis of variance (Anova) were used. In consequence of the study, it was concluded that customers are contented with hotel's services and activities but not satisfied with transportation. Another result of the research is that customers are impressed with the natural beauties of the destination.

Keywords: Thermal Hotel, Alternative Tourism, Customer Satisfaction



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A SUSTAINABLE APPROACH TO SOCIAL TOURISM DEVELOPMENT: THE CASE OF İZMİR CITY

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The main purpose of this study is to research social tourism within sustainable tourism approach and to produce proposals for İzmir on this issue. It is pointed out in this study that, nowadays, very diverse practices of social tourism policies in the world have the objective of increasing individual and social wellbeing and quality of life focusing on the social inclusion with more humanistic point of view for the people who can not participate in holidays because of their physical, financial and alike disadvantages. Following the review of the resources comprising the concerned studies of national and international organizations and the legal principles and implications of social tourism in different countries from the world including Turkey about the social tourism within the sustainable tourism approach; comes the methodology and practical part of the research. In this part of the study, the data gathered by semi-structured interviews with the representatives of the institutions concerned with social tourism mentioned in the related part of “Turkey Tourism Strategy 2023, Action Plan 2007-2013” is analysed with Nvivo11 qualitative data analysis program and the results and suggestions are inferred with content analysis. As a result, the study brings a sustainable perspective to social tourism in İzmir, contributes to the literature and brings concrete suggestions that may lead the representatives of the sector for the development of social tourism in İzmir with a sustainable approach.

Keywords: Social Tourism, Sustainable Tourism, Quality of Life, Social Inclusion, İzmir.



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THE EFFECTS OF SOCIAL MEDIA ON CONSUMER BEHAVIOR AND MARKETING IN TOURISM SECTOR*

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Information and communication technologies and innovations are realized in a close relationship between the tourism sector. Increase with each passing day the number of consumers involved in social media platforms tourism and tourism companies are experiencing. Tourism travel experience for consumers where they live, their photographs during his travels, videos, travel reviews on their Facebook, Twitter, TripAdvisor and so on. They share with each other their social media platforms. Great care by shared experience and information on tourism and consumer interest is shown. In making the most of this experience and want to decide to travel by tourism are among the determinants of consumer information. Social media is widely used in recent years, businesses communicate with the target customer groups, to achieve marketing goals such as increasing brand awareness and ensure customer loyalty on Facebook, Twitter, Goojet, LinkedIn, Blogs and has necessitated the use of social media tools such as YouTube. Tourism consumers, form virtual communities on these social networking sites. Consumers are affected in the point of purchase of the content created by the user or company on social media. Thus, a social media product / service and how it becomes important to businesses how it is spoken. At this point, it is important to examine the impact of social media on consumer behavior. Social media marketing, in order to allow the operation of pre- ever faster and reach at a low cost to consumers of tourism.

Keywords: Social Media, Consumer Behavior, Marketing, Tourism Sector

* This paper was not presented



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THE ROLE OF TRAKYA DEVELOPMENT AGENCY ON THRACE REGION TOURISM

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Thrace Region is one of Turkey's most important destination with its historical, cultural and natural assets of Tekirdağ, Edirne and Kırklareli having composed and undeniable tourism potential of the province. Trakya Development Agency, in accordance with the potential of Kırklareli, Edirne and Tekirdağ provinces, works towards including the development of the tourism sector in the region. The Region has an important tourism potential and there are various initiatives for the recognition of the tourism sector in the region. With that aim, Development Agency supports and prepares reports on regional tourism. The aim of this study is to determine the impacts of Thrace Development Agency's activities and areas of responsibility on Thrace region tourism. In that study Trakya Development Agency's role on tourism were investigated. The qualitative research method was used to analyze the research and Trakya Development Agency's annual reports (reported between 2009-2016) were investigated. In the line with the obtained data, both positive and negative effects on tourism of Trakya Development Agency were identified and studied.

Keywords: Trakya Development Agency, Thrace Region, tourism, TR21 region.



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POLITICAL CRISIS' AND THEIR IMPLICATIONS ON HERITAGE SITES: THE CASE OF TURKEY

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The aim of this study is to provide insights on the heritage sites of Diyarbakır-Turkey, which is included in UNESCO World Heritage Site and which has been damaged and even ruined as a consequence of the political crises. Crises are devastating events which primarily have impact on the surrounding environment and which may spread all over the world if they are failed to be stopped. Any type of crisis can lead to enormous impacts. However, the political crises which have occurred especially in the last five years have affected the whole world by morphing into armed conflicts, terror attacks and wars. Therefore, political crises without doubt pose the greatest threat to human life. They also pose a great danger for cultural heritage. Unfortunately, heritage sites become the primary targets of assailants who try to destroy the history, who want to ruin the evidence of history and erase the footprints of cultures. Heritage sites have a great significance in the rebirth of a culture and a nation after a destruction. As Sheikh Edebali said, "know your past well so you will step strong to your future; remember where you came from so you will not end up to the wrong destination." This is why heritage sites are of great importance for cultures, civilizations, nations, communities and history to carry on. Heritage sites need to be protected and repaired no matter under any circumstances.

Keywords: UNESCO, world heritage sites, crisis, political crisis, war.



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THE IMPACT OF WI-FI INTERNET CONNECTION TO THE CUSTOMER SATISFACTION IN ACCOMMODATION ESTABLISHMENTS: A 5-STAR HOTEL BUSINESS CASE

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Businesses should place emphasis on customer satisfaction in order to increase their profitability in today's competition market. In particular, in tourism as a human-oriented and labor intensive sector, customer satisfaction should be the basic target for the accommodation establishment. Customer satisfaction is influenced by various factors such as quality of the product, performance, customer's expectation. Therefore, enterprises must constantly measure customer satisfaction and evaluate the expectations of its customers. Thus, the businesses will be able to respond to constantly changing and evolving customer expectations and to restructure their services according to the demands and needs of the consumer. Hence, investigating the impact of wi-fi internet connection to customer satisfaction in the accommodation business is the objective of the study. It was investigated whether there is a relationship between wi-fi connection status in the hotel and the services supplied within the scope of departments. In this context, surveys were conducted before and after increasing the capacity of wi-fi connection of a 5-star hotel business operating in Antalya. Before 105, after 172 customer satisfaction questionnaires were conducted. The data obtained from the questionnaires were analyzed by social science statistical program SPSS (Statistical Package of Social Sciences). As a result, the guests have been found to be generally satisfied with the services of the hotel and wi-fi service has been shown to affect the satisfaction from many services. After the development and improvement of the wi-fi service, it has been found that the advancement has provided a positive impact on customer satisfaction for many services.

Keywords: Customer Satisfaction, Accommodation Establishments, Wi-Fi connection



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INDUSTRY 4.0 REVOLUTION EMERGING WITH DIGITAL AGE AND EVALUTION POSSIBLE EFFECTS ON THE FUTURE OF TOURISM/THE TOURISM OF FUTURE

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The Forth Industrial Revolution, also known as Industry 4.0 is an industrial vision of the digital age that started to happen today that will lead to radical changes on the production processes and consumption patterns. Industrial 4.0's which will shape the technological basis with the effects of post-digital age and it's the technological basis consist of Internet networks and cyber-physical systems. Technology, information integration, cyber and unmanned systems, information integration, the revolution hosting concepts such as optimization to increase efficiency, only to ensure its sustainability by competition and create great value for the sum of the small pieces are among the fundamental visions. Industry 4.0 will be a revolution as having three basic structure which are "internet of the objects", "internet of services" and "cyber-physical systems". According to it's collective nature, it is inevitable to see the effects on "tourism" that is multi-discipline science and services sector of labour-intensive production - which is the most important branch. according to it's collective nature. This interaction will also shape the future of tourism and tourism's future and it will make impression both in production and consumption effects will leave. Large and complex systems within a specific protocol, which is linked at the same time the note of physical objects with the goal of connecting with the internet so that smart buildings and services, medical systems, transportation systems such as administrative systems and innovative concepts that can replace labour will be addressed. In this study; even everything that the object of "smart" as an admission in 4th Industrial Revolution, tourism which feels all the effects of the industrial revolution and has been performed, employment, labor, production, administrative systems, the positive and negative potential impacts on consumer habits, such as the cases were evaluated. Also in this study, there are literature and shemas predictions about within the effects of the digital age on the future of tourism.

Keywords: Industry 4.0, Tourism, Industry, Revolution, Digital.



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INTERNAL MARKETING APPROACH IN FOOD & BEVERAGE ENTERPRISES: THE CASE OF THE BRAND OF STARBUCKS

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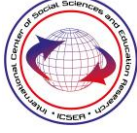
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It is very difficult to measure service quality, customer satisfaction and customer loyalty in service sector. But a comparison can be made thanks to well-trained and qualified employee who are loyal to their company. For this reason employee satisfaction affects the quality of service. This study aimed to determine the impact of internal customer satisfaction on external customer satisfaction. A face to face interview was conducted with world-famous coffee business chain Starbucks Coffee's general manager. Pre-prepared the semi-structured scale was used throughout the interview.

This study attempts to clarify the concept of internal marketing and assess the internal marketing concept adopted by the food and beverage organizations to enhance the more service quality and customer satisfaction based on organizational culture with internal marketing approach in Starbucks Coffee business. Hence within the scope of internal marketing, information has been included about Starbucks workers' social, economic and physical operating conditions, personal trainings and employee support programmes and similar programmes. Starbucks which ever growing the number of branches, approaches to employee with internal marketing approach and it shows the results; Starbucks has its own unique internal marketing approach.

Keywords: internal customer, internal marketing, Starbucks Coffee, service.



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A STUDY OF UNIVERSITY STUDENTS FAST FOOD HABBITs: SAMPLE OF AKDENİZ UNIVERSITY

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Nowadays the phenomenon of eating has gone beyond the need of only getting full physiologically and has become an eating out activity in which people can meet others, socialize or entertain. Short time eating breaks in working or school life has become a reason of buying and consuming their food quickly. Because of these reasons the phenomenon of fast food has emerged and become widespread. Fast food is a kind of dish which can be ready for consuming rapidly without using any fork, spoon or knife and also it can be eaten in a restaurant or bought as a takeaway. The subject of the study handles the university students' fast food consumption and the reasons of preferring the fast food restaurants. The sample of the study consist of the students of Akdeniz University. Within this framework it is aimed to investigate 206 students' eating habits through questionnaire forms. According to the findings of the study; 19- 21 years old participants mostly prefer fast food businesses. "Fast food" phenomenon is mainly perceived as "hamburger". Commonly preferred frequency of eating fast food is two or three times a week. The very first points that participants pay attention to when they prefer fast food businesses are freshness and taste. The following important points are neatness and hygiene of a business.

Keywords: Fast Food, Eating Habits, Student



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USING EMOTIONAL INTELLIGENCE TO IMPROVE ORGANIZATIONAL PERFORMANCE IN HOSPITALITY BUSINESS

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Many of today's hotel organizations are structured in a management concept of "low cost-high effectiveness" form. This structure works well in simple hotels with well-defined parameters. However, markets are increasingly more complex, hotels are needed the qualified human resources to gain competitive and increase customer satisfaction, work outcomes and organizational performance in this markets. This increase in complexity requires hotel organizations to design the more responsive structures to meet their expanding global needs. In this stage, emotional intelligence has a crucial role on increasing both individual and organizational performance.

Emotional intelligence is the ability to identify, use, understand, and manage their emotions in positive and constructive ways, which is about recognizing one's own emotional state and the emotional states of others. Emotional intelligence can play a huge role in person's success or failure in organizations and in personal relationships, which are not only the innate potential but also improvable ability and competence to feel, communicate, recognize, remember, describe, identify and learn from emotions. Salovey and Mayer first coined emotional intelligence as a term in 1990 whereas Daniel Goleman published first about emotional intelligence in 1995 and published a book, titled of "working with emotional intelligence" in 1998. Daniel Goleman's analysis of 181 jobs in 121 organizations found that emotional competencies were the best differentiators between star performers and typical performers in his research.

Emotional intelligence influences organizational effectiveness in a number of areas such as; employee recruitment and retention, development of talent, teamwork, employee commitment, morale, and health, innovation, productivity, efficiency, sales, revenues, quality of service, customer loyalty, other work outcomes. Some previous studies have indicated that EI had positive impact on organizational performance. For example, a test of recruiters by the US Air Force resulted in a savings of \$3 million dollars annually. At L'Oreal, on an annual basis, salespeople



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selected on the basis of emotional competence sold \$91,370 more than other salespeople did, for a net revenue increase of \$2,558,360 also had 63% less turnover during the first year. However, the Sheraton Hotel in Orlando engaged in a year-long project to improve employee competence, morale and collaboration. After the project, the results were a dramatic increase in guest satisfaction and market share, and a significant reduction in turnover.

This project will be held at five-star hotels in Bodrum, which has 250 employees at least and service 10000 and more guests annual. Before holding the project, emotional intelligence competence of employee and supervisors, employee satisfaction and customer satisfaction and loyalty will test to determine the current situation at the hotel. The data related to revenue (also in consideration of costs, sales, profit) and occupancy rate of the hotel will be gathered in last 3 years. The project team consists of five persons. The project team will provide training for employee at each department of the hotel about emotional intelligence at certain periods of during the project. After this training the employee, work outcomes will be tested in every three months during the project.

In project process, the data will collect by researchers in face-to-face interviews with employees, supervisors and customers by using three types of questionnaire designed for each group and analyze with SPSS and LISREL statistical programs in Structural Equation Modelling (SEM). As a result, the data before holding the project and the data after emotional intelligence training and revenue statistics will compare and the findings and conclusions will present.

Keywords: Hospitality business, emotional intelligence, organizational performance, work outcomes, business profitability



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INVESTIGATION FOR ETHICAL ATTITUDES OF TRAVEL AGENCIES THAT USE WEB-BASED MARKETING

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The aim of study investigates for ethical attitudes of travel agencies that use web-based marketing with regard to travel consumer according to marketing mix factors. Online survey was one time due to snowball sampling. In this study made contact with people who purchase from travel agencies that use web based marketing. Research population size determine to being hard for this reason use snowball sampling. First of all, pilot study fulfilled group of people and made the necessary arrangements. Next phase, the online survey send to 508 relevant people and exclude 16 people because filled in mistake questionnaire. Consequently, took under review to 492 survey. As a result of consumers who buy service from web site of travel agencies have high educational level. Price ethics is not important according to education level, but product ethics, place ethics and promotion ethics play an essential role. Price, service quality and confidence are very important for the consumers. In terms of gender, consumers consider about product ethics and promotion ethics, while are not important about price ethics and place ethics. In terms of age, consumers consider about product ethics.

Keywords: Web Based Marketing Ethics, Travel Agencies That Use Web Based Marketing, Internet Users, Consumers of Travel Agencies



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COMPETITIVENESS ANALYSIS OF THE TOURISM SECTOR IN EURASIAN ECONOMIES

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Tourism plays an important role in the development of the country. After World War II, the tourism sector has gained significant momentum with the advancement of technology. Therefore, it has also become an important place in the economy of the country, because of the fact that it significantly contributes to the tourism industry in terms of the country's balance of payments, to the national income, on the general level of prices employment and to other related sectors. In the world tourism revenues are growing rapidly, and countries are struggling to get a greater share of the pie. Therefore, countries have implemented various policies to increase the tourism sector in terms of their availability to compete.

In this context, in the first part of our study will be analyzed the current situation of the tourism sector in Eurasian economies. Especially Azerbaijan, Kazakhstan, Kyrgyzstan, Tajikistan and the tourism potential of Turkey will be examined. In the second section analyzes the competitiveness of the five countries will be made. This hundred and forty-one countries in the competitiveness ranking examined in this study will be discussed in fourteen different levels. While setting up countries' in the level of competition, the data published by the World Economic Forum Travel and Tourism Competitiveness Index will be benefited. The review period of the study is between the years 2008-2015.

In terms of tourism sector, according to data analyzed in this study aims of the Eurasian economic competitiveness level and to examine the changes in these levels, it is possible to say the following statements regarding the level of competition of the Eurasian economy. Among the five countries, the best ranking belongs to Turkey among the Eurasian economies examined in terms of travel and tourism competitiveness. In 2015, Turkey ranks 44 among 141 countries. Turkey seeks to follow Azerbaijan and Kazakhstan. In order, among 141 countries Azerbaijan is 85st and Kazakhstan is 86st. Kyrgyzstan and Tajikistan are quite behind on travel and tourism competitiveness. Kyrgyzstan is 116st and Tajikistan is 119st in order. As a



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result, Eurasian economies with the natural environment, history, culture and social values of sustainable tourism must be marketed with the policy. Tourism-related policies should be considered while creating future policies on tourism demand and supply. In this way, you will expect to rise in the ranking to reach the highest level of tourism competitiveness.

Keywords: Tourism Industry, Competitiveness, Eurasian Economies

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THE USE OF THE SOCIAL MEDIA AS A COMMUNICATION TOOL IN EUROPEAN AIRPORTS: CASE STUDY OF FACEBOOK

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The institutions and organizations have tried to keep up use and benefit of the technology because of some reasons such as keeping pace with change, learning the expectations and demands of target groups, exchanging information with them quickly, becoming visible, interacting in the competitive environment of today's business world. Rapidly rising digital media in the field of marketing communications and the rising social networks through the media have proved to reach over 2 billion target groups in the world via networks. Besides, its use has increased rapidly by creating an informal communication environment, creating a more intimate communication ground for the target groups with companies, becoming faster and more effective at learning consumer responses. It is also a cheap and effective advertising medium for companies.

Many businesses in the service sector also have begun to take its place in the race to exist in social media. However, this channel also carries many risks for companies. For example, everybody can see target group shares which can create crises. For this reason, some companies have avoided this aspect of social media and haven't taken over, by implementing an invisibility policy, but some of these companies efficiently have used it to contribute to marketing communication goals and brand image.

The aim of this research, is to show how airport organizations serving in Europe communicate with passengers and target groups via social media. In the search, according to dates of the Airport Traffic Report, the first five of the busiest airports in Europe and their Facebook pages were selected as sample. The information on pages of airport organizations were examined under the five titles: communication, advertising, product distribution, research and customer relations. In the search, the datas obtained from pages were examined wiht content analysis method. The datas



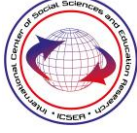
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obtained have emphasized that airport organizations different elements to communicate on Facebook. The search has put forth that pages generally have been used for the aim of the advertising, but haven't been given point to the advertising of the stakeholders in the airports.

Key Words: Airport Organizations, Airports, Social Media, Facebook

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THE EFFECT OF FESTIVAL PERCEPTIONS ON FESTIVAL LOYALTY: THE CASE OF AYDER SNOWMAN FESTIVAL

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Festivals help the cities' and regions' development, recognition and branding. Festivals which organized regularly become traditional and thus, cities where those festivals are held become more popular and acquire economic and social benefits. Also festivals are powerful instruments to attract tourists in low seasons, raise awareness about the destination and create positive destination image. However, it is supported with various researches that festival satisfaction is an important factor on festival loyalty. In this regard, the aim of the research is to determine the correlations between festival participants' perceptions, perceived value, satisfaction and festival loyalty in the context of the Ayder Snowman Festival. For this purpose, face to face survey has been realized with 219 festival participants who participate 9th Snowman Festival at Ayder, Rize. First, validity and reliability tests have been realised and then correlation and regression analyses have been practiced. According to analyses results, statistically significant correlations between Ayder Snowman Festival participants' perceptions about festival, festival value, satisfaction and festival loyalty. These findings can contribute to the researchers' and practitioners' understanding of festival participants' behaviors and designing festivals effectively.

Keywords: Rize, Ayder, Snowman Festival, Festival Tourism.



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AN INVESTIGATION ON MARITIME SECURITY PROBLEMS IN TURKEY: MARINA SECTOR

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Turkey is a striking point with its geographical position and topography interms of marine tourism is a parts of maritime market. Also Turkey which is located in the Eastern Mediterranean is an important point of the world tourism, has become a frequently traveled destination together with Aegean and Mediterranean coastline within the context of Marina Sector/Yachting that is the branch of marine tourism. Yachts and marinas carry significant risks with regards to security of national borders in the scope of illegal activities such as terrorism, smuggling.

In this study, the concept of marina and security are explained generally, informed in the sense of International Ship and Port Facility Security Code (ISPS) that involved essential security units of maritime transportation sector. As part of the study, security levels of thirteen marinas located in İstanbul, İzmir, Aydın and Antalya are determined by interview method. Fifteen open-ended questions were delivered to marina managers. Camera and card security system observed in the researched marinas. However it concluded that ISPS CODE and security precautions such as inbound-outbound controls and vessel stowaway search procedures are not implemented. Nowadays, there is not any published regulation concerning avoid to risks in the marina sector. Consequently, at the end of the study, some suggestions have tried to find out as a guide to be held regulations related security of marina.

Keywords: Maritime, Security, Marina, ISPS, Marina Security



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ETHNOCENTRISM LEVEL OF TOURISM STUDENTS: A RESEARCH ON BILECIK ŞEYH EDEBALI UNIVERSITY

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Ethnocentrism is defined as an individual's tendency to value his or her own culture and lifestyle above others'. It translates into Turkish as 'biz merkezilik', 'ırk merkezilik' or 'etnosentrizm'. The fact that tourism is an international industry renders its workers' ethnocentric tendency levels an important issue. Both the fact that the customers of touristic businesses come from various cultural and national backgrounds and that the employment in the tourism industry possesses an international aspect, keep the issue of ethnocentrism relevant. Therefore, the ethnocentric tendency levels of the students of tourism, who are already or soon to be workers in the tourism industry, are important as well.

In the study aiming to determine the ethnocentric behaviors of tourism students at Bilecik Şeyh Edebali University Vocational School of Applied Sciences, Department of Tourism and Hospitality Management and Söğüt Vocational School, Department of Tourism and Hospitality Management, 124 students took the Ethnocentrism Among Tourism Students Survey. T-test and ANOVA test were performed in order to find out if there was any significant difference between tourism students' overall agreements relating to ethnocentric statements, their demographic group mean values and their agreements relating to the statements.

The study concluded that male students had higher ethnocentric tendency levels compared to female students. It was revealed that the tourism students in the associate's degree programs had lower ethnocentric tendency levels than the undergraduate tourism students. The study did not find any significant differences based on the age variable.

Keywords: Tourism, Tourism Education, Ethnosentrizm



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RESIDENTS' PERCEPTIONS TOWARDS REGIONAL IMPACTS OF RELIGIOUS TOURISM

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One of the primary determinants of social and sustainable development with regard to first creating revenue and providing employment and socio-cultural development opportunities for society of tourism has been accepted. The increasing interest in alternative forms of tourism except coastal tourism brings with the needs of the countries' tourism diversity. In this sense, "religious tourism" increasing the importance day by day stands out. Especially in rural societies, it is become important that determining residents' perceptions, directly affected and been vital the development of religious tourism, towards religious tourism and ensuring their supports in terms of the development, planning, successful operating, sustainability of religious tourism, and in particular the evolution of the perceived negative issues to positive efforts. Therefore, it is clear a need for research about examining the perceptions of the residents towards religious tourism effects. The studies in the literature focused on more the economic impact of tourism is remarkable. It has considered that also this issue must be addressed more comprehensive taking into account the socio-cultural and environmental factors particularly in the context of religious tourism. In this study, it has aimed to investigate perceptions of residents living in a religious tourism destination towards economic, socio-cultural and environmental impacts on that region of religious tourism. The data was collected by a questionnaire from residents located in Aksaray district Güzelyurt in the Cappadocia region through convenience sampling method. Data were analyzed by factor analysis, Multivariate Analysis of Variance (MANOVA) and descriptive statistics in order to evaluate economic, socio-cultural and environmental dimension. The results revealed residents' perceptions that religious tourism has positive effects on economic, social, cultural and environmental condition, but socio-cultural perspectives bring along some drawbacks and these perceptions differentiate according to some personal characteristics.

Keywords: Religious Tourism, Residents' Perceptions and Tourism, Cappadocia, Güzelyurt / Aksaray



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PLACE AESTHETICS PHENOMENON: INVESTIGATION OF VISITORS' AESTHETIC EXPERIENCE TOWARDS A PLACE

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Today, with the aesthetic experience felt itself in every aspect of experience economy, it has become one of the important experiences consumers desire to live in many consumer action. In terms of consumption, “place” phenomenon increasingly draws attention to mostly live this experience. Place concept indicates also socio-cultural meaning and emotional bond owned by an individual or a group with features extending beyond the physical elements, and requires a focus on the experience provided from various interactions. Therefore, it is important to better understand the dynamics of interaction between human and environment for visitors, and create compatible areas with the needs and expectations of these visitors. It began to emphasize more often the aesthetic experience also play an important role in terms of paces have visitors to live experiences in the literature. Visitors may visit some places because of living aesthetic experiences in some cases. Although it began to increasingly develop awareness about this issue in the literature, there is not sufficient research on this subject. Also, it is understood that there is no clearness about aesthetic experience details of visitors lived or desired to live in terms of an experience space. Therefore in this research, it is aimed to examine aesthetic experience that lived in an experience place (mall / shopping center) frequently visited by consumers and contextual details of these experiences. In the research conducted based on qualitative research approach it has used purposive sampling method. The data is collected form the young visitors in the context of a shopping mall through semi-structured interviews and photo-based narrative method. Data were analyzed by inductive method, and it has been tried on the recommendation of a conceptual model. Analysis results has addressed that the experiences of the place aesthetics can identified in two main categories including physical and social aesthetic experience. Moreover, it is determined these experiences can be associated with as well as the overall of place and various areas in that place. These results can provide useful clues both conceptual literature and practitioners.

Keywords: Place, Place Aesthetic, Aesthetic Experiences.



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POSITION AND IMPORTANCE OF RURAL TOURISM IN ISPARTA

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When the natural beauty, historical and cultural wealth of the country is marketed with the correct and rational policy, it is an essential source of income to affect positively for economic balance of the regions and provinces. Relatively the development of policies for the underdeveloped regions and province, in order to encourage development of the service-producing sector will be implemented by projects that will be effectively and advantageously for tourism. Therefore the rural tourism is an effectively implementing of tourism which is development of quickly national and regional may be the point of a key position.

In this study dealt with under the rural tourism of Isparta, that is emphasizing the role and importance for the province's rural tourism. Isparta province is near to Antalya that is having an open development potential of the provinces due to tourism. However, Isparta has very little income from tourism. In this study, with an emphasis on the rural tourism potential of the province, suggestions for the improvement of rural development in the provinces of tourism resources in order to have an effect more revenue has been developed. Aim of this study is reveal to benefits to be provided to owner of tourism resources in which are directed to rural tourism in Isparta.

Keywords: Isparta, development, rural tourism, tourism resources.



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ANALYZING THE OPINIONS OF UNIVERSITY STUDENTS ON MEANING OF LEISURE AND THEIR LEVEL OF PERCEIVED FREEDOM

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The purpose of this research is to examine the leisure perception and level of perceived freedom of the university students according to the different variables. 250 university students in total, 174 (69,0%) of whom are "Males" and 78 (31,0%) of whom are "Females" selected by random sampling, have voluntarily attended the research in line with such purpose.

Survey model has been used in the study. The sample of the study consists of students studying at Istanbul University Faculty of Sports Sciences. In order to identify the leisure perceptions of the participants "A Meaning of Leisure Scale", which has been developed by Esteve et al. (1999) and adopted into Turkish by Gürbüz et al. (2007); and in order to identify the level of perceived freedom of the participants "Perceived Freedom in Leisure Scale", which has been developed by Witt and Ellis (2005) and adopted into Turkish by Yerlisu Lapa and Ağyar (2011) have been used along with the personal information form prepared by the researcher as a data collection tool in the research.

Percent (%) and frequency methods have been utilized to identify the distribution of the personal information of the participants, and Shapiro Wilks normality test has been applied to identify whether the data had normal distribution, and Mann-Whitney U and Kruskal Wallis tests have been applied to determine the significant differences after it has been determined that the data were suitable to the non-parametric test conditions.

While no significant difference has been found in the sub-dimensions of the perceived freedom in leisure scale ($p>0.05$), female participants had a higher score than the male participants in the sub-dimensions "active-passive participation" and "goal orientation" of the meaning of leisure time according to the gender variable.



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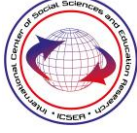
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While there is a significant difference in all sub-dimensions of the perceived freedom in leisure scale ($p < 0.05$), no significant difference has been found in the sub-dimensions of the meaning of leisure time scale ($p > 0.05$) according to age.

In conclusion, it has been identified that while leisure perception of the female participants is higher than the male participants, the level of perceived freedom in leisure increases as the age increases.

Keywords: University Students, Leisure Time, Level Of Perceived Freedom

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ANALYZING THE LEISURE OBSTACLES AND LEVEL OF PERCEIVED FREEDOM IN LEISURE OF THE UNIVERSITY STUDENTS

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The purpose of this research is to examine the leisure obstacles and level of perceived freedom of the university students according to the different variables. 250 university students in total, 174 (69,0%) of whom are "Males" and 78 (31,0%) of whom are "Females" selected by random sampling have voluntarily attended the research in line with such purpose.

Survey model has been used in the study. The sample of the study consists of students studying at Istanbul University Faculty of Sports Sciences. In order to identify the leisure obstacles of the participants "An Obstacles of Leisure Scale", which has been developed by Alexandris and Carroll (1997) and adopted into Turkish by Karaküçük and Gürbüz (2007); and in order to identify the level of perceived freedom of the participants "Perceived Freedom in Leisure Scale", which has been developed by Witt and Ellis (1985) and adopted into Turkish by Yerlisu Lapa and Ağyar (2011) have been used along with the personal information form prepared by the researcher as a data collection tool in the research.

Percent (%) and frequency methods have been utilized to identify the distribution of the personal information of the participants, and Shapiro-Wilks normality test has been applied to identify whether data had normal distribution, and Mann-Whitney U and Kruskal Wallis tests have been applied to determine the significant differences after it has been determined that the data were suitable to the non-parametric test conditions.

According to the gender variable, no significant difference has been identified in the sub-dimensions of the obstacles of leisure scale and perceived freedom in leisure scale ($p>0.05$). While there is a significant difference in all sub-dimensions of the



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perceived freedom in leisure scale ($p < 0.05$), no significant difference has been found in the sub-dimensions of the obstacles of leisure scale ($p > 0.05$) according to age.

In conclusion, it has been identified that while there are no differences between the leisure obstacles according to the gender of the participants, the level of perceived freedom increases as the age increases.

Keywords: The Leisure Obstacles, Level Of Perceived Freedom, The University Students

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A STUDY ON DESKTOP PUBLISHING AND DIGITAL APPLICATIONS USED IN PUBLICITY AND ADVERTISEMENT STRATEGIES IN TOURISM IN TURKEY

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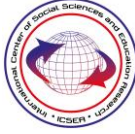
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Tourism is one of the important sectors which play a significant role in supporting economic development in Turkey just as in many other countries. Turkey is a country which has made vigorous efforts in order to develop tourism sector. Within this context, Turkey is continuing to develop fast by concentrating on areas such as investment, publicity, marketing in tourism. It is seen that various publicity and advertisement campaigns are being carried out in Turkey in order to publicize the country and make it a brand in tourism. Distances between countries have decreased as a result of the globalization and technological developments in the recent years, which has led countries to tend towards new types of tourism in order to gain advantages and new markets. Therefore, countries have started to attach importance to publicity and advertisement campaigns. This is the main cause of the macro level competition being experienced between countries in tourism sector. The countries which aim to increase their market shares in this competitive environment have concentrated on publicity and advertisement campaigns.

The advertising activities used by Turkey in tourism are greatly diversified thanks to the different methods and means employed. This study seeks to bring to light the activity performance of these practices by evaluating the new strategies of publicity and advertisement campaigns used in tourism sector in Turkey. This study includes domestic and foreign literature reviews. In addition, the activity report for 2015 of the Ministry of Culture and Tourism, the data provided by State Planning Organization and Turkish Statistical Institute were studied. The study contains the outstanding examples of new publicity activities which have developed as a result of the technological developments witnessed in Turkey in the recent years.

Keywords: Turkey, Tourism Sector, Advertisement, Publicity.



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AN ANALYSIS OF THE DYNAMICS OF CHANGE IN THE NUMBER OF TOURISTS WHO USED POLISH HOTEL SERVICES IN THE YEARS 2009 - 2015

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The aim of this study is an analysis of the dynamics of change in the number of tourists who used Polish hotel services in the years 2009-2015. For this evaluation data from the Central Statistical Office of Poland were used. The obtained data pertaining to the number of both Polish and foreign tourists were analysed in an absolute and a relative (percentage) scale. The results shown in a relative scale provide a better picture of the dynamics of change in the processes as all P_t values are assigned an initial value: $P_0 = 100\%$. They therefore inform us what was the dynamics of growth in the initial 100 tourists who used Polish hotel services in the years 2009-2015.

Keywords: Tourists, Polish Hotel Services, The Years 2009 - 2015

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EVALUATION OF REGIONAL CUISINE IN THE CONTEXT OF GASTRONOMY TOURISM: SAMPLE OF ISPARTA CUISINE

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Differences between other destinations by a destination revealed the place of the original one it is very important that be brought into terms of providing advantage. In this context, to improve the destination's competitiveness highlighting the marketing of natural and cultural resources of tourism destinations and other destination of substitutability will be reduced to a minimum. Isparta Province which founded Mediterranean region has become a destination everyday increased tourism activity with tourist products such as its lakes, caves, historical sites, architectural structures, ski, rose gardens, lavender, plateaus, cultural fabric of its. The region which has many alternative tourism product is rich in terms of gastronomy. In recent year increasing the importance of local food in destination with increased importance of gastronomy tourism. Isparta Cuisine also enter factors that affect the destination choice of tourists to decide on with its rich context. In this study examined Isparta Cuisine and the rank of some local food sample's which an important destination for alternative tourism. Also, by withdrawing attention to the foods of the region, is thought to contribute to the gastronomic tourism of the region.

Keywords: Local Cuisine, Isparta Cuisine, Gastronomy Tourism, Local Flavors



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THE RELATIONSHIP BETWEEN LONELINESS PERCEPTION OF EMPLOYEES AND INTENT TO LEAVE WORK IN HOTELS

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The purpose of this study is to investigate the relationship among perception of loneliness in work-life, organizational deviant behaviour and intent to leave work in hospitality business. Previously a literature review related to loneliness in work-life and organizational deviant behaviour will be conducted and then questionnaire will be developed from the studies in the literature. Through conducting a face-to-face interview, a total of 600 questionnaires (Likert 5 scale) will be collected from employees who have full-time work status of the five-star hotels operating within the Antalya Region of Turkey in 2016 and 2017. Data will be analysed with SPSS 22 statistical program. Firstly, the reliability analysis will be conducted on data and then structural and convergent validity of the data have revealed with the factor analysis. Secondly, correlation analysis will used to investigate the relationship between loneliness in work-life and organizational deviant behaviour. Finally, it will be tested using a regression analysis to determine the effects of loneliness in work-life on organizational deviant behaviour and intent to leave work in hospitality businesses. As a result, the findings will indicate that the factors of loneliness in work-life and organizational deviant behaviour and intent to leave work which have correlation with each other and the factor of loneliness in work-life effects on organizational deviant behaviour and intent to leave work in hospitality business.

Keywords: Loneliness in work-life, Intent to leave work, Hotels, Antalya



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AN INVESTIGATION OF SUMMER HOUSE VACATIONISTS ENVIRONMENTALLY SUSTAINABLE BEHAVIOURS

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There is a problem situation between discourse and practice in many of the existing studies on sustainability. That brings out sustainability is an unrealistic ideal, and it is connected to the conspicuousness and statue. In the literature, the perception and behavior of summer house vacationists on environmental sustainability have not been found on any studies. Therefore, the opinions of the summer house vacationists associated with environmental sustainability and environmentally sustainable behavior were investigated in this study. Moreover, the aim of this research is to uncover the opinions of the summer house vacationists about the sustainability of the environment to determine how the views reflect to the behavior. In this context, quantitative research method was applied to sample group consisting of 140 summer house vacationists. In this study, the sample group was selected from different parts of Turkey with purposeful sampling technique. The data was analyzed with independent sample t-test and one-way analysis of variance (ANOVA). The results of analysis showed that summer house vacationists vary depending on their demographic characteristics in four-dimensions. The data obtained by the research revealed sustainability behavior of consumers which is important for the tourism sector.

Keywords: Sustainability, sustainable behavior, sustainable tourism behavior, summer house vacationist.



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ELECTRONIC SPORT TOURISM AS FUTURE TOURISM EVENT

Önder Yayla

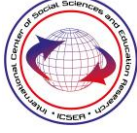
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Electronic sports altering the structure and logic of social relations today become one of the activities that has many viewers and fanatics. This sport activity bringing professional athletes whom called electronic runner has started to gain a place in the field of tourism to conduct competition on the internet by major sports organizations. Also acceptance by large segments of the population has led to the emergence of a specific alternative field in the tourism sector. However, there is lack of the institutions to keep the statistics of electronic sports participants. Therefore, in this research, the data related to the sponsorship, number of e-sports events available in the world, the statistics of the players and statistics of tournaments were collected via internet. The aim of this study is to evaluate the potential of electronic sport tourism in the light of the data collected. At the end of this study, new suggestions will be made to develop a niche market of tourism in the context of event and sport tourism by analyzing the necessary infrastructure and superstructure components.

Keywords: Alternative Tourism, Event Tourism, Sport Tourism, E-Sport Tourism



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BULGHUR AND THE DISHES MADE FROM BULGHUR IN TURKISH CUISINE CULTURE

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The purpose of this study is to reveal the importance of bulghur in our diet, its situation in the historical process and the place of the dishes made from bulghur in Turkish cuisine. The culinary culture of each country is closely associated with its historical identity. Turks migrated from Central Asia to Anatolia interacted with a lot of civilizations in history. Product diversity of the land they live, the interaction with new cultures due to migration and wars and the discovery of new flavors in Seljuk and Ottoman palaces led to the formation of a rich culinary culture. Turkish cuisine is ranked among the top three in the world along with the Chinese and French cuisines. Anatolian land and climate conditions' suitability for the production of bulghur has provided bulghur and its products to be on the basis of Turkish cuisine. Bulghur has the first and foremost place among these products. Bulghur is obtained by cleaning, extracting, boiling and finally cracking the hard wheat. Bulghur which is very resistant to degradation is a major source of carbohydrates. In addition, bulghur has a lot of multi-vitamins and minerals in it and it is rich in B vitamins, iron and zinc. Due to the fibrous structure, it facilitates digestion and triggers bowels. Being an healthy food, bulghur does not contain cholesterol. When Turkish cuisine is examined, it is seen that there are many types of dishes made from bulghur. It can be used in wide range such as in soups, main dishes, rice, salads, meatballs, and desserts. Known as its Turkish name all over the world, bulghur is ranked among the most valuable ten foods by the leading medical centers in the world and it is indispensable in terms of nutrition and health. The dishes made from bulghur must be passed on to future generations, introduced to the world, take part in the meals and Turkish cuisine heritage must be well protected.

Keywords: Bulghur, Turkish Cuisine, Bulghur Dishes.



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A QUALITATIVE RESEARCH ON POMEGRANATE SYRUP: THE CASE OF SİLİFKE

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Known as one of the oldest fruits, pomegranate (*Punica granatum*, Punicaceae) originates from south east Asia and then it has spread to Uzbekistan, Iran, Turkey and the Mediterranean countries. Turkey is one of the leading countries in the production of pomegranate with its 445 750 tons of production. Being a characteristic plant of Mediterranean climate, pomegranate can be grown in places up to 1000 meters altitude. In our country, it is produced primarily in Mediterranean Region and then in Aegean and Southeastern Anatolian Regions. Antalya, Muğla, Denizli, Adana and Mersin are among the provinces where most of the production takes place. Pomegranate can be both consumed as fresh as and used in the kitchen as pomegranate syrup. In this study, the production phases of pomegranate syrup, which is produced through conventional methods from pomegranate and its area of use are intended to be recorded by being examined. This research on pomegranate production and use was obtained in consultation with a total of 10 people in Silifke. In the studies done in the research area, *Punica granatum* fruit was observed in its own place and the production phases were photographed and recorded. The form of semi-structured interviews was also used in the study.

According to the information obtained from individuals participating in the research, pomegranate syrup is obtained by washing the harvested sour fruit and then in turn by sorting, crushing, dehulling, granulation of pomegranate, pressing, filtration, boiling, cooling and the packaging process. The participants use pomegranate syrup in order to flavor salads, soups, dishes and in terms of health it is also used to strengthen the immune system, cleaning the digestive tract, for healing diarrhea and nausea discomfort. According to the participants, it was concluded that there are similarities between pomegranate syrup production phases and they prefer those produced by conventional methods to those produced industrially.

Keywords: pomegranate, pomegranate syrup, traditional production



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REDISCOVERY OF A TRADITIONAL THERAPY METHOD WITHIN THE CONTEXT OF DIVERSIFICATION OF PRODUCTS IN TOURISM: THALASSO

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Having been in search of new therapy methods, the healthcare professionals rediscovered thalassotherapy, a common therapy method around two thousand years ago, only in the late 1900s. This therapy method, which is both used for improving health and for curing many different diseases, is also perceived as a part of wellness trend, which made a major progress after 1960s. As a type of touristic product, wellness, and particularly thalasso, has an influence on development of tourism. It is observed that many sea-sand-sun tourism destinations facing the problem of seasonality discovered thalasso as a tourism product within the context of extending the season and providing added value. From this viewpoint, it is aimed to study this therapy method as a tourism product, which is expected to contribute to diversification and sustainability of tourism, and to introduce this subject to tourism literature. For this purpose, a conceptual study was intended, and it is planned to form a viewpoint and a basis for future qualitative and quantitative studies. It is planned to do some research on regulations in Germany, France and Tunisia, which are the leading countries regarding thalasso, and to guide the sector within the context of utilizing the partially inert potential in Turkey, a country surrounded by water on all three sides.

Keywords: Thalasso, Thalassotherapy, Wellness, Diversification of Products in Tourism.



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AN EXAMINATION ON PARTICIPATION OF THE INDIVIDUALS RECREATIVE ACTIVITIES OF THE LEVEL OF LIFE AND LEISURE SATISFACTION

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The purpose of this research is to examine who are participating recreative activities of the level of life and leisure satisfaction of the individual according to the different variables. 220 public employees in total, 150 (68,2%) of whom are “Males” and 70 (31,8%) of whom are “Females” selected by random sampling have voluntarily attended the research in line with such purpose.

Survey model has been used in the study. The sample of the study consists of municipal employees who are working at Istanbul Avcılar Municipal. In order to identify the leisure satisfaction of the participants “Leisure Satisfaction Scale”, which has been developed by Beard ve Ragheb (1980) and adopted into Turkish by Karlı and friends (2008); and in order to identify the level of life satisfaction of the participants “Life Satisfaction Scale”, which has been developed by Diener and friends (1985) and adopted into Turkish by Köker (1991) have been used along with the personal information form prepared by the researcher as a data collection tool in the research.

Percent (%) and frequency methods have been utilized to identify the distribution of the personal information of the participants, and Shapiro-Wilks normality test has been applied to identify whether data had normal distribution, and Mann-Whitney U and Kruskal Wallis tests have been applied to determine the significant differences after it has been determined that the data were suitable to the non-parametric test conditions.



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According to the gender variable, it has been identified significant differences in sub-dimensions of the leisure satisfaction ($p < 0.05$). There is no significant difference with income in all sub-dimensions of the leisure satisfaction ($p > 0.05$). While there is no significant difference in all sub-dimensions of the level of life satisfaction ($p > 0.05$), significant difference has been found in the sub-dimensions of the leisure satisfaction ($p < 0.05$). In conclusion, it has been identified that there are significant differences between level of the leisure satisfaction according to the gender of the participants. It can be said the level of income increases, the level of life satisfaction is increases.

Keywords: The Individuals Recreative Activities, The Level Of Life, Leisure Satisfaction

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AN EXAMINATION OF PUBLIC EMPLOYEES THE LEVEL OF OBSTACLES OF LEISURE AND LIFE SATISFACTION

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The purpose of this research is to examine the leisure constraints and level of life satisfaction of the public employees according to the different variables. 220 public employees in total, 150 (68,2%) of whom are "Males" and 70 (31,8%) of whom are "Females" selected by random sampling have voluntarily attended the research in line with such purpose.

Survey model has been used in the study. The sample of the study consists of municipal employees who are working at Istanbul Avcılar Municipal. In order to identify the leisure obstacles of the participants "An Obstacles of Leisure Scale", which has been developed by Alexandris and Carroll (1997); and adopted into Turkish by Karaküçük and Gürbüz (2007); and in order to identify the level of life satisfaction scale of the participants "Life Satisfaction Scale", which has been developed by Diener and friends (1985) and adopted into Turkish by Köker (1991) have been used along with the personal information form prepared by the researcher as a data collection tool in the research.

Percent (%) and frequency (f) methods have been utilized to identify the distribution of the personal information of the participants, and Shapiro-Wilks normality test has been applied to identify whether data had normal distribution, and Mann-Whitney U and Kruskal Wallis tests have been applied to determine the significant differences after it has been determined that the data were suitable to the non-parametric test conditions.



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According to the gender variable, it has been identified significant differences “individual psychology” and “lack of interest” in sub-dimensions of the obstacles of leisure scale ($p < 0.05$). There is no significant difference in all sub-dimensions of the an obstacles of leisure scale ($p > 0.05$).

While there is no significant difference in all sub-dimensions of the level of life satisfaction scale ($p > 0.05$), significant difference has been found in the sub-dimensions of the leisure satisfaction scale ($p < 0.05$). In conclusion, it has been identified that there are significant differences “individual psychology” and “lack of interest” in the obstacles of leisure according to the gender of the participants. It can be said the level of income increases, the level of life satisfaction is increases.

Keywords: Public Employees, The Level Of Obstacles Of Leisure, Life Satisfaction

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THE EFFECTS OF THE CITTASLOW CITY APPLICATIONS ON QUALITY OF URBAN LIFE IN CONTEXT OF SUSTAINABLE TOURISM

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Cittaslow, by the inspiration from the Slow Food organization, is a movement founded in Italy in 1999. Cittaslow's, in mean of slow city, goals include improving the quality of life in towns by slowing down its overall pace, especially in a city's use of spaces and the flow of life and traffic through them. Cittaslow is part of a cultural trend known as the Slow movement. Cittaslow has expanded broadly beyond Italy. By 2006, national Cittaslow networks existed in Germany, Norway and the United Kingdom. By mid-2009, fourteen countries had at least one officially accredited Cittaslow community. One of them is Seferihisar in Turkey.

With the introduction of Cittaslow movement, considering protection of wild life and economic sustainability together became a necessity. Parallel to the growing network of Cittaslow, scholar works, scientific projects, and other researches on the topic increased as well. Especially, multidisciplinary research projects in developed countries on the impact of local citizens and visitors on sustainable life resembled an example to other countries. As of 2011 Cittaslow movement in Turkey which is relatively new is limited to eight towns (Seferihisar, Akyaka, Tarakli, Gokceada, Yenipazar, Perşembe, Yalvaç, Vize) and a few scholar works. Large scoped projects which will enable Turkish researchers to conduct research on the topic and share their results will address an important gap. The scope of research includes but not limited to the fields of, shared social values in sociology, enhancing public areas in architecture and city planning, enhancing infrastructure and environmental impacts in engineering, cultivating and consuming organic products in agriculture and food engineering, investment and management in business administration and economy, and sustainability in tourism.

Cittaslow movement is vital to alleviate the negative consequences of fast life in contemporary world. In order for this movement, which emerged as union to make communities to protect their traditions, norms, cuisines, and identities, to increase quality of life for locals and visitors, it needs to be well organized and managed. The philosophy behind Cittaslow encourages cities analyze their strengths and weaknesses and develop a strategy accordingly. In this project, the Cittaslow criteria



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will be evaluated for the first time. Another unique aspect of the project is that apart from 59 criteria of the movement, the city will be determined based on its unique natural and sustainable values. When Cittaslow is defined as a city where there is a harmony of spirit, colors, music and story of the city in which locals and visitors live in a speed to enjoy the life most, this leads to a uniqueness for the city and for the project.

At the end of the project, all necessary work will be done for a city to be a part of the international Cittaslow network. As a result, application package for the city will be ready for the city to apply for membership to the organization. This project will produce concrete outputs to increase the quality of life in the city in terms of environment, hospitality, awareness and other outputs to support Slow Food application. By creating a consciousness on necessity of protecting the environment for sustainability, the locals will be informed that organic agriculture is a vital part of life. Other important outputs will be improvement of social life, availability of technological innovations, and enhancing social relations and hospitality.

The dimensions of the sustainable concept such as, environmental, economic, physical, socio-cultural and management are factors for tourism and local life. The dimensions of strengths, weaknesses, opportunities and threats of cittaslow city are also important for sustainable tourism and local life. This project will not only positively impact social life; it will also help to improve economy of the city. Especially by minimizing negative impacts of fast life, enabling individual to live a secure and healthy life in a natural and calm environment and protection of domestic values are important outputs of the projects. Increasing quality of life in a city will also yield interesting results in terms of regional development.

Keywords: Cittaslow city applications, Sustainable tourism, The quality of urban life, Cittaslow city criterias, Slow life



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USE OF SOCIAL MEDIA IN A TOURISM DESTINATION: USERS GENERATED CONTENT IN #turkeyholiday

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The developments in new communication technologies and that internet turns into one of the indispensable dynamics of people within a short time has caused the emergence of social media channels which enables interaction. Social media users, traditional media can create content on their own knowledge and experience in the new media and share content with other users wriggling from unilateral communication and patterns which its content was predetermined. The share under "Hashtags" used in social media platforms such as Facebook, Twitter and Instagram "that's content tags that users identify" are fed by users from many parts of the world and the mean of the content gains diversity. This diversity allows to connect more people and to develop their own ideas positively or negatively benefiting from other people's experiences. In this study, it is examined the images of user generated contents on tourism. Whether they are content with Turkish tourists, what type of tourism they prefer and the profiles of tourists visiting Turkey are examined with content analysis examining photos foreign users share under hashtag #turkeyholiday in Instagram.

Keywords: Social Media, Tourism Destination, #turkeyholiday



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EFFECT OF SOCIAL NETWORK TIES ON VIRTUAL ORGANIZATION SUCCESS: MEDIATE ROLE OF KNOWLEDGE SHARING BEHAVIORS: AN EMPIRICAL STUDY IN TOURISM SECTOR FIRMS IN JORDAN

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This empirical study examines how knowledge sharing behaviors mediate the effect Technology-driven strategy on virtual organization success in Jordanian tourism sector firms. The results reveal that Social network ties is positively related to web knowledge seeking, web knowledge contributing and interactive system, but negatively related to accidental knowledge leakage. Furthermore, all types of knowledge sharing behavior are positively related to virtual organization success. Data collected from 23 firms. The total number of questionnaires mailed, 250 questionnaires were delivered. 214 were considered valid out of 241 Responses were received. The findings provide evidence that knowledge sharing behavior play a mediating role between Social network ties and virtual organization success and show that, web knowledge seeking, web knowledge contributing and interactive system playing an important impact on virtual organization success through knowledge sharing behaviors.

Keywords: Social Network Ties, Virtual Organization Success, Knowledge Sharing Behaviors



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THE INCREASE IN MINIMUM WAGE-2016 IN TOURISM INDUSTRY: AN EVALUATION FROM MANAGERS' PERSPECTIVE

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The minimum wage is important instrument for both employees and business owner/managers in tourism industry. It has crucial role on employees' tourism business choice to work and managers' decision of human resources planning. The government has raised the minimum wage in Turkey to 1,300 Turkish Liras per month from 1,000 Turkish Liras in 2016. The increase in minimum wage was evaluated in different ways by employees and employers in tourism industry. Therefore the main purpose of this study is to evaluate the increase in minimum wage in 2016 in Turkey from business owner/managers' perspective in tourism industry. This paper which qualitative research method was used in, firstly, a literature review that related to minimum wage and human resources planning in tourism industry were conducted. In the second stage, researchers discussed the effects of the increase in minimum wage with managers from different business in tourism such as travel agency, hotel, restaurant etc. by using Delphi technique. In the third stage, data were collected by researchers in face-to-face interviews with 12 hotel (also department) managers, 7 travel agency owner/managers and 9 restaurant owner/managers in Antalya Region, Marmaris, Fethiye, Bodrum and Kuşadası. As a results, according to managers, the increase in minimum wage in 2016 in Turkey will probably effect on human resources planning as well as other management decisions in business.

Keywords: *the minimum wage, tourism industry, business owner/managers, 2016*



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THE DETERMINANTS, DIMENSIONS AND CONSEQUENCES OF LONELINESS PERCEPTION OF EMPLOYEES ON ORGANIZATIONAL DEVIANT BEHAVIOUR IN HOSPITALITY BUSINESSES

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The purpose of this research was to investigate the effects of employees' perception of loneliness on organizational deviant behaviour. Previously a literature review related to loneliness in work-life and organizational deviant behaviour was conducted and then questionnaire was developed from the studies in the literature. Through conducting a face-to-face interview, a total of 451 questionnaires (Likert 5 scale) were collected from employees who have full-time work status of the five-star hotels operating within the Antalya Region of Turkey in 2015. Data were analysed with SPSS 22 statistical program. Firstly, the reliability analysis was conducted on data and then structural and convergent validity of the data have revealed with the factor analysis. Secondly, correlation analysis was used to investigate the relationship between loneliness in work-life and organizational deviant behaviour. Finally, it was tested using a regression analysis to determine the effects of loneliness in work-life on organizational deviant behaviour in hospitality businesses. As a result, the findings indicate that the factors of loneliness in work-life and organizational deviant behaviour have a significant correlation with each other and the factor of loneliness in work-life effects on organizational deviant behaviour.

Keywords: Loneliness in work-life, Organizational deviant behaviour, Hospitality businesses, Employee



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