

The Proceedings & Abstracts of ICTTR 2018 Antalya

**5th International Conference on Tourism:
Theory, Current Issues and Research**



Editor
Şirvan Şen Demir



The Proceedings & Abstracts of ICTTR 2018 Antalya

5th International Conference on Tourism: Theory, Current Issues and Research

April 20-22, 2017 Antalya, Turkey

ISBN: 978-605-83063-6-3

Edited by:
Şirvan Şen Demir

Organized by:
ICSER-International Center of Social Sciences & Education Research
www.icser.org
icserconference@gmail.com

Supported by:
IJSSER-International Journal of Social Sciences & Education Research (ISSN:2149-5939)
JTTR-Journal of Tourism Theory and Research (ISSN: 2458-7583)

All right reserved. No part of this publication may be produced, copied, stored in any retrieval system or transmitted in any form or any means — electronic, mechanical, photocopying, recording or otherwise; without prior permission in writing from ICSEI-International Center of Social Sciences & Education Research

Authors themselves are responsible for the integrity of what is being published

Preface

ICTTR – 5th International Conference on Tourism: Theory, Current Issues and Research is an academic and scientific conference which was held Club Hotel Lara in Antalya, Turkey between April 20-22, 2018. ICTTR was organized by International Center of Social Science & 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)*. ICTTR 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 tourism and related issues.

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. Şirvan Şen DEMİR

ORGANIZING BOARD**Conference Chair (ICTTR)**

Dr. Şirvan Şen DEMİR - S. Demirel University, TURKEY

Secretariat

Dr. Yusuf GÜNAYDIN - Fındıklı University, TRNC
Zeynep K.BÜYÜKDERE - Sakarya University, TURKEY
Onur ŞEN - Georgia State University, USA
Emre YAŞAR - M. S. Koçman University, TURKEY
İsmail ÖZTÜRK - S. Demirel University, TURKEY
Erge TÜR - S. Demirel University, TURKEY

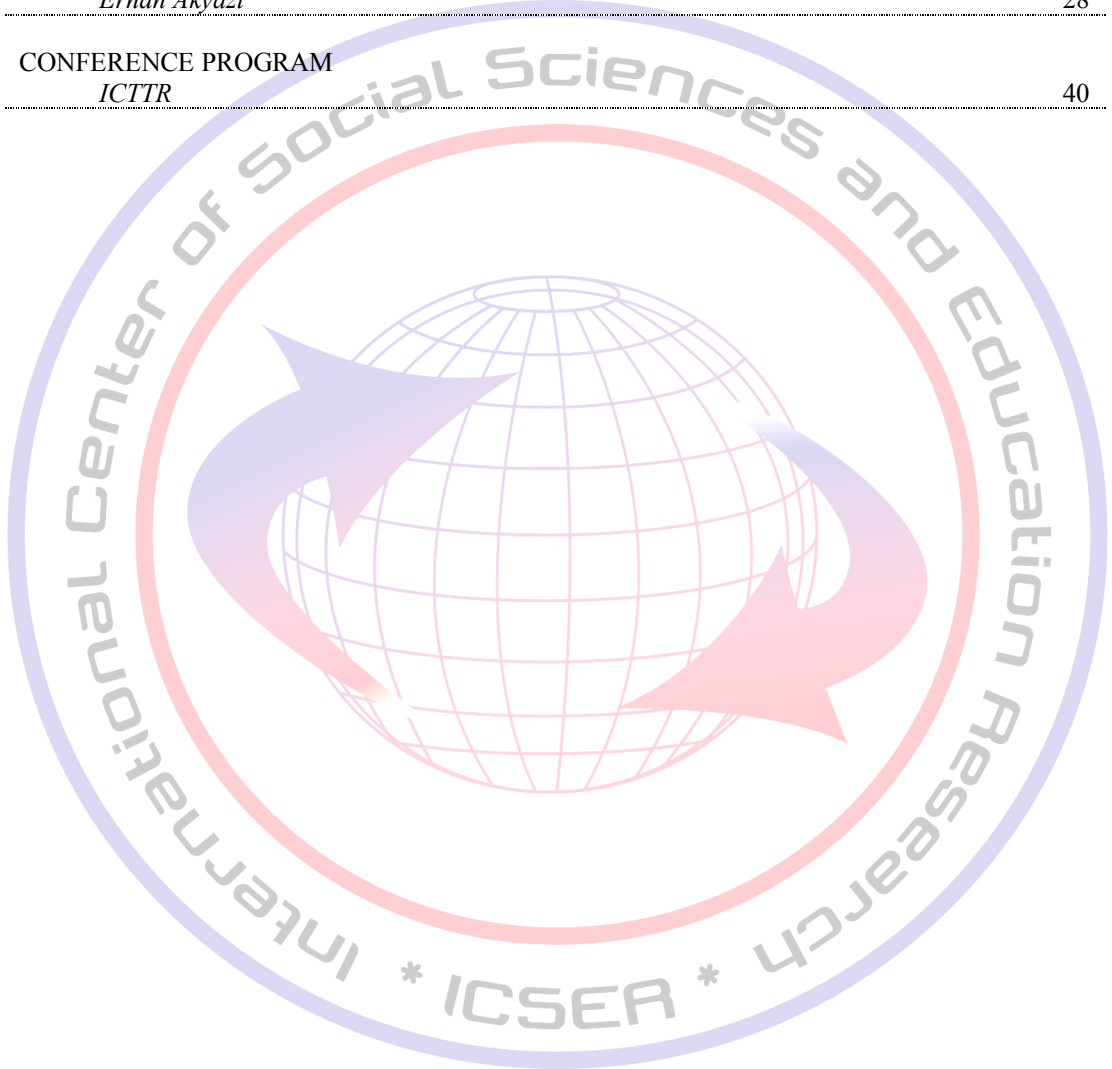
SCIENTIFIC BOARD

Dr. Aydoğın AYDOĞDU - Kastamonu University, TURKEY
Dr. A. Şükrü ÇETİNKAYA - Selçuk University, TURKEY
Dr. Alessandro DANOVI - University of Bergamo, ITALY
Dr. Catarina do Vale BRANDÃO - The University of Porto, PORTUGAL
Dr. Edi PUKA - Universiteti Europian i Tiranës, ALBANIA
Dr. Ekant VEER - University of Canterbury, NEW ZEALAND
Dr. Ekaterina GALIMOVA - American University of Central Asia, KYRGIZISTAN
Dr. Ewa OZIEWICZ - University of Gdańsk, POLAND
Dr. Fatima MAHMUTÇEHAJIĆ - University of Sarajevo, BOSNIA AND HERZEGOVINA
Dr. Gadir BAYRAMLI - Azerbaijan State University of Economics, AZERBAIJAN
Dr. Gueorgui PEEV - New Bulgarian University, BULGARIA
Dr. Indra ODİNA - University of Latvia, LETONIA
Dr. Joanna BŁASZCZAK - University of Wrocław, POLAND
Dr. Juan José Padiel BENTICUAGA - University of Málaga, SPAIN
Dr. Kevin NIELD - Sheffield Hallam University, UK
Dr. Ksenofon KRISAFI - Universiteti Europian i Tiranës, ALBANIA
Dr. Lejla SMAJLOVIĆ - University of Sarajevo, BOSNIA AND HERZEGOVINA
Dr. Liljana SILJANOVSKA - South East European University, MACEDONIA
Dr. Ljudmil GEORGIEV - New Bulgarian University, BULGARIA
Dr. Mahmut DEMİR - Süleyman Demirel University, TURKEY
Dr. Marianna SIGALA - University of South Australia, AUSTRALIA
Dr. Mehmet Han ERGÜVEN - Kırklareli University, TURKEY
Dr. Mirian JEROWSKI - Universidade de Sao Paulo (USP), BRAZIL
Dr. Muammer TUNA - Muğla S. Koçman University, TURKEY
Dr. Nurhodja AKBULAEV - Azerbaijan State University of Economics, AZERBAIJAN
Dr. Oktay EMİR - Anadolu University, TURKEY
Dr. Orhan ELMACI - Dumlupınar University, TURKEY
Dr. Osman ÇALIŞKAN - Akdeniz University, TURKEY
Dr. Phatima MAMARDASHVILI - Tbilisi State University, GEORGIA
Dr. Puiu NISTOREANU - Academia de Studii Economice din Bucureşti, ROMANIA
Dr. Tamar DOLBAIA - Tbilisi State University, GEORGIA
Dr. Yina Donald ORGA - The Federal Polytechnic, NIGERIA
Dr. Yusuf AYMANKUY - Balıkesir University, TURKEY

TABLE OF CONTENTS

EVALUATION OF THE TOURISM SECTOR EFFECTIVENESS OF INTERNATIONAL TOURISM DESTINATIONS WITH ESM-VT METHOD <i>Ramazan Göral</i>	1
WHAT A TOURISM DESTINATION OFFERS? THE SAMPLE OF LIECHTENSTEIN <i>Jean de Vick</i>	4
TOURISM INVESTMENTS IN KYRGYZSTAN <i>Nadira Nazimkulova</i>	5
YIELD MANAGEMENT IN HOTEL BUSINESSES: A SAMPLE OF BOUTIQUE HOTEL <i>Li N. Yuong</i>	6
DIFFERENCE OF SERVICE QUALITY BETWEEN CITY HOTELS AND RESORT HOTELS <i>Verginis Artefonakis, & Giannis Dalamagkas</i>	7
CONFLICT MANAGEMENT AND ITS EFFECTS ON ORGANIZATIONAL OUTPUT IN TOURISM BUSINESSES IN IRAN <i>Reza M. Asade</i>	8
ANALYSES OF THE DESIRES, EXPECTATIONS AND NEEDS OF EUROPEAN TOURISTS INTERESTED IN TRAVELLING TO INDIA <i>A.R. Vijay Sharma</i>	9
RURAL TOURISM IN DOMESTIC REGIONS <i>Habil Azez Sertavyen</i>	10
PERCEIVED SERVICE QUALITY IN MARINAS: A CASE STUDY <i>Gökçe Tuğdemir Kök & Bora Çizer</i>	11
DIGITAL TOURISM <i>Ryan Dampil & Christy A. Cole</i>	14
GASTRONOMY TOURISM IN ASIAN COUNTRIES: A SAMPLE OF MALAYSIA <i>Hajjah H. Sri Fairuz</i>	15
MANAGEMENT OF HOTEL GUEST RELATIONS FROM THE ASPECT OF REPEAT GUESTS <i>Gözdegül Başer & Duygu Özyeşil</i>	16
BIRDWATCHING IN TITREYENGÖL, THE EVALUATION OF IT AS AN ALTERNATIVE TOURISM TYPE <i>Abdullah Karaman, Ali Keleş & Hüseyin Keleş</i>	20
SOME FUNCTIONAL FOODS AND PROPERTIES USED IN TURKISH CUISINE <i>Yılmaz Seçim</i>	21
TURKISH KITCHEN CULTURE IN GASTRONOMY <i>Yılmaz Seçim</i>	22
THE USAGE OF EDIBLE FLOWERS IN FOOD AND BEVERAGE BUSINESSES <i>Şirvan Şen Demir & Kadir Ekin</i>	23

LEISURE MOTIVATION AND SATISFACTION IN RUSSIAN TOURISTS: ANTALYA \ KEMER \ BELDIBI EXAMPLE <i>Zeki Akıncı, Gülseren Yurcu & Murad Alpaslan Kasalak</i>	26
EVALUATION OF ANTECEDENT ATTITUDES OF UNIVERSITY STUDENTS TOWARDS ECOCENTRIC, ANTHROPOCENTRIC AND ENVIRONMENT: AKDENİZ UNIVERSITY FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES <i>Zeki Akıncı, Murad Alpaslan Kasalak & Gülseren Yurcu</i>	27
SOCIAL MEDIA AS A MEDIUM FOR CREATING CORPORATE REPUTATION: A RESEARCH ON SOCIAL MEDIA ACCOUNTS OF TOUR COMPANIES <i>Erhan Akyazı</i>	28
CONFERENCE PROGRAM <i>ICTTR</i>	40



SPEAKERS IN SPECIAL SESSIONS FROM DIFFERENT COUNTRIES

SPEAKERS	TITLE
Prof. Dr. Erhan Akyazi Marmara University, İstanbul, TURKEY	SOCIAL MEDIA AS A MEDIUM FOR CREATING CORPORATE REPUTATION: A RESEARCH ON SOCIAL MEDIA ACCOUNTS OF TOUR COMPANIES
Jean de Vick <i>LTC Research Center, Vaduz, Liechtenstein</i>	WHAT A TOURISM DESTINATION OFFERS? THE SAMPLE OF LIECHTENSTEIN
Nadira Nazimkulova <i>International University of Science and Business, Kyrgyzstan</i>	TOURISM INVESTMENTS IN KYRGYZSTAN
Hajjah H. Sri Fairuz <i>University of Manchester, UK</i>	GASTRONOMY TOURISM IN ASIAN COUNTRIES: A SAMPLE OF MALAYSIA
A.R. Vijay Sharma <i>The University of Delhi</i>	ANALYSES OF THE DESIRES, EXPECTATIONS AND NEEDS OF EUROPEAN TOURISTS INTERESTED IN TRAVELLING TO INDIA
Christy A. Cole <i>University of Edinburg, Scotland</i>	DIGITAL TOURISM



EVALUATION OF THE TOURISM SECTOR EFFECTIVENESS OF INTERNATIONAL TOURISM DESTINATIONS WITH ESM-VT METHOD

Ramazan Göral

Selçuk University, Beyşehir Ali Akkanat Turizm Faculty, Konya, Turkey, trgoral28@hotmail.com

Extended Abstract

The importance of tourism sector around the world in increasing the economic sustainability of countries increases day by day. Many countries suffer from being unable to increase GDP and high unemployment rates. However, tourism is an economic growth and stabilization tool, which plays an important role in creating income and employment through exports (Bello, et al., 2014, p. 1).

Despite occasional shocks, the tourism sector has been growing almost seamlessly for years. In 2016, the number of international tourists reached 1 billion and 235 million. This number is 46 million more than in 2015 and represents a 3.9% increase. In 2030, the number of international tourists is expected to be 1.8 billion. In 2016, international tourism revenues of worldwide destinations have been \$ 1.22 billion (UNWTO, 2017).

Due to the increasing economic importance of tourism as a source of international income and domestic employment and the increasing competition in the global tourism market, productivity and efficiency analyses in the tourism sector have significantly been subjects of research in recent years (Hadad, et al., 2012). However, these researches largely include the efficiency and effectiveness of micro-units in the tourism industry such as hotels and travel agencies, museums, local destinations, etc. (Pestana, et al., 2011; Cracolici, et al., 2006; Luo, et al., 2014; Barros & Alves, 2004). Studies evaluating the effectiveness and efficiency of the tourism sector at the macro level are rather limited (Assaf & Dwyer, 2013; Hadad, et al., 2012). However, the efficiency of the tourism sector of a country in long term (especially the ability of the sector in achieving maximum output from a given input set) significantly affects the international market share and profitability (Hadad, et al., 2012, p. 932).

The efficiency in tourism is tried to be explained by identifying how the resources are being used by associating the input amount with the outputs as in other sectors (Balake, et al., 2006). The efficiency of the destination can be technically described as the ability to appropriately use the inputs necessary to provide services that meet the expectations of tourists (Fuchs, 2004).

On the other hand, the quality perceived by the tourists is improved and ensured while the destination inputs (tourist product components) are transformed into outputs (tourism revenue, number of tourists, etc.) more effectively. For this reason, the input sources and economic outputs of the tourism production-consumption process should be analyzed by comprehensive destination efficiency analyses (Fuchs, 2004). At the same time, efficiency analyses provide quantitative information about the sector and thereby reduce the subjectivity by comparing the the performance of those in the sector (Assaf & Dwyer, 2013).

The hypothesis of the research is that "the efficiency levels of the tourism sector in international tourism destinations are not equal". In this context, the purpose of the study is to present a method for measuring the effectiveness of the tourism sector in international tourism destinations and to compare the efficiency performance of the tourism sector in the related destinations by using the analysis results.

In the researches to evaluate efficiency in the field of tourism, a tourism operation or destination is considered as a production conversion process in which certain resources are transformed into outputs or performance. Non-parametric methods can be used to measure the effectiveness of this conversion process. Non-parametric methods can measure efficiency by establishing a functional mathematical relationship between inputs and outputs in researches where the relative activities of service production units are generally evaluated and the use of parametric approaches is more restrictive (Barrio, et al., 2009). Data Envelopment Analysis and its derivatives from nonparametric methods are extensively used in efficiency analyzes because they have less restrictive conditions and can be easily adapted into multiple production scenarios.

In this context, Data Envelopment Analysis and TOPSIS Based Efficiency Ranking (ESM-VT) methods were used to measure and rank the efficiencies of countries in the study. In the study, 19 DMUs (decision-making unit, international destination-country) tourism sector efficiencies are compared. The number of DMUs was determined in accordance with the rule of the minimum number of DMUs being more than three times of the total number of inputs and outputs in VZA studies (Raab & Lichty, 2011; Yen & Othman, 2011). The selection of destinations is based on the "number of tourists" and "tourism income" criteria, which are considered as output variables in the study. Accordingly, as per the UNWTO (2017) tourism statistics, the first 19 countries having both of the relevant criteria were included in the study.

As agreed in the measure of general production function, the two basic inputs of production are labor and capital. In the study, labor refers to *the number of employees in the tourism sector*, while capital refers to *the infrastructure of tourism sector and natural and cultural resources* (Hadad et al., 2012). In this context, four input variables were used in the study. Two output variables were defined in the study to represent the tourism industry. These variables are the *number of tourists* and *the average income per tourist*. An active tourism sector brings more tourists to the country and generates more revenue per tourist (Hadad, et al., 2012). Number of tourists refers to the number of international tourists visiting the country within one year. The average income per tourist is the average earnings per tourist in dollars.

$$\text{Efficiency} = \frac{\text{Output}}{\text{Input}} \quad (1)$$

In the first stage of VZA and TOPSIS and Efficiency Sequence Method (ESM-VT) used in the study, the effectiveness of DMUs, in other words, the decision criterion values for the alternatives, are calculated by using VZA CRS model based on formula (1). Then, TOPSIS method was applied to sort out these alternatives and find the best alternative (Chitnis & Vaidya, 2016). The results show that while Hong Kong, USA and India rank the first three in terms of tourism sector efficiency, Mexico (19) and Russia (18) are in the last rank.

Although micro-level efficiency measurement in the tourism sector is an interesting research topic, there are very few studies at the macro level. An important reason for this is that the resources of international

tourism destinations have differences. Difficulties in turning a large number of different tourism resources into a homogeneous data make it difficult to carry out these studies. This study brings a new approach in comparison of tourism sector efficiencies of international destinations by considering this issue.

Keywords: Data Envelopment Analysis, Effectiveness, ESM-VT, TOPSIS.

WHAT A TOURISM DESTINATION OFFERS? THE SAMPLE OF LIECHTENSTEIN

Jean de Vick

LTC Research Center, Vaduz, Liechtenstein, jvick14@hotmail.com

Extended Abstract

The purpose of this paper is to investigate the potential contribution of some activities as a tourism destination of Liechtenstein. Tourism destination is a place for tourists to visit and stay, could be a country, state, region or city – usually due to its cultural or natural values. *Tourism destinations* is an important part of controlling tourism's environmental impacts. As a tourist destination, Liechtenstein offers the fascination and exotic attraction of a principality and microstate as well as the opportunity to discover untouched nature in the heart of the Alps.

Liechtenstein expects and plans to be known not only as a successful business hub but also as a great place to live, work and visit. Tourism in Liechtenstein has been advocated and exploited in various parts have become *Mass Tourism Destinations*. The Principality's central marketing organization, Liechtenstein Marketing, and the national tourism sector with its many partners are dedicated to promoting the country. As in most countries, the level of income generated from tourism depends on the economic situation, the weather and changing holiday trends. However, for Liechtenstein the money generated by visitors is neither the only nor the most important contribution tourism makes to the country.

Guests who visit Liechtenstein and stay at least one night are traditionally from Switzerland or Germany (60%). Around 15% come from Austria, Belgium, Italy, Great Britain and the Netherlands. The remaining 25% of visitors to Liechtenstein come from the rest of Europe, the United States and almost all other countries around the world. Liechtenstein and its 11 municipalities have a number of must-see attractions. These range from beautiful landscapes to museums, restaurants, sporting events and peaceful spots to lie back and relax. The best way to discover the country is simply to get out and explore. Nevertheless, we have put together a list of Liechtenstein highlights for those visiting the Principality for the first time.

From down in the valley to 1600 meters above sea level, Liechtenstein is home to many different events throughout the year. As well as cultural, sporting and culinary highlights, visitors can look forward to theatre, readings, guided tours, cooking festivals, wine-tasting and music covering all genres. Relaxation, sport, fine dining, exploring nature, visiting museums whatever you are into, Liechtenstein has the perfect answer. And whatever you decide to do, we are sure that it will be the right decision! Liechtenstein offers a broad range of activities both in summer and winter. Liechtenstein is a paradise for foodies. From the traditional "Käsknöpfle" to international delicacies and gourmet meals comprising many courses, the range of food and drink on offer is as diverse as the country itself. Among those to have enjoyed the pleasure of dining in Liechtenstein was Johann Wolfgang von Goethe.

Keywords: Liechtenstein, tourism, destination

TOURISM INVESTMENTS IN KYRGYZSTAN

Nadira Nazimkulova

International University of Science and Business, Kyrgyzstan, Nadiranazimkul@mail.ru

Extended Abstract

Tourism is widely referred to in investment propositions as an ingredient of competitiveness, attractiveness and country branding. Kyrgyzstan has a dynamic and expanding tourism industry and continues to attract foreign direct investment in the tourism sector. Kyrgyzstan offers attractive tourism investment opportunities, with sound macro-economic fundamentals, a stable political environment and a solid democratic history, as well as beautiful landscapes and a wide variety of tourist attractions.

Capital investments play a significant role in process of economic and social development of developing countries. An investment project is an important in tourism sector that includes a judicial, technical, social, economic and financial analyze. An economic analysis is a process carried out by economists, statisticians and mathematicians on behalf of both for-profit and nonprofit small business. Economic analyze is the most important work which consists of research of marketing, demand estimation, capacity determination, foundation place selection and project evolution. It depends on supply and demand. Investments, financial resources, and transfer of technology are very important for economic recovery and development in those countries, which have limited opportunities of investment and home saving.

Social analysis is the practice of systematically examining a social problem, issue or trend, often with the aim of prompting changes in the situation being analyzed. Social analysis should support the economic and financial analyze in investment project. Demand is the most important research subject in economic analyze as well as in social analysis. Kyrgyzstan is in the way of providing recovery of home savings and investments, and necessary investment capital for establishment of dynamic private sector, for reorganization of other sectors of economy. Kyrgyzstan has vast of historical and natural resources that stimulates foreign capital inflow. Foreign investors invest their capital in banking, tourism, transportation and food sectors in Kyrgyzstan.

In order to increase investment opportunities in tourism sector, Kyrgyzstan provides different legal regulations, privileges and facilities of working. It makes efforts to strengthen such important elements as legislation, taxation, financial and banking systems. Kyrgyzstan develops policy towards strengthening its place in international markets. As a result, evolutions relating project get carried out. In general, it is reached a conclusion whether a project gets accepted or not by determining the shadow price, internal rate return, payback period of the project, using any other methods.

Keywords: Capital investments, tourism, Kyrgyzstan

YIELD MANAGEMENT IN HOTEL BUSINESSES: A SAMPLE OF BOUTIQUE HOTEL***Li N. Yuong***Tsinghua University, China*

**Despite conference and hotel registration, this paper was not presented by its authors without any justification*

DIFFERENCE OF SERVICE QUALITY BETWEEN CITY HOTELS AND RESORT HOTELS*

Verginis Artefonakis
Giannis Dalamagkas

Hellenic Open University, Greece

**Despite conference and hotel registration, this paper was not presented by its authors without any justification*

CONFLICT MANAGEMENT AND ITS EFFECTS ON ORGANIZATIONAL OUTPUT IN TOURISM BUSINESSES IN IRAN

Reza M. Asade

Master student in Tehran University, Iran

Extended Abstract

The conflict is important issue in tourism organization which is on the part of the human beings is the existence of constrains posed by the obstacles that limit the level of satisfaction of the physical, social and psychological needs. Conflict management is the practice of recognizing and dealing with disputes in a rational, balanced and effective way. Conflict management implemented within a business environment usually involves effective communication, problem resolving abilities and good negotiating skills to restore the focus to the tourism company's overall goals. Conflict management influences individual wellbeing, group performance and organizational effectiveness.

Conflict in the tourism businesses might be inevitable, as employees have different conditions, personalities, goals, opinions and life. Learning how to handle conflict efficiently is a necessary skill for anyone in management of tourism businesses and the key to preventing it from hindering employees' professional growth. Conflict resolution is only a five-step process: identify the source of the conflict, look beyond the incident, request solutions, identify solutions both disputants can support and agreement. Conflict can come from a variety of sources: such as goals, personality conflicts, scarce resources, styles and values. Conflict can happen as a result of conflicting goals or priorities. Personality conflicts are a common cause of conflict. Conflict can happen when someone's competing over scarce resources. People have different styles of thinking, communication, lifer etc. Sometimes people will find conflict in values. The challenge here is that values are core.

This study was conducted to investigate the impact of organizational conflict on employees' behavior and organizational output. Results revealed that at high levels of conflict was negatively associated with the orrganizational output, team performance and employees' behavior in tourism businesses.

Keywords: Conflict Management, Organizational Output, Tourism Businesses, Iran

ANALYSES OF THE DESIRES, EXPECTATIONS AND NEEDS OF EUROPEAN TOURISTS INTERESTED IN TRAVELLING TO INDIA

A.R. Vijay Sharma

The University of Delhi, India, vsharma@gmail.com

Extended Abstract

This study explores tourism in India. It focuses on the extent to which India's tourism offer matches the desires, expectations and needs of European tourists who travel to India. The branches of Tui UK, Tui Germany, Thomas Cook, First Choice in some European Countries are the commissioning client in this research. These tour operators want to expand on their customer in Europe and offer local and exotic services including organized tours to India especially for German, British and Scandinavian tourists. This prompted the researcher to commission a study that will provide insight into the factors that influence German, British and Scandinavian tourist to visit India.

Tourism in India is economically important and is growing rapidly. The World Travel & Tourism Council calculated that tourism generated ₹15.24 lakh crore (US\$230 billion) or 9.4% of the nation's GDP in 2017 and supported 41.622 million jobs, 8% of its total employment. The sector is predicted to grow at an annual rate of 6.9% to ₹32.05 lakh crore (US\$490 billion) by 2028 (9.9% of GDP). In October 2015, India's medical tourism sector was estimated to be worth US\$3 billion. It is projected to grow to \$7–8 billion by 2020. In 2014, 184,298 foreign patients traveled to India to seek medical treatment.

Over 10 million foreign tourists arrived in India in 2017 compared to 8.89 million in 2016, recording a growth of 15.6%. Domestic tourist visits to all states and Union Territories numbered 1,036.35 million in 2012, an increase of 16.5% from 2011. In 2014, Tamil Nadu, Maharashtra and Uttar Pradesh were the most popular states for tourists. Delhi, Mumbai, Chennai, Agra and Jaipur have been the five most visited cities of India by foreign tourists during the year 2015. Worldwide, Delhi is ranked at 28 by the number of foreign tourist arrivals, while Mumbai is ranked at 30, Chennai at 43, Agra at 45, Jaipur at 52 and Kolkata at 90.

Data were collected in the branches of Tui UK, Tui Germany, Thomas Cook, First Choice in some European Countries by officers in stage of tour sales, interviews with 688 tourists and were analyzed with LISREL statistical programs. In order to test the reliability of the results, Cronbach's Alpha test was used. Analyses of the data have revealed with the factor analysis regression analysis and t test.

As a result, research findings suggest a linear relationship between Nigeria's tourism offer matches the desires, expectations and needs of European tourists interested in travelling to India. But they included fear of inadequate health services, security, tour operators' program, and lack of information; these concerns are however not peculiar to India.

Keywords: Desires, Expectations, Needs, European Tourists, India

RURAL TOURISM IN DOMESTIC REGIONS

Habil Azez Sertavyen

Islamic Azad University, IRAN, hazezser@gmail.com

Extended Abstract

Rural tourism is becoming one of the most lucrative and viable business ideas for small towns and rural areas. Rural tourism in a country is a form of tourism taking place in rural areas or settlements, providing investment, employment and income to local people, and offering individualized holiday services to potential tourists. According to Lauku Celojas, rural tourism is based on accommodation service which is complemented by additional services/facilities relying on the local social, cultural and natural resources, which are exploited according to the principles of sustainable development. Rural tourism refers to the practice of creating tourist attractions from segments of rural lifestyles in different areas by allowing tourists to participate in aspects of the rural lifestyle.

Rural tourism can occur in any of the forms:

- Agri-tourism
- Hotel and motel stays
- Experience tourism
- Adventure tourism
- Gastro-tourism
- Sports tourism
- Community tourism
- Ethno-tourism

The rural tourism contains some actions mentioned above in five key pillars, all of which aim to improve both the economic and social situation of rural regions. The five pillars are:

- Supporting sustainable communities
- Supporting enterprise and employment
- Maximizing our rural tourism and recreation potential
- Fostering culture and creativity in rural communities
- Improving rural infrastructure and connectivity

Agri-tourism is related to the agricultural and tourism activities such as wineries, pick-your-own farms. The activities like fishing guides, painting studios are in evaluated in terms of experience tourism. Adventure tourism includes hot air balloons, ziplines while gastro-tourism offers food and beverage in local pubs, restaurants, food trucks. On the other hand, sports tourism (such as local teams, sports history and memorabilia), community tourism (such as downtown shopping, local festivals) and ethno-tourism (such as ethnic festivals, cultural activities) are different form of tourism taking place in rural areas.

Keywords: Rural tourism, Domestic regions, Agri-tourism

PERCEIVED SERVICE QUALITY IN MARINAS: A CASE STUDY

Gökçe Tuğdemir Kök

Research Assistant, Dokuz Eylul University, Maritime Faculty, gokcetugdemir@hotmail.com

Bora Çizer

Dokuz Eylul University, Social Sciences Institute, Maritime Business Administration Program, bora-cizer@hotmail.com

Extended Abstract

Marinas are among the service providers with an important role in terms of marine tourism. Recent developments in marina sector all around the world and Turkey causes the increase of number of marinas and the increase of yacht berthing capacity. Thus this situation enables the competition in the international area. Changes in the competitive environment have necessitated marina businesses to improve the levels of service qualities for providing to satisfy their customers.

The main purpose of the research is to determine and reveal the variables of perceived service quality by customers from point of marina manager. Face to face interview method is chosen in this research. Open ended questions about perceived service quality is prepared by literature based and Minnesota satisfaction questionnaire. The population of study is Turkish marinas and a marina in Aegean region is sample of research. The meeting was held on 5 March 2018 with a senior manager of a marina in the Aegean region. The face-to-face meeting with the expert was planned and conducted as a result of the preliminary interview made by telephone. This marina provides services such as pilot service, security, diver, water, dish washing area, sail washing area, fuel station etc. The sampling marina also provides waste collection, administration services, technical services, social activities, facilities in marina and surrounding. This marina is going on investments to take five golden anchor award which has been auditing marinas throughout the world for over 25 years and is well known as a credible measure of the marina quality.

The findings are grouped under eight headings which are providing the service quality and setting service quality factors, increasing the service quality approach, importance of having sailor, yacht workers in marina, yachting operations, cleanliness of marina water and environment, new policy development, comparison with Mediterranean marinas and manager's duties and responsibilities for make customers satisfied. Service quality can be met by providing the service at the right time and right place according to customers' want.

Service quality factors can be classified as physical possibilities (clean marina water, modern piers, hygiene at common living places, workers' uniforms, free time spending ones for yachtmen), keening on such as workers always smile and want to help customers, response to wants and perceptions of customers (making customers informed about service providing time, meteorological situation and possible contrary situation, solving problems which faced customers), reliability, accessibility (giving response to all radio calls immediately, get in touch with marina manager when a problem occurs(, security for

human threats and nature based (water and air based) threats, feeling empathy with customers and professionalize. Providing service quality has to increase in all marinas to being competitive.

The sampling marina has some criteria in this sense such as searching and finding qualified employee for necessary positions, having international standardized service certificates, giving importance to customers' complaints about marina and trying to fix them up. Customers want to contact with persons which can speak the same language with them. So it is important to having personnel which having knowledge about sea, marina, sailor ship etc. issues. The sampling marina give importance to yachting organization with give support and organizing Aegean Yacht Rally and Kayak Victory Club.

The marina thinks that sustainability is a key factor in marina tourism. It is also important as customers' quality perception and gained blue flag which is a quality scale for cleanliness of marina. Customer opinion is so important for marina when making a development or changing in marina. In Marina's decision-making and policy-making process, customer opinion is of prime importance. Turkey has best bays of Mediterranean and one of the best service quality provider marinas in these bays.

The standard of service quality of marina in the sample is higher than other marinas in the region. It creates close contact opportunity and solving all problems understanding all problems possibility with customer. This marina can be a world brand in marina sector with new investments. Manager has to get talent of managing customers just like managing workers. Manager has to select the right and competent person for the right position in marina to provide customer satisfaction. Selected workers' own improving stage have to be encourage. Manager has to predict customers' feels, wants and expectations and create project to cut negative situations. Manager has to give importance all of customer complaints and focus on solve them and manager has to follow what is happening in world marinas. Services given by marina have to dimensions which are human focus and yacht focus.

Human focus dimension covers customer satisfaction based services which give to yachtsmen, captain or marina visitors. Yacht focus dimension covers yacht services such as repair and maintenance. Nowadays it is hard to make a customer satisfied. Nowadays, it is hard to make a customer satisfaction. Customers want to feel unique and special with giving importance to them. Marina sector's nature supports this wanting with always being in touch and close relation as yachtsmen and marina. Customer satisfaction is determined when providing service and expected service in equality and providing service exceed the expected service. Providing satisfied level with the variables of service quality plays important role in marina selection process for customers.

According to interview analysis and researches, perceived service quality in marinas can be provided by reliability, personnel qualifications, physical environment, social activities, professionalism, keening on with customer, accessibility and giving response to customer' needs. In this sense, marina can increase customer loyalty with extent stay time in marina and increase the popularity with word of mouth by adding social services, social activities and facilities as addition to physical marina services. By the way the sampling marina can provide better quality services and rise profit with value added services.

The research was conducted only with the manager of a marina in the Aegean region. In further research, a more comprehensive discussion of marinas, yachts and businesses in the Aegean region can be made

on the perceived quality of service. Also performing various field research applied to other marinas in Turkey and World. International comparisons can also be made by expanding the sample groups.

Keywords: Service Quality, Marinas, Tourism

DIGITAL TOURISM

Ryan Dampil

ryandampil@gmail.com

Christy A. Cole

University of Edinburg, Scotland, acole23@yahoo.com

Abstract

Technology has transformed the travel industry as other industries. With every technological innovation comes a new opportunity for tourism businesses like yours to strengthen customer relationships, drive profits and free up precious time. Technology solutions help their customers understand and take advantage of their digital marketing options with clear, practical advice on everything from search engine optimization to social media.

It is fact that 90% of travelers research customers' holidays online and 80% book their holidays online are made in digital channels in Scotland. Digital channels play a huge role in the visitor experience. From dreaming up their ideal trip to sharing it, good digital marketing is essential for any business looking to get the attention of today's visitors. Having a firm grasp of new technology and being able to use it to its full potential is such a powerful way to save precious time, increase efficiency and, all importantly, grow revenue.

This paper's aim is to explain the digital tourism and its dimensions in Scotland. This paper examines qualitative *content analysis*, a recent methodological innovation. Content analysis is a method for summarizing any form of content by counting various aspects of the content. Data gathered from Business Gateway, Scottish Government, Highlands and Islands Enterprise, Scottish Enterprise, Scottish Tourism Alliance, Skills Development Scotland and VisitScotland as partners of Digital Tourism Scotland. *As result, digital Tourism* is new programme which will help all tourism business reach more customers using digital technology.

Keywords: Digital tourism, Digital technology, VisitScotland

GASTRONOMY TOURISM IN ASIAN COUNTRIES: A SAMPLE OF MALAYSIA

Hajjah H. Sri Fairuz

University of Manchester, UK

Abstract

Gastronomy tourism or culinary tourism is the exploration of food as the purpose of tourism. It is now considered a vital component of the tourism experience. This study was conducted to determine Malaysia's gastronomy tourism potential. The results showed that Malaysia gastronomy possesses are important instrument for Asia cuisine as "core food value", "Malaysian food specialty", and "Malaysian food uniqueness". The most important factors involved in visiting a new place is to see a place that you've never seen before and to be exposed to a new culture.

It is possible to find that many research have been published on the topic of gastronomy tourism in the world. Some of these research is related to Asian cuisine. Malaysian cuisine is important part of Asian cuisine. Malaysian cuisine is as diverse as the nation itself, fusing the culinary traditions and flavors of Asian, Arabian and European cooking, making it an appetizing destination to visit for food lovers and Channel 4 Food has named Malaysian cuisine as a top trend for 2012. British Travelers also site gastronomy in their top 5 reasons to choose a holiday destination. Each state in Malaysia has something different to offer in terms of culinary delights, with the capital Kuala Lumpur offering the most diverse range of food from all over the world.

Malaysia has many kinds of restaurants almost everywhere in the cities and towns. There are Malay Restaurants, Chinese Restaurants, Indian Restaurants, Thai Restaurants and more. Eating out in Malaysia is a real gastronomic adventure. There is such a great variety; spicy Malay Food, a seemingly endless variety of Chinese food, exotic cuisine from North and South India, as well as Nyonya and Portuguese Food. Malaysia's communities have opened up their homes to allow foreign guests to taste the village lifestyle. During the homestay, guests can receive cooking lessons, learn how to gather and prepare a meal with the host family. These are attractive factors for foreign tourists.

Keywords: Gastronomy, Tourism, Asian Countries, Malaysia

ASSESSMENT OF HOTEL GUEST RELATIONS MANAGEMENT FROM THE ASPECT OF REPEAT GUESTS

Gözdegül Başer

Asst. Prof.Dr., Antalya Bilim University, College of Tourism, Antalya, Turkey, gozdegul.baser@antalya.edu.tr

Duygu Özyeşil

Antalya Bilim University, Social Sciences Institute, MBA Program, Antalya, Turkey, duygu.ozyeşil@antalya.edu.tr

Extended Abstract

Purpose of the Study: One of the greatest challenges facing hotel organizations today is the ever growing volume and pace of competition (Kandampully and Suhartanto, 2000). Hotels try to develop many strategies to be able to cope with competition. They try to develop strategies to find new customers. This constant search for new customers is called conquest marketing. In the future, conquest marketing will not be sufficient as most hotel industry segments are mature and competition is strong (Shoemaker and Lewis, 1999). Hotels need strategies to keep the present customers. Customer relations has become a field of great interest since hotels aim to attain customer satisfaction and loyalty. As a result of these efforts, the number of repeat customers have been increasing. The purpose of this study is to make an assessment of the guest relations from the aspect of repeat guests and to clarify the factors affecting the repeat guest relations.

Content: Most of the hotels use the term “guest” instead of customer in order to create a familiar, sincere and well-being feeling. Customers are given the utmost importance and many hotels establish special services so as to give the best possible guest service trying to enrich the customer satisfaction. In order to be successful in the industry and to outweigh other competitors, hotel providers must provide customers with unmitigated service satisfaction (Choi and Chu, 2001). Satisfied customers tend to be loyal customers. Highly satisfied customers are much more loyal than satisfied customers (Tepeci, 1999). Pizam, Neumann and Reichel (1978,p.315) give a measure of tourist satisfaction as : “*When the weighted total sum of experiences compared to the expectations results in feelings of gratification, the tourist is satisfied; when the tourist’s actual experiences compared with his expectations result in feelings of distance, he is dissatisfied*”. The satisfaction of the tourist is substantial. A satisfied tourist not only comes again, but also “spreads the word” (Pizam and Mansfeld, 1999, p.212).

Customer loyalty is a concept that is in relation with mainly hotel image, brand loyalty and customer satisfaction. Loyal customers will also help promote your hotel by providing strong word-of-mouth, create business referrals, provide references and serve on advisory boards (Bowen and Chien, 2008). Within the hospitality context, there is intense interest in identifying those factors that determine guest

loyalty to hotels because it is generally believed that loyal customers lead to greater profitability. (Martinez and Bosque, 2013). Most hotels offer reward schemes, routinely track their guests' likes and dislikes, and give special deals for repeat customers (Mason et al., 2006).

Guest relations is one of the most critical topics in hotel management. Recently, hotels have been giving a tremendous importance to guest relations as well as creating customer satisfaction. Sustainable customer satisfaction is among the main targets of hotels which is a critical basis for customer loyalty. A loyal guest is defined as a customer who holds favorable attitudes towards the company; commits to the repurchase of the product or service; and recommends the product or service to others (Carev, 2008, p.5). Customer loyalty turns out to be in the form of repeat guests. Repeat guests are the customers who have been coming to the same hotel several times on a regular basis. Hotel attributes attract customers (Tanfoor, Raab, Kim, 2012). Dolcinar and Otler (2003) categorized the attributes into the following areas of the hotel: (1) image, (2) price/value, (3) hotel, (4) room, (5) services, (6) marketing, (7) food and beverage, (8) others, (9) security, and (10) location.

Having a group of repeat guests is quite important from the aspect of sustainability in service quality as well as income and many other related factors. However, the management of guest relations for repeat guests differ from the normal guest relations in many ways. Some of the repeat guests feel themselves as a part of the hotel and start to establish close relationships with the personnel. They feel themselves as belonging to the family which may sometimes cause a special care and way of handling.

Method: This study examines the management of guest relations from the aspect of repeat guests. The research is done with a group of Hotel Managers from the Region of Antalya, located on the southern coast of Turkey, using the qualitative technique of focus group analysis. The findings are analyzed which will help the management of repeat guest relations.

As Dilsad and Latif (2013) state, focus group or focus group interview is a qualitative technique for data collection. A focus group is "a group comprised of individuals with certain characteristics who focus discussions on a given issue or topic" (Anderson, 1990, p.241) According to Denscombe (2007, p.115), "focus group consists of a small group of people, usually between six and nine in number, who are brought together by a trained moderator (the researcher) to explore attitudes and perceptions, feelings and ideas about a topic". A focus group interview provides a setting for the relatively homogeneous group to reflect on the questions asked by the interviewer.

Findings: The analysis of the focus group interview provide the following outcomes:

1. **Nationality** : Repeat guests differ by their nationality. Some nations are more familiar to Turkey compared to other nations. They have more tendency to be repeat guests.
2. **Hotel Personnel** : Hotel personnel and their intimate relationships with the guests play the outmost role for being repreferred.
3. **Preference criteria differences by nation**: There are clear preference criteria differences between different nations. Turkish guests give importance to food and beverage whereas German guests give importance to personnel relations.
4. **Special offers for repeat guests**: All of the hotels that are interviewed offer different kinds of service sor benefits for repeat guests.

5. **Expectancy of offer:** When repeat guests are preferring the hotel for many times, they expect more offers and benefits, their level of expectancy increases by year.
6. **Probability of frustration :** The probability of frustration with the quality of service increases as the guest becomes a repeat guest, since he / she knows the previous more quality service.
7. **Being part of the family:** Many repeat customers feel themselves as part of the family and they make close relationships with most of the personnel, they involve with their personal lives as well as bringing them presents every time they come to the hotel.
8. **Careful management of guest relations:** Guest relations with repeat guests are required to be carefully done, since they are quite sensitive and have a high expectancy level, they feel themselves as a part of the family and not as a regular guest.
9. **Repeat guest factors :** Repeat guests prefer a specific hotel mainly for hotel personnel as stated above, however the location, price advantage, service quality, food and beverage quality are among the other factors.
10. **Word-of mouth warriors:** Repeat guests are like the word-of mouth warriors and they intend to make the advertising of the hotel and the destination in every possible surrounding.

Conclusion: The study provided important information related to the management of repeat guests. Hotels want to create customer satisfaction and customer loyalty. Repeat guests are important from many aspects. They provide a continuous financial support as well as being apostles for the promotion of the hotel and the tourism destination. They provide word of mouth advertisement and are very willing to talk about their satisfaction.

Management of repeat guests require special care as their level of expectancy is high. Their level of being frustrated increases compared to the previous times of their arrivals. Repeat guests feel themselves as part of the family and want to be close to the personnel. Most of the times, they even bring presents for their families as well as being involved in the private lives of the personnel. Personnel are required to be trained for this sensitive relationship.

As a conclusion, repeat guest relations require a special care and specific services to be given. Repeat guest relationship management should be handled carefully and special attention should be given. Repeat guests view themselves as the part of the family and they need special attention from the hotel management in many ways.

Keywords: Repeat Guest, Guest Relations, Customer Loyalty, Customer Satisfaction

References

- Anderson, G. (1990). Fundamentals of educational research. London: The Falmer Press.
- Bowen J.T., Chen S. (2001), The relationship between customer loyalty and customer satisfaction, International Journal of Contemporary Hospitality Management, Vol. 13 Issue: 5, 213-217,
- Carev D., Guest Satisfaction and Guest Loyalty Study for Hotel Industry, Master Thesis, Rochester Institute of Technology, 2008.
- Choia T.Y., Chub R. (2001), Determinants of hotel guests' satisfaction and repeat patronage in the Hong Kong hotel industry, Hospitality Management 20, 277-297.

- Denscombe M. (2007) *The good research guide for small-scale social research projects*.(3rd ed.). New York: McGraw-Hill.
- Dilshad R.M., Latif M.I. (2013), Focus Group Interview as a Tool for Qualitative Research, *Pakistan Journal of Social Sciences (PJSS)* Vol. 33, No. 1,191-198.
- Dolnicar, S., Otter, (2003), Which hotel attributes matter? A review of previous and a framework for future research. *Asia Pacific Tourism Association Nineth Annual Conference*, Sydney, Australia. 176–188.
- Kandampully J., Suhartanto D., Customer loyalty in the hotel industry: the role of customer satisfaction and image", *International Journal of Contemporary Hospitality Management*, Vol. 12 Issue: 6, 2000.
- Martinez P., Rodriguez del Bosque I. (2013) CSR and customer loyalty: The roles of trust, customer identification with the company and satisfaction, *International Journal of Hospitality Management* 35, 89– 99.
- Mason, D., Tideswell, C., Roberts, E., (2006), Guest perceptions of hotel loyalty. *Journal of Hospitality & Tourism Research* 30 (2), 191–206.
- Pizam A., Mansfeld Y., *Consumer Behavior in Travel and Tourism*, The Hawort Hospitality Press, New York, 1999.
- Pizam A., Neumann Y., Reichel A. (1978) Dimensions of tourist satisfaction with a destination area. *Annals of Tourism Research* 5 (3).
- Sarah Tanforda,*, Carola Raabb,1, Yen-Soon Kimb, (2012), Determinants of customer loyalty and purchasing behavior for full-service and limited-service hotels, *International Journal of Hospitality Management* 31 (2012) 319– 328.
- Shoemaker S, Lewis R.C. (1999) Customer loyalty: the future of hospitality marketing, *Hospitality Management* 18, 345-370.
- Tepeci M., (1999) "Increasing brand loyalty in the hospitality industry", *International Journal of Contemporary Hospitality Management*, Vol. 11 Issue: 5, pp.223-230,

BIRDWATCHING IN TITREYENGÖL, THE EVALUATION OF IT AS AN ALTERNATIVE TOURISM TYPE

Abdullah Karaman

Selçuk University Tourism Faculty, Konya, Turkey, akaraman@selcuk.edu.tr

Ali Keleş

Selçuk University Tourism Faculty, Konya, Turkey, ali.keles@lindaresorthotel.com

Hüseyin Keleş

Akdeniz University, Manavgat Tourism Faculty, Antalya, Turkey, hkeles@akdeniz.edu.tr

Extended Abstract

In all over the world and in Turkey, while the tourism sector has been continuing to grow incessantly, it is necessary to bring into prominence the natural values found in the tourism regions by using and protecting them in order to get a greater portion of this developing market, to contribute to the success of tourism sector and for sustainable tourism.

It is of utmost importance that all stakeholders are given a protection consciousness and this should be transferred to the future generations. In our country, a lot of values have been waiting in idle conditions since they couldn't be put into prominence by giving them their deserved values. One of these natural values is 'Titreyengöl', which is located in 78 km south-east of Antalya province, within the borders of Manavgat town and 2.5 km south of the district centre. Titreyengöl, which formed as a natural lake connected to the sea in its first formation, has great value in terms of natural life and the ecological system of the region.

What's more; since the region's being a beaten track for migratory birds twice a year, also gives the region a unique potential for tourism diversity. The data of this study have been presented through reviewing, analysing and combining the data presented by previously conducted studies (Published books, printed articles, and internet sources) and the observations carried out in the region.

Such places as natural wonders not only have a direct impact on the promotion of the region and country but also on the development of tourism at the same level. In this context, it is necessary to consider these values within tourism. Because tourism cannot be thought without the nature and it can't gain its sustainable property. It is of vital importance for the investments to protect and preserve the natural values of the regions that they are in and to transfer them to next generations for the future and continuity of these high budget investments. Bringing the natural values of the regions to the forefront, presenting them to the use of tourism with a conservation-use mentality, making them brands which are highly familiar in the region, will constitute a crucial example in terms of extending tourism diversity and tourism season of the regions.

Keywords: Titreyengöl, Alternative Tourism, Bird Watching, Bird Ringing

SOME FUNCTIONAL FOODS AND PROPERTIES USED IN TURKISH CUISINE

Yılmaz Seçim

Necmettin Erbakan University, Konya, Turkey, ysecim@konya.edu.tr

Abstract

Societies living on Earth are different from each other in cultural, economic and social aspects. These differences are often influenced by the geographical, economic, educational and ancestral lifestyles of the communities. Especially geographical position and products obtained from the region are important for nutrition. Turkish cuisine has become one of the best-known and most popular cuisines in the world with the advantage of its geographical position throughout history. However, studies on different culinary habits and food culture are located in different regions of Turkey are very limited. For this reason, it is necessary to compile and introduce traditional foods and to move to the future. With the impact on their technological development, people are now paying more attention to the food they eat. People's attention to this concept of functional food has come to the forefront. For a functional food to be loaded, it must be beneficial to both nutritive and human health. These foods can be of animal or plant origin. Many foods used in Turkish cuisine gain functional food characteristics with these directions. Some of the functional foods and features used in the gastronomic culture and the Turkish culinary culture are discussed.

Keywords: Functional Food, Gastronomy, Turkish Cuisine

TURKISH KITCHEN CULTURE IN GASTRONOMY

Yılmaz Seçim

Necmettin Erbakan University, Konya, Turkey, ysecim@konya.edu.tr

Abstract

In the early ages of mankind, daily eating and eating habits have changed. Gastronomy has been rapidly emerging in the world in the last 20 years. Especially European countries such as France and Italy have come to the forefront with their cuisines. The appearance of the gastronomic in the world has also affected the Turkish cuisine. If we think of gastronomy as the simplest definition and the interaction of food and culture, we can better explain the richness of Turkish cuisine. The presence of the Turkish community in the long history of history and the conquest of many lands have greatly contributed to the development of culinary culture. Turkish cuisine, Seljuks and Beyliks period, began to change the cuisine and eating habits, shaped during the Ottoman Empire, grew up and gradually gained importance in food. The Ottoman cuisine is very important in terms of Turkish cuisine. Especially in the recent periods of the Ottoman state, potatoes and tomatoes, which are widely used in Turkish cuisine, have started to be used. With the use of these products, food types have increased and their eating habits have changed. Especially in the last period of Ottoman cuisine, the cuisine variety has continued to develop day by day. Apart from these developments, it is also true that there are some drawbacks. For example, many types of food produced in the past have been forgotten. The purpose of this study is to examine and introduce the rich Turkish culinary culture periodically and to recreate the forgotten cuisines.

Keywords: Turkish Cuisine, Gastronomy, Ottoman Cuisine

THE USAGE OF EDIBLE FLOWERS IN FOOD AND BEVERAGE BUSINESSES

Şirvan Şen Demir

Assoc. Prof. Dr., Süleyman Demirel University, Isparta, Turkey, sirvansendemir@gmail.com

Kadir Ekin

Süleyman Demirel University, Isparta, Turkey,

Abstract

In this study, the varieties, usage areas, and benefits of edible flowers were searched. Food&Beverages industry is one of the fast growing sectors nowadays. It is obvious that customers' convergence to new tastes and experiences is a huge effect on this growth. People are not only eating for living but also for enjoying what they eat with its presentation, flavour and ingredients. The plates need to be satisfactory with being healthy and delicious as well as well prepared. During the preparation of the plate, chefs are taking advantage of flowers as well. When we think the idea of edibility of everything on the plate, edible flowers that are used for decoration can be eaten as well. Leaves and buds of the flowers have been used for beverages for decades. Nowadays, they are used for visual appeal and completing taste. In addition to this, it is used for special sauces and syrups. Using of edible flowers in recipes arouses interest for customers.

Non-Edible Flowers

It is predicted that when large quantities of edible flowers are eaten, they may cause indigestion and allergies. It is stated that any flower which is not known to be consumed should not be consumed (Gegner, 2004). For some people it is thought that consumption of flowers is not dangerous, but it can cause irritation in people who are more vulnerable to the inside. It is stated that pollen consumption may trigger allergies and asthma for some people. It is anticipated that the pollen bearing parts should be removed in order to remain safe because of these possibilities (Lovejoy, 2002). Some of the poisonous flowers are expressed as follows: azalea, belladonna, lily, laurel, lake bamboo, high grass (Gegner, 2004).

Edible Flowers

Edible flowers have been used for hundreds of years as a garnish in the kitchen. Findings show that the Romans used flowers while cooking food in China, the Middle East and Indian cultures. It is known that there are about 100 flowers that are edible and pleasant to the touch. Some of the most popular of these flowers are listed as follows: Prophet's Flower, Chinese Rose, Lilac, Latin Flower, Ada Stream, Yellow Daisy, Day Zambia, Hollyhock, Grape, Velvet Flower, Violet Purple, Pumpkin Flower, Onion Flower, Carnation Like Rose, Violet. (Gegner, 2004).

Today, edible flowers are limited to use as garnishes in high-end catering businesses, but the potency is considerably greater. It is expressed that it is visually striking and also important in terms of health benefits. In today's eating habits, healthy consumers are told to have different foods they are willing to

add something interesting to their cucumbers (Rodrigues et al., 2017). The use of edible flowers as aesthetics and taste elements is gaining in popularity and it is thought that their production is becoming an interesting niche market for growers. (D'Antuono and Manco, 2013).

Use of Edible Flowers

The buds and leaves of flowers have been used for centuries as beverages. In fact, most of the flowers that are grown today are grown not for beauty but for their aroma and flavor (Nardozi, 2018). The use of edible flowers is long-lasting in many culinary cultures. The primary component of some foods in the Mediterranean countries is the zucchini flower. With it, edible flowers complete the plates in terms of visual appeal and taste. Compared to the structural and sensory functions, the food's nutritional value (D'Antuono and Manco, 2013). The use of flowers in the modern world can be in many ways to display our presentations, prepare and cook the food. Supermarkets produce fresh products in a wide range of local and foreign suppliers and present them to the consumers. Modern chefs use edible flowers to raise a status and create social status and prestige. In today's competitive environment, cooks often do so the applicants (Wright, Nancarrow and Kwok, 2001).

The decorative use of flowers in edible prescriptions or beverages will attract guests. In particular, the petals of edible flowers in different colors can be used to prepare transparent cocktails and some other transparent beverages by freezing in ice molds. In the meantime, flowers such as chinese rose, saffron and poppy are mixed with hot or cold water for different edible and coloring, colored and patterned ice can be prepared after being frozen. This prepared different pattern and the colored ice can be used both for decoration and cooling purposes for a pleasant and intriguing presentation to the guests. It is stated that the ready-made flowers are used in the kitchen and bar sections of the food and beverage enterprises and will become more widespread over time. This flowers grown in Turkey in the natural educating and particularly emphasizes the need to maintain continuity with sustainable application (Falcon and Sword, 2009). Flowers can be used for garnish and decorative purposes as well as in sauces, syrup, vinegar, oil, fragrant candies, wine and liqueur (Newman and O'Connor, 2017).

Conclusion

It is inevitable that the products offered with edible flowers in hotel management and food and beverage operation will attract a lot of attention. Drinks served in bars, food produced in the kitchen, buffet ornaments, edible flowers in the field of plate ornaments will add a distinctive beauty to the product and operation. More space can be given at the visual press, cookies with a screen face can encourage the use of edible flowers, it is necessary to give more attention to the media and to attract the attention of the industry, Employees in the growing sector can be made aware.

Result

Despite the abundance of edible flowers in the country, the area of use in businesses is limited. Flowers are more common in the health field. The majority of resources consist of health-related publications. Its use in local kitchens is more up to the time. It has been found that there are very few researches related to this subject in food and beverage operation on study related scans. The majority of the resources obtained are foreign publications. It has been observed that certain flowers are concentrated in the sources.

Keywords: Edible flower, kitchen, decoration

References

- D'Antuono L.F ve Manco M.A ,(2013) Preliminary sensory evaluation of edible flowers from wild Allium species.
From www.ncbi.nlm.nih.gov
- Gegner L. (2004). Edible Flowers, National Sustainable Agriculture Information Service From
www.attra.ncat.org.
- Iannotti M.(2017) From www.thespruce.com
- İşlek B. (2017) <https://gastromanya.com>
- Lovejoy.A,(2002) Choose your edible flowers very carefully
- Nardozzi C.(2018) From [//garden.org](http://garden.org)
- Newman S.A ve O'Connor A.S. (2013).Edible Flowers From. <http://extension.colostate.edu/>
- Rodrigues ve diğerleri.(2017) Eating flowers? Exploring attitudes and consumers' representation of edible flowers
- Sarah R.ve Lewis P.(2013)** A “Starter Kit” of Edible Flowers for the Garden & Table
- Stradley, L., (2004). Edible Flowers. From <http://whatscookingamerica.net/EdibleFlowers/>
- Şahin, Ö. ve Kılıç, B.(2009) “Kahvaltı Kültürü İçerisinde Yenilebilir Çiçekler”
- Watson M.(2017) www.thespruce.com
- Wright L.T,Nancarrow C.,Kwok P.(2001) "Food taste preferences and cultural influences on consumption

LEISURE MOTIVATION AND SATISFACTION IN RUSSIAN TOURISTS: ANTALYA/KEMER/BELDIBI EXAMPLE***Zeki Akıncı***Akdeniz University, Antalya, Turkey***Gülseren Yurcu***Akdeniz University, Antalya, Turkey***Murad Alpaslan Kasalak***Akdeniz University, Antalya, Turkey***Extended Abstract**

As one of the methods of leisure time evaluation is an important element in increasing the well-being of individuals. Recognition of the tourist profile and leisure time habits in the increase of tourism destination attractiveness, renewal of periodically obtained data in consideration of tourism dynamic structure, tourism operations with the changeable tourist profiles will provide important contributions for the country tourism planners. Antalya \ Kemer region is an important tourism destination preferred by Russian tourists in general. Determining the factors that affect the leisure motivation and satisfaction of Russian tourists will provide important advantages in the competitiveness of the regional destinations. The purpose of the study is to reveal the differences of leisure time motivation and leisure satisfaction of Russian tourists according to their age, educational status and gender variables. It is thought that the obtained data will contribute to planning the attractiveness of Antalya \ Kemer \ Beldibi region destination and to make an important contribution to the formation of the literature sub-structure in this regard.

Quantitative method was used in the research process. A questionnaire was applied to 213 Russian tourists in Kemer \ Beldibi district. Beggs and Elkins (2010) developed by Beard and Ragheb (1980) used the Leisure Motivation and Leisure Satisfaction scales used to collect data. Parametric tests, t test, ANOVA analyzes were applied in data analysis. As a result of data analysis, leisure motivation and satisfaction perceptions of Russian tourists did not differ according to age, sex, and education level. It has been determined that the leisure motivation and satisfaction level of the tourists with the graduate education level is higher than the primary education graduates.

Keywords: Tourism, Leisure Motivation, Leisure Satisfaction, Russian Tourist, Beldibi.

**“This work was supported by The Scientific Research Projects Coordination Unit of Akdeniz University. Project Number:1703”*

EVALUATION OF ANTECEDENT ATTITUDES OF UNIVERSITY STUDENTS TOWARDS ECOCENTRIC, ANTHROPOCENTRIC AND ENVIRONMENT: AKDENIZ UNIVERSITY FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES

Zeki Akıncı

Akdeniz University, Antalya, Turkey

Murad Alpaslan Kasalak

Akdeniz University, Antalya, Turkey

Gülseren Yurcu

Akdeniz University, Antalya, Turkey

Extended Abstract

Today, perception, attitudes and behaviours towards the environment and the environment are seen to change with the increase of the level of education of the people, the increase of the personal income levels and the environmental destruction that occurs anywhere in the world through the mass media. In many reports, conferences and protocols carried out within the United Nations, especially in the 1990s, the needs to be done to protect the environment have also been considered on a government basis.

However, in spite of all these efforts, many recent studies reveal that the most important factor in preventing destruction of the environment is the responsibility of the human being, who is related to the environment at first degree rather than the state policies. The most important element in the fulfilment of this responsibility of the human being is the attitude towards the environment. For this reason, it is aimed to measure the Antipathetic Attitudes of Ecocentric, Anthropocentric and Environment orientated students of the Faculty of Economics and Administrative Sciences, who are not only educated about environment but also produce, market, operate and economics. 275 students from the Faculty of Economics and Administrative Sciences of Akdeniz University were developed by Thompson and Barton (1994) and later adapted by Siegrist (1996) to German and finally by Sinan Erten to Turkish.

The Scale of Ecocentric, Anthropocentric and Environment Antipathetic Attitude was applied. As a result of the research, it was found that the average of the students' eccentric and anthropocentric attitudes was higher than that of the girls, whereas the average of the antipathetic attitudes towards the students was higher in the male students.

Keywords: Ecocentric, anthropocentric, antipathetic attitude

SOCIAL MEDIA AS CORPORATE REPUTATION CREATING MEDIUM:A RESEARCH ON TOUR COMPANY'S SOCIAL MEDIA ACCOUNTS

Erhan Akyazi

Prof.Dr. Marmara University, eakyazi@marmara.edu.tr

Abstract

Turkish Language Institute defines the concept of reputation with the words prestige, honor and dignity. In the business world as well as in social life, companies perform various activities in order to protect their reputation. It is known that there is a linear relationship between high visibility and lasting reputation. In the age of communication, it is necessary to be able to use the media effectively in order to be visible. Since it does not require an effort to reach, the environment that has the most audience is the traditional mass media. Social media, which is the result of the developments in communication technologies, offers endless possibilities to access and accessibility. Social media tools, which have begun to enter our lives with the new millennium, one by one, are being used effectively by companies as well as individuals. Conscious consumers now expect companies to share not only about new products and services, but also information about the days that are relevant to society. Scientific research shows that audiovisual content is more striking and more memorable. Recently, it has been noted that such contents are used extensively in the social media. In this context, the study aims to investigate how tour companies placed the content mentioned above in their social media accounts. Facebook, Twitter and Instagram, which are popular social platforms, have been preferred as research area. Facebook, Twitter and Instagram accounts of 10 tour companies which have most followers make up the sample of the research. Companies have been identified based on BoomSocial and SocialBakers lists that follow brands' social media assets.

Keywords: Corporate Reputation, Social Media, Tourism.

KURUMSAL İTİBAR OLUŞTURMA ORTAMI OLARAK SOSYAL MEDYA: TUR ŞİRKETLERİNİN SOSYAL MEDYA HESAPLARI ÜZERİNE BİR ARAŞTIRMA

Öz

Türk Dil Kurumu itibar kavramını saygınlık, onur ve şeref sözcükleri ile tanımlanmaktadır. Sosyal yaşamda olduğu gibi iş dünyasında da şirketler itibarlarını koruyabilmek için çeşitli faaliyetler yerine getirmektedir. Yüksek görünürlük ile kalıcı bir itibar arasında doğrusal bir ilişki olduğu bilinmektedir. İletişim çağında ise görünür olabilmek için medyayı etkin kullanabilmek şarttır. Erişim anlamında bir çaba gerektirmediğinden, en fazla izleyiciye sahip ortam geleneksel kitle iletişim araçlarıdır. İletişim teknolojilerindeki gelişmelerin sonucu olarak ortaya çıkan sosyal medya erişmek ve erişilebilmek için sonsuz imkanlar sunmaktadır. Yeni milenyum ile hayatımıza tek tek girmeye başlayan sosyal medya araçları bireyler kadar şirketler tarafından da etkili bir şekilde kullanılmaktadır. Bilinçli tüketiciler artık şirketlerden sadece yeni ürün ve hizmetlerle ilgili değil, aynı zamanda toplumu ilgilendiren günlerle ilgili bilgileri de paylaşımlarını beklemektedirler. Bilimsel araştırmalar görsel ve işitsel içeriklerin daha dikkat

çekici ve daha akılda kalıcı olduğunu göstermektedir. Son zamanlarda da sosyal medyada bu tarz içeriklerin yoğun olarak kullanıldığı dikkat çekmektedir. Bu kapsamda çalışma, tur şirketlerinin yukarıda belirtilen içeriklere sosyal medya hesaplarında nasıl yer verdiklerini araştırmayı hedeflemektedir. Araştırma alanı olarak popüler sosyal platformları olan Facebook, Twitter ve Instagram tercih edilmiştir. En fazla takipçiye sahip 10 tur şirketinin Facebook, Twitter ve Instagram hesapları araştırmanın örneklemini oluşturmaktadır. Markaların sosyal medyadaki varlıklarını takip eden BoomSocial listeleri esas alınarak şirketler belirlenmiştir.

Anahtar Kelimeler: Kurumsal İtibar, Sosyal Medya, Turizm.

Giriş

Ünlü Amerikalı psikolog Abraham Maslow 1943 yılında yayınlanmış olan “A Theory of Human Motivation” başlıklı çalışmasında yer vermiş olduğu “İhtiyaçlar Hiyerarşisi” teorisinde beş temel ihtiyaca yer vermiştir. Avcılık ve toplayıcılık dönemlerinde insanoğlu doğayla başa çıkma ve var olma mücadelesi içerisinde bu ihtiyaçlarının tamamını gerçekleştiremiyor olsa da, zamanla farklı toplumsal formlara eriştiğinde diğer ihtiyaçlarını da karşılamayı becermiştir. Tarım toplumu zamanında önceleri ihtiyacı olan kadarını üreten insanoğlu, zamanla ihtiyacından fazlasını da üretilip bu ürettiklerini satma yolu ile kazanç elde etmesini bilmiş ve bugün adına sermaye dediğimiz birikimleri yapmayı başarmıştır. Ticaretin ilk şekli diyebileceğimiz bu eylem bir sonraki toplumsal form olan sanayi toplumunda teknolojinin desteği ile daha profesyonelce yapılır hale gelmiştir. Basitçe ticaret kazanç elde etme amaçlı gerçekleştirilen alım satım faaliyetleri olarak tanımlanmaktadır. 1763 yılında James Watt’ın Buharlı Makine buluşu ile sembolize edilen sanayi devrimi makineleşmeyi ve beraberinde seri üretimi getirmiştir. Bir yandan dünya nüfusunun hızla artması, diğer yandan artan nüfusun yukarıda belirtilmiş olan en azından temel ihtiyaçlarını karşılama isteği seri üretim ile üretilen ürünlerin kolay alıcı bulmasını sağlamıştır. Bu dönemde ticari zekaya sahip müteşebbislerin girişimcileri meyvelerini vermiş ve şirketler ardı ardına hızla kurulmuştur. Daha fazla kazanç elde etme dürtüsünün, üretim teknolojilerinin gücü ile birleşmesi sonucu talepten fazla üretilen ürünlerin diğer ülkelere satılması uluslararası ticareti doğurmuştur. Ünlü bilim insanları Pisagor ve Galileo Galilei ile ünlü kaşif Ferdinand Magellan’ın keşfedilmesine katkı sağladığı dünyanın küre olduğunun ispatı uluslararası ticaretin önünü açtığı şüphesizdir. Ayrıca ilk kez Fransız ekonomist Vincent de Gournay, sonraları ünlü İskoç asıllı ekonomist Adam Smith tarafından da kullanılan ve liberal ekonomiye yön veren “Bırakınız yapsınlar bırakınız geçsinler” felsefesinin de büyük etkisinin olduğu bir gerçektir. Dünya savaşları sırasında sekteye uğrayan uluslararası ticaret 2. Dünya Savaşı’nın ardından tekrar hızlanmış, 1970’lerden itibaren ticari kısıtlamaların azaltılması ile çok uluslu şirketlerin kurulmaya başlamış ve 20. yüzyılın sonlarına doğru hayatımıza giren dijital teknolojilerle birlikte ticaretin önündeki engeller tamamen ortadan kalmıştır. Küreselleşme ticaret için bir yandan sonsuz pazarlar anlamına gelirken, diğer yandan da artan rekabet anlamına da gelmektedir. Başta internet olmak üzere pek çok bilişim teknolojisi müteşebbislere ticaret piyasasına girme, pazarlarını genişletme ve rakiplerini daha yakından takip edebilme, müşterilere ise daha fazla ürünü değerlendirerek bilinçli karar verebilme imkanları sunmaktadır. Böyle bir ortamda ayakta kalabilmek iyi bir algı oluşturmak ve bu algıyı sürekli kılmak için çaba göstermek zorundadırlar. Bilişim ve iletişim teknolojileri kurumsal

itibar adı altında toplanabilecek bu çabalar için de devreye girmektedir. Özellikle sosyal medya bu noktada önemli bir yerde bulunmaktadır.

Literatür

Kurumsal İtibar ve Yönetimi

Ticaret ilk ortaya çıktığı yıllardan bu yana oldukça büyük aşamalar kaydetmiştir. Ticaret artık sadece alıcı ve satıcı aktörlerinden oluşan basit bir eylem değildir. Modern dünyada ticaret paydaşlarla birlikte yapılan, dolayısı ile pek çok aktör barındıran ve kazan kazan ilişkilerinin devrede olduğu kuralları ve formülleri olan bir süreçtir. İçsel ve dışsal paydaşların gözünde iyi bir imaj yaratma çabaları kurumsal itibar yaratma olarak adlandırılmaktadır. Söz konusu çabalar için birey ve kurumlar ile sıkı ilişki içinde bulunulması gerekmektedir. Bu anlamda kurumsal itibar yaratma çalışmaları zaman zaman pazarlama ve halkla ilişkiler faaliyetleri ile karıştırılmaktadır. Ancak kurumsal itibar yaratma daha uzun zaman ve strateji gerektirmesi açısından diğerlerinden ayrılmaktadır. Kavram zaman zaman kurumsal imaj ve kurumsal kimlik kavramları ile de karıştırılmaktadır. Kurumsal imaj firmanın göndermiş olduğu sinyaller ile iç ve dış paydaşları zihninde oluşan, kişiden kişiye farklılık gösteren bir olgu iken, kurumsal kimlik bu imajın oluşturulmasında kullanılan kurumun dış dünyadaki yüzünü oluşturan bir araçtır. Sayılan bu iki kavram da sonuç olarak uzun dönemli olarak kurumsal itibara hizmet ederler. Örneğin Coca Cola ambalajlarında kullanmış olduğu yazı stili, renk ve şişe tasarımı o markanın kurumsal kimliğini teşkil eder. Bir tüketicinin Coca Cola pek çok markanın içecek ürünlerinin satıldığı market raflarında algılaması ve o bölgeye yönelmesi markanın kurumsal kimliğini doğru kullanarak iyi bir imaj yarattığını gösterir. Tüketiciyi o markaya yönelten duygu ise markanın kurumsal itibarıdır. Firmaların maddi ve manevi önemli kaynaklar ayırarak girişmiş olduğu kurumsal itibar çabaları şüphesiz rekabette öne geçmek ve daha fazla kar elde etmek için yapılmaktadır. Çünkü bilinmektedir ki kurumsal itibarı yüksek olan firma ürünlerini daha rahat tüketici ile buluşturabilmekte, daha iyi fiyatlarla pazara sunabilmekte, tüketicilerinin sadakatini kazanabilmekte ve krizleri daha rahat atlatabilmektedir. Marka itibarı ürünün kalitesinden çok müşteriye verilen değere odaklandığından sadık müşteriler yaratmada etkili bir araçtır. Bunun yanında düşük kurumsal itibarın firmaya yansıyan birtakım olumsuzlukları bulunmaktadır. Çalışanların sürekli olarak yenilenmesi, önemli müşterilerin kaybedilmesi, şirketin varsa borsa değerinin düşmesi bunlardan bazılarıdır. Bir şirket bahsedilen olumsuzluklar ile karşılaşmamak için kurumsal itibarını doğru yapılandırmalı bunun için de bir takım kriterlere dikkat etmesi gerekecektir. Rakip şirketlerden ayırt edilebilir pozisyonda olmak, her anlamda şeffaflık sergilemesi, söyledikleri ile gerçekleştirdiklerinin birbiri ile tutarlı olması, iş dünyasında görünebilir olması bunlardan bir kaçısıdır.

İşletme yönetimi bir çok fonksiyondan oluşan bir süreçtir. Temelinde maddi ve manevi kaynakların idare edilmesi yatmaktadır. Sermaye, ekipmanlar, çalışanlar bu kaynaklar arasında sayılabilir. Şirketin kurumsal itibarı da yönetilmesi gereken bir başka kaynaktır. Temelinde kalıcılık, tutarlılık ve sürdürülebilirlik olan kurumsal itibar yönetimi için her şeyden önce çalışan, tedarikçi, müşteri, toplum ve hissedarların oluşturduğu paydaşlarının ihtiyaçlarını tam olarak anlayabilmesi gerekmektedir. Şüphesiz ki bir temaya odaklanarak rakipleri arasından farklı olarak ayrışabilen ve tutarlı olmayı başarabilen firmalar başarılı bir kurumsal itibar yönetimi gerçekleştirmiş olacaktırlar. İtibar subjektif bir olgu olduğundan ve pek çok değişkene bağlı olduğundan bu değişkenlere bağlı olarak değişebilme özelliğine de sahiptir. Ancak üye-

rinde uzun zaman çalışılarak edinilen kurumsal itibarın yüzde yüz olmamakla birlikte yere ayağının sağlam bastığından söz edilebilir. Kurumsal itibar yönetiminde şüphesiz ki iletişimin rolü büyüktür. Şirket hakkında kitle iletişim araçlarında ne kadar fazla yayın yapılırsa yapılsın halk arasında başlayan bir söylenti tüm kitle iletişim araçlarının etkisinin önüne geçebilir. Bu sebeple her zaman daha sağlam yere sahip olan kişilerarası iletişimin göz ardı edilmeden kurumsal itibar yönetiminin içerisinde uygulanması gerekmektedir. Mevcut durumun tespiti, itibar sağlamadaki kriterlerin, kurumun vazgeçemeyeceği değerleri belirlenmesi, mevcut algının analizi, itibar sağlamada izlenecek modelin belirlenmesi, iletişime geçilecek kesimlerin belirlenmesi ve ölçümler ile kıyaslamalar yapılması kurumsal itibar yönetiminde takip edilmesi gereken aşamalardan bir kaçını temsil etmektedir.

Sosyal Medya ve Kurumsal İtibar

Sosyal medya iletişim camiasında kullanıldığı hali ile yeni medya kavramının bir alt dalıdır. Kavramda yer alan “yeni” öneki eski olmayan, eskiyi reddeden anlamında kullanılmamaktadır. Modernizmi reddeden postmodernizmin aksine, yeni medyanın gelenekseli reddetmeden, onun iletişim pratiklerinin temelleri üzerinde işleyen bir ortam yenileşmesini ifade etmektedir. Hizmet sektörü üzerinde yürüyecek yeni bir ekonomik kalkınma arayışlarının yansıması olarak da görülebilecek yeni medyanın çıkış noktasının, internetin dünyaya yayıldığı, yeni ekonominin yıldızı elektronik ticaret satışlarının en fazla olduğu ülke ile aynı olduğu şaşırtıcı değildir. Ünlü Rus ekonomist Nikolay Kondratyev’in kendi adını taşıyan “Kondratiev Dalgaları” teorisinde belirtmiş olduğu gibi batı ekonomilerinin büyümelerinde 50’şer yıllık periyotlarla hep farklı teknolojiler lokomotif olmuştur. 90’lar ile başlayan dönemde ise bilişim teknolojileri lokomotif görevini üstlenmiştir. Bu teknolojilerin ekonomiye uygulanmış hali elektronik ticaret olurken, iletişime uygulanmış şekli de yeni medya veya günümüzde popüler olarak sosyal medyadır. Esasen sosyal olmayan bir medyadan söz etmek de mümkün değildir. Yukarıda değinildiği üzere medyayı tanımlayan kitle iletişim araçları duygu birliği yaratmak için faaliyet yürütürler ve bu da en azından o medyanın takipçileri arasında bir sosyalleşme yaratır.

Yeni teknolojilerin içerisine doğan, bir başka ifade ile yeni teknolojiyi içselleştirerek dünyaya gelen yeni nesil ondan başka iletişim ortamını kullanmayarak sosyal medyanın gelişimine katkıda bulunmaktadır. Ünlü iletişim kuramcısı Marshall McLuhan’ın teknolojik determinizm üzerine yaklaşımlarında olduğu gibi teknoloji insanı esir almış, araç mesajın önüne geçerek hayatlarımızı şekillendirerek insanoğlunu sosyal medyaya esir etmiştir. Sosyal medyanın hayatımıza girmesinde tek yönlü iletişim modeli ile özdeşleştirilebilecek Web 1.0’in, izleyicilerin de katılımına açık çift yönlü iletişim modeli ile özdeşleştirilebilecek Web 2.0’a evrilmesinin şüphesiz ki payı büyüktür. Her ne kadar köşe yazarları veya medya kuruluşlarına yazılan mektuplar bağlamında geleneksel medya bir geri besleme imkanı sunsa da, sosyal medya bu anlamda bambaşka bir deneyim yaşatmaktadır. İçermiş olduğu bağlantılarla kullanıcıları farklı adreslere yönlendirme kabiliyeti ile sosyal medya iletişimin boyutlarını olumlu anlamda genişletmektedir.

Toplumsal bir olgu olan iletişim aynı zamanda bireyin toplumsallaşmasını da sağlayan bir süreçtir. Bu anlamda hem toplum tarafından etkilenirken, hem de toplumu etkileme gücüne sahiptir. Bu çerçevede son zamanlarda hayatımıza giren yeni medya veya sosyal medyanın toplumsallaşma sürecinde ne denli önemli olduğu bir kez daha ortaya çıkmaktadır. (Dilmen, 2012)

İnsanlar doğası gereği çevre ve doğal olarak diğer insanlar ile iletişim kurma içgüdüğü taşıyor. Sosyalleşme adını verdiğimiz bu olgu bizi diğer insanlarla buluşturan önemli bir iletişim aracı olan sosyal medyanın ilk sözcüğünü tanımlamaktadır. Medya ise bu insanlarla iletişime geçerken kullandığımız teknoloji ve yöntemleri tanımlamaktadır. (Akyazı, 2015)

Sosyal medyanın gücünü artırmasında şüphesiz ki yeni iletişim ortamlarının hızlı gelişmesi ve bireylerin bu teknolojilere olan talebinin artmasının büyük etkisi vardır. Bu durum aynı zamanda öğrenme süreci olarak değerlendirilebilecek toplumsallaşmaya da yeni bir zemin kazandırmaktadır. (Akyazı, 2015) Fiziksel olarak dünyadaki tüm insanları tek bir coğrafi mekanda bir araya getirmek pratik olarak mümkün olmasa da, bunun gerçekleştirilmesi halinde tüm insanlar arasında bir bağlantı kurulduğundan söz edilebilir. Adına internet veya sosyal medya denilen bilgisayar ağları da tam da sözü edilen bu bağlantıyı kurmayı sağlayan bir işlevi yerine getirmektedir. (Kara, 2015)

Yeni milenyum ile hayatımıza giren farklı özellikleri ile ön plana çıkan pek çok sosyal medya aracı mevcuttur. Arkadaşlarını bul sloganı ile çıkarak kabuk değiştiren Facebook, 140 ile başlayıp sonradan 280' e çıkan karakter sayılı mesajlar ile kendini ifade imkanı sunan Twitter, hareketli ve sabit görüntüler paylaşma imkanı sunan Instagram ve diğerleri. Konu ile ilgili bilimsel bir çalışma olup olmadığı bilinmemekle birlikte son zamanlarda sosyal medya araçlarındaki paylaşımlar incelendiğinde salt metin içeren paylaşımlara göre görsellerin yer aldığı paylaşımların arttığı gözlenmektedir. Eğitim bilimcilerin yapmış oldukları çalışmalardan bilinmektedir ki, kaynak tarafından gerçekleştirilen faaliyetlerin ürünü açısından bakıldığında insanlar en fazla hem görüp hem de duydukları hatırlamaktadır. Bu bilgi sosyal medyada neden artık dikkat çekici özelliği de olan görsel içeriklerin paylaşıldığını açıklar niteliktedir.

Sosyal medya maliyet, zaman-mekan bağımsızlığı ve bireysel mesajlar yaratabilme avantajları ile kurumsal itibar yönetimi için önemli bir araç olarak ön plana geçmektedir. Sosyal medya kullanıcıları medya okuryazarlığı anlamında geleneksel medya izleyicilerine göre bilinçlilik anlamında pozitif anlamda ayrılmaktadır. Bu sebeple bu ortamda yürütülecek itibar yaratma çabalarında takipçi kitlesinin vasfı göz önünde bulundurulmalıdır. Bir kişinin paylaşımlarını izlemeyi ifade eden "takip etme" sosyal medyada gerçekleştirilen önemli eylemlerin başında gelmektedir. Söz konusu kurumsal itibar yönetimi olduğunda takip etme eylemi daha da önemli hale gelmektedir. Takip edilecek kişilerin seçilmesi daha doğrusu takip edilmesi gereken kişilerin atlanmaması sosyal medya kullanıcısı olan paydaşların dikkatinden kaçmamaktadır. Özellikle çalışanlar ile daha samimi ilişkiler kurulması ve kurumsal sosyal sorumlulukları toplum ile paylaşmak adına sosyal medya özel grupların kurulması gerekmektedir. Bununla birlikte dijital platformlar her zaman kötü niyetli müdahalelere daha açık bir yapı sergilediğinden sosyal medya hesaplarının bir krize sebep vermemek adına sürekli denetlenmesi de bir başka önemli noktadır. Kurumların itibar yönetimi açısından dijital platformlarda ne kadar görüldüğünüzün ve ne şekilde görüldüğünüzün de analizinin yapılması da önemlidir. Bunun için de firmaların sürekli olarak şirket içerisinde görevlendirecekleri elemanlar veya dijital ajanslardan yardım alarak sosyal medya takibi yaptırılmaları gerekmektedir.

Tur Şirketlerinin Sosyal Medya Hesapları Üzerine Bir Araştırma

Araştırmanın Amacı

Türkiye İstatistik Kurumu'nun (TÜİK) verilerine göre 2017 yılı itibarı ile nüfusun %56,6'sı bilgisayar, %66,8'i internet ve internet kullanıcılarının tamamına yakını da sosyal medya kullanmaktadır. Şirketler bazında bakıldığında bu oranlar %90'ı geçmiş durumdadır. Özellikle internet kullanımının gelmiş olduğu nokta şirketlerin kendilerine sosyal medyada yer edinmemeleri, yer edinenlerin de bu yerlerin hakkını vermeleri için yeterli bir neden olarak görünmektedir. Turizm sektörü özelinde konuşulacak olursa, sektörde faaliyet gösteren tüm firmaların kaçının sosyal medyada yer aldığı çalışma kapsamında incelenmemiş olmakla birlikte, büyük bir çoğunluğunun var olduğunu tahmin etmek zor olmayacaktır. Bu noktada önemli olan sosyal medyada hangi içeriklerle ne kadar yer aldıklarıdır. Meslekleri gereği bu sektördeki şirketlerin sosyal medya hesaplarından seyahate özendirme ve seyahat pazarlama ile ilgili içerikler paylaşması doğaldır. Ancak müşteriler şirketlerden artık sadece ürün ve hizmetler ile bilgiler değil, aynı zamanda kendilerinin bireysel anlamda olmasa da toplumsal olarak önemsendiklerini hissettirecek bayram, dini günler, ulusal yaslar gibi özel günlerle ilgili mesajların da sosyal medyada paylaşılmasını beklemektedirler. Bu kapsamda çalışma tur şirketlerinin sosyal medya platformlarında söz konusu içeriklere ne oranda ve ne şekilde yer verdiklerini analiz etmeyi amaçlamaktadır.

Araştırmanın Kapsamı ve Sınırlılıkları

Yaz turizm sezonunun yaklaşması tur şirketleri adına daha faal bir dönem anlamına gelmektedir. Dolayısı ile rakiplerinin önüne geçmek adına geleneksel medyayı olduğu kadar sosyal medyayı da aktif bir şekilde kullanması gerekmektedir. Böyle bir çabada olacakları ve çok fazla paylaşımda bulunmuş olacakları kabul edildiğinden ve bu durumun çalışma kapsamına tur şirketlerinin araştırmanın başlatıldığı tarihten itibaren son 30 paylaşımı mercek altına alınmış diğerleri kapsam dışında bırakılmıştır. İnternet üzerinde faaliyet gösteren onlarca sosyal medya platformunun bulunduğu bilinmektedir. Bu sebeple en fazla kullanıcıya sahip olan Facebook, Twitter ve Instagram araştırma kapsamına dahil edilmiş, diğerleri kapsam dışında bırakılmıştır.

Araştırmanın Yöntemi ve Örneklemi

Türkiye Seyahat Acentaları Birliği'ne (TURSAB) bağlı 10001 turizm acentası bulunmaktadır. Araştırma evreninin çok geniş olması ve bu durumun araştırmanın sonuçlanmasına yapacağı olumsuz etki dolayısı ile sosyal medya paylaşımları ile dijital ajansların hazırlamış olduğu listenin ilk 10 sırasına oturan turizm şirketleri araştırmaya dahil edilmiş diğerleri kapsam dışında bırakılmıştır. Bu çerçevede 2009 yılında Türkiye'nin ilk Dijital PR ve Online İtibar Yönetimi Ajansı olarak kurulmuş olan Tick Tock Boom şirketinin hizmete sunmuş olduğu, markaların sosyal medyadaki varlıklarını takip edip, karşılaştırılmasına ve raporlanmasına olanak sağlayan bir sosyal medya analiz sistemi olan BoomSocial'ın seyahat kategorisi altında Facebook, Twitter ve Instagram platformlarında en fazla hayran ve takipçi sayısına sahip 10'ar tur şirketi araştırmanın örneklemi oluşturmaktadır.

Bulgular

Tablo 1. Tur Şirketlerinin Facebook Hesap Bilgileri

	Facebook Beğ-	Facebook Takip
ETS Tur	1.017.266	1.004.864
Jolly Tur	561.446	551.495
Gezinomi	504.084	499.915
Anı Tur	489.596	479.367
Tatil Sepeti	456.692	451.585
Tatil.com	363.674	359.754
Tatilbu-	260.274	257.757
Kesfet.com	233.691	228.867
Bavul.com	209.939	206.838
Prontotour	190.413	191.433
Toplam	4.287.075	4.231.875

Tablo incelendiğinde sadece bir tur şirketinin 1 milyon beğeni sayısını geçtiği, diğer tur şirketlerinin ise bu rakama yaklaşamadıkları görülmektedir. Bu noktada incelenen tur şirketlerinden sadece birisinin yabancı dilde düzenlenmiş web sayfasının olduğu, diğerlerinin ise sadece Türkçe web sayfasına sahip oldukları belirtilmesi gerekmektedir. Dolayısı ile tur şirketleri çoğunlukla yerli turistleri web sayfalarında ağırlamaktadır. TÜİK'in Adrese Dayalı Nüfus Kayıt Sistemi 2016 yılı sonuçlarına göre Türkiye'de 22 milyon 206 bin 776 hane halkı yer almaktadır. Yine TÜİK'in bir başka verisine göre 2017 yılının Nisan-Haziran aylarını içeren 2. çeyreğinde yaklaşık 14 milyon yerli turist seyahate çıkmış ve bu seyahatlerinde 7 milyar TL'ye yakın para harcamışlardır. Bu paranın sadece 12'de 1'i paket turlar için harcanmıştır. Tüm bu rakamlar yerli turisti daha fazla seyahate yönlendirmeyi amaç edinmesi gereken tur şirketlerinin Facebook sayfalarının yeteri derecede ilgi çekici olmadığını kanıtlar niteliktedir.

Tablo 2. Tur Şirketlerinin Twitter Hesap Bilgileri

	Atılan	Takip Edi-	Takipçi-	Atılan Tweet/ Ta-
ETS Tur	4.668	7	63.800	0.073
Jolly Tur	6.291	7	43.000	0.146
Kesfet.com	844	238	17.300	0.048
Uzman Tu-	1.762	448	14.900	0.118
Tatil.com	6.127	8	13.300	0.462
Setur	2.206	33	11.200	0.196
govego.com	2.161	10.400	1.809	1.194
Gruppal	7.657	1.075	9.308	0.822
Anıtur	2.652	0	6.872	0.385
VIP Turizm	1.531	3	5384	0.284
Toplam	35.899	12.219	186.873	0.192

Tablo incelendiğinde takip eden kişi sayısından bir önceki tabloya göre daha kötü bir sonuç ile karşılaşmaktadır. Tabloda yer alan tur şirketlerinin hesapları incelendiğinde 5 ile 9 yıldan beri Twitter'da yer aldıkları görülmektedir. Sadece takipçi sayısı açısından değil atılan Tweet ve takip edilenler açısından bakıldığında da şirketlerin performanslarının çok düşük olduğu tespit edilmektedir. Özellikle hiçbir

kurum veya kişiyi takip etmeyen tur şirketinin varlığı özellikle dikkat çekicidir. İlave olarak tur şirketlerinin takip ettikleri kurum ve kişiler incelendiğinde, faaliyet gösterdikleri iş kolu ile doğrudan alakalı T.C. Kültür ve Turizm Bakanlığı'nın takip ettikleri arasında yer almaması da önemlidir. Yukarıda belirtildiği üzere TÜİK verilerine göre seyahate çıkan yerli turist sayısının az denemeyecek seviyelerde olduğu bir ülkede faaliyet gösteren tur şirketlerinin sosyal medyada daha aktif olmaları beklenirdi. Tur şirketlerinin atmış oldukları Tweet'lerin takipçi sayılarına oranları karşılaştırıldığında çoğunun ortalamının üzerinde yer aldıkları görülmektedir.

Tablo 3. Tur Şirketlerinin Instagram Hesap Bilgileri

	Gön-	Ta-	Takip	Gönderi/Ta-
ETS Tur	1.030	164.000	6	0.006
Jolly Tur	1.704	97.000	2	0.017
Sacred7Tra-	3.045	58.600	124	0.051
Tatil.com	1.804	57.900	11	0.031
Prontotour	1.210	57.900	0	0.020
Tatil Sepeti	397	55.200	70	0.007
Tatilbu-	803	52.000	0	0.015
Anı Tur	1.235	49.000	0	0.025
Setur	1.235	48.200	4	0.025
Uzman Tu-	870	40.700	1.342	0.021
Toplam	13.333	680.500	1.559	0.020

Tablo 3 incelendiğinde tur şirketlerinin Twitter'a kıyasla Instagram'da daha iyi takipçi oranlarını yakaladıkları görülmektedir. Uygulamanın hareketli ve sabit görsel paylaşma temelinde çalıştığı ve seyahat ile ilgili paylaşımların çoğunun görsele dayandığı düşünüldüğünde bu oranların yakalanması doğal görünmektedir. Ancak şirketlerin Twitter'a kıyasla daha az paylaşımda buldukları da tespit edilmektedir. Ayrıca hiçbir kurum veya kişiyi takip etmeyen tur şirketi sayısının Instagram ortamında daha fazla olması da dikkat çekicidir. Tur şirketlerinin çoğunun Twitter mecrasında olduğu gibi paylaşmış oldukları gönderilerin takipçilerine oranında ortalamanın üzerinde yer aldığı görülmektedir.

Tablo 4 incelendiğinde tur şirketlerinin Facebook ortamında en fazla kampanyaları ve bilgilendirici paylaşımlarda buldukları görülmektedir. En az olarak da toplumun genelini ilgilendiren paylaşımlarda buldukları gözlenmektedir. Bununla birlikte tur şirketlerinin yurtiçi ve yurtdışı turlarla ilgili paylaşımlarının daha fazla beğeni aldıkları görülmektedir. En düşük beğeni alan paylaşım kategorisi ise otel tanıtımları ile ilgili olanlardır. İş seyahat satmak olan şirketlerden bazılarının tur ve otel tanıtımları ile ilgili hiç paylaşımda bulunmaması kayda değerdir. Tabloya göre tur şirketlerinin mevcut veya potansiyel müşteri veya paydaşlarının tur şirketlerinden Facebook ortamında daha fazla tur ve toplumsal paylaşımlarda bulunmalarını beklediği sonucu çıkartılabilir. Yurtdışı turlarının en yüksek beğeni oranını yakalaması bu turların düzenlendiği coğrafi bölgelerin güzellikleri ile ilgili paylaşılan görsellerinin dikkat çekici olmasına bağlanabilir. Bununla birlikte toplumsal duyarlılıklarla ilgili hiç paylaşımda bulunmayan tur şirketlerinin varlığı dikkat çekicidir. Hizmet sektörünün önemli aktörlerinden tur şirketlerinin hizmet götürdüğü toplumun duyarlılıklarına karşı hassas davranarak bu alanda daha fazla paylaşımda bulunması da beklenen bir davranıştır.

Tablo 4. Tur Şirketlerinin Kategorilere Göre Facebook Paylaşım ve Beğeni Rakamları

	Yurtiçi Tur		Yurtdışı Tur		Otel Tanıtım		Kam-		Toplumsal	
	Paylaşım	Beğeni	Paylaşım	Beğeni	Paylaşım	Beğeni	Paylaşım	Beğeni	Paylaşım	Beğeni
ETS Tur	5	493	15	988	20	1.185	9	487	1	296
Jolly Tur	9	254	10	206	22	401	9	151	0	0
Gezinomi	5	285	9	1.410	20	775	12	925	4	1.641
Anı Tur	12	10.17	2	69	24	498	11	1.760	1	79
Tatil Sepeti	2	303	1	18	2	32	40	6.960	5	405
Tatil.com	14	565	18	339	2	10	12	209	4	145
Tatilbudur.com	7	380	4	34	9	117	27	778	3	670
Kesfet.com	0	0	0	0	6	17	34	4.640	10	84
Bavul.com	0	0	3	44	0	0	47	565	0	0
Prontotour	6	6.654	31	36.90	0	0	11	1.457	2	277
Toplam	60	19.10	93	40.01	105	3.035	212	17.932	30	3.597
Beğeni/Paylaşım	318,41		430,24		28,904		84,584		119,9	

Tablo 5. Tur Şirketlerinin Kategorilere Göre Twitter Paylaşım ve Beğeni Rakamları

	Yurtiçi Tur		Yurtdışı Tur		Otel Tanıtım		Kampanya/Bilgi		Toplumsal	
	Paylaşım	Beğeni	Paylaşım	Beğeni	Paylaşım	Beğeni	Paylaşım	Beğeni	Paylaşım	Beğeni
ETS Tur	6	25	15	46	12	44	16	46	1	11
Jolly Tur	8	35	11	26	20	55	10	21	1	8
Kesfet.com	0	0	0	0	43	38	5	6	2	1
Uzman Turizm	0	0	20	13	0	0	28	57	2	4
Tatil.com	10	21	19	41	0	0	15	57	6	112
Setur	14	41	20	82	1	3	12	38	3	27
Govego.com	0	0	0	0	0	0	31	610	19	247
Gruppal	5	3	32	14	0	0	10	7	3	14
Anitur	6	1	4	4	28	11	11	4	1	0
VIP Turizm	0	0	42	9	1	0	4	1	3	1
Toplam	49	126	163	235	105	151	142	847	41	425
Beğeni/Paylaşım	2,571		1,441		1,438		5,964		10,365	

Tablo incelendiğinde Facebook örneğinde olduğu gibi iş seyahat satmak olan şirketlerin bu anlamda paylaşımlara Twitter hesaplarında yer vermedikleri görülmektedir. İncelenen paylaşım sayısı eşit olmakla birlikte ve çoğu Facebook paylaşımının birebir Twitter ortamında da paylaşıldığı düşünüldüğünde beğeni sayılarının düşüklüğü kayda değerdir. Facebook ortamında toplumsal duyarlılıklarla ilgili paylaşımında bulunmayan şirketler olmasına rağmen, Twitter’da böyle bir durum ile karşılaşılmamaktadır. En yüksek beğeni oranını bu kategorideki paylaşımların alması da bunu kanıtlar niteliktedir. Bir önceki tabloda görüldüğü gibi takipçilerin Twitter ortamında da görmeyi en az arzuladıkları paylaşım türü otel tanıtım paylaşımlarıdır. Tur şirketlerinin sosyal medya araçlarının dünyadaki kullanım oranları açısından ilk beş arasında yer alan Twitter’a daha fazla önem vermesi beklenmektedir.

Tablo 6. Tur Şirketlerinin Kategorilere Göre Instagram Paylaşım ve Beğeni Rakamları

	Yurtiçi Tur		Yurtdışı Tur		Otel Tanıtım		Kampanya/Bilgi		Toplumsal	
	Paylaş	Beğeni	Paylaş	Beğeni	Paylaş	Beğeni	Paylaş	Beğeni	Paylaş	Beğeni
ETS Tur	9	9.735	15	26.156	16	8.496	9	14.835	1	604
Jolly Tur	4	4.002	13	12.656	23	13.80	9	12.707	1	1.364
Sacred7Travel	17	13.11	13	19.858	0	0	20	12.112	0	0
Tatil.com	16	7.655	23	9.207	0	0	8	7.932	3	2.547
Prontotour	7	5.364	33	32.215	0	0	8	9.126	2	1.950
Tatil Sepeti	1	380	4	2.303	1	395	36	46.070	8	4.794
Tatilbudur.com	12	7.683	6	4.288	10	1.349	20	20.617	2	1.907
Anı Tur	7	2.118	3	661	28	4.792	11	1.1169	1	269
Setur	15	12.62	21	19.260	0	0	11	13.478	3	6.604
Uzman Turizm	0	0	14	27.679	0	0	30	53.207	6	11.26
Toplam	88	62.67	145	154.283	78	28.83	162	190.085	27	31.30
Beğeni/Paylaş	712,25		1064,020		369,730		1173,364		1159,407	

Tablo incelendiğinde hiç paylaşım yapılmayan kategorinin otel tanıtımları ile ilgili olduğu görülmektedir. Bu sonuca göre tur şirketlerinin Facebook ve Twitter ortamlarındaki beğeni oranlarından yorumladıkları ile benzer paylaşımlara Instagram ortamında yer vermedikleri kanaati oluşmaktadır. En az beğeni alan kategorinin diğer ortamlarda olduğu gibi Instagram ortamında da yine otel tanıtımları ile ilgili paylaşımlar olduğu görülmektedir. Beğeni oranlarının diğer ortamlara göre daha yüksek olması, Instagram'ın nispeten daha yeni ve popüler bir ortam olması ile açıklanabilir.

Tablo 7. Tur Şirketlerinin Sosyal Medya Performansları (Beğeniler Toplamı/Takipçi Sayısı)

	Face-	Twit-	Insta-
Anı Tur	0.026	0.025	1.221
Bavul.com	0.003	-	-
ETS Tur	0.003	0.027	0.365*
Gezinomi	0.010	-	-
govego.com	-	0.095*	-
Gruppal	-	0.018	-
Jolly Tur	0.002*	0.004*	0.617
Kesfet.com	0.021	0.010	-
Prontotour	0.237*	-	1.033
Sa-	-	-	1.021
Setur	-	0.015	1.241
Tatil Sepeti	0.017	-	1.084
Tatil.com	0.004	0.013	1.033
Tatil-	0.008	-	1.151
Uzman Tur-	-	0.012	1.470*
VIP Turizm	-	0.032	-
Toplam	0,331	0,251	10,236

Tablo incelendiğinde hem şirket bazında, hem de ortam bazında en yüksek puanların Instagram paylaşımları ile elde edildiği görülmektedir. Yukarıda belirtildiği gibi Instagram'ın son yıllarda kullanılmaya başlanan nispeten daha popüler bir uygulama olmasının bu sonuçta etkisi olduğu düşünülmektedir. Ayrıca hareketli ve sabit görüntü paylaşımı temelinde çalışan Instagram'ın paylaşımlarının çoğunun görseller oluşması beklenen tur şirketleri için daha uygun bir ortam olmasının da etkisi büyüktür. Twitter'ın en az puana sahip olmasının arkasında da, sonrasında ilave özellikler kazanmasına rağmen ilk çıkış noktasının karakter sınırı ile metin içeren paylaşımlara dayanmasının

etkisinin olduğu düşünülmektedir. Bununla birlikte halen dünyanın en fazla kullanım oranlarına sahip sosyal medya ortamı olan Facebook'un şirketler için ticari anlamda önem taşıdığı, bu sebeple de bu ortamdaki paylaşımlarına da ağırlık vermesi beklenmektedir.

Sonuç ve Tartışma

Bir ihtiyaç olarak ortaya çıkan ve aynı zamanda ortaya çıktıktan sonra kendisine ihtiyaç yaratan teknolojinin hayatımızdan pek çok şeyleri götürmesinin yanında, hayatımıza pek çok şeyleri kazandırdığı bir gerçektir. Çoğu vasıfsız veya vasıflarını yenileyemeyenler için bu önce iş kaybı ardından hayat standartlarının değişmesi şeklinde yaşanırken, gerek müfredatları modernleşmiş eğitim kurumlarından almış oldukları bilgilerle, gerekse kişisel çabaları ile kendisini donatanlar için bu yeni işler, dolayısı ile üstün hayat standartları şeklinde kazanımlar olmaktadır. Kazanımlar arttıkça kişisel gelir de artmakta, artan gelir ihtiyaçlar hiyerarşisindeki üst sıralara çıkmak için zemin hazırlamaktadır. Paranın giderebileceği en temel ihtiyaç beslenme, barınma gibi fizyolojik olanlardır. Bunların giderilmesinin ardından gelen mutluluk ise daha geniş kapsamlıdır. Örneğin bazı insanlar mutluluğu pahalı tüketim malzemelerinde bulurken, bazılarının mutlu olması için bir kitap yeterli olabilmektedir. Benzer şekilde insanı mutlu eden eylemlerden birisi de tatildir. Hem yeni yerler görmek ve tanımak manasında, hem de çalışma ortamında kısa bir süreliğine de olsa uzaklaşarak stres atma manasında tatil insanın mutluluk kaynağıdır. Tatil alışkanlıkları gibi tatil planlama süreçleri de zamanla değişime uğramıştır. Artık insanlar daha sorunsuz ve stressiz bir tatil için bu işi profesyoneller aracılığı ile yapmakta, tur şirketlerinin deneyimlerinden faydalanmayı tercih etmektedir. Zamanla gelişen iletişim teknolojileri tatil bağlamında hem yeni coğrafyaları keşfetmek hem de bu coğrafyalarda fiziksel olarak bulunmada yardımcı olacak tur şirketlerine erişmek için imkanlar sunmaktadır. Günümüzde neredeyse her işletmenin olduğu gibi tur şirketlerinin de birer web sayfası mevcuttur. Web sayfaları her ne kadar ilk versiyonlarındaki statik hallerinden kurtularak daha katılımcı hale gelseler de, müşterilerin anlık sorularına cevap vermek adına halen uygun formda sayılmazlar. Birazda bu tarzda ihtiyaçlara cevap vermek adına geliştirilen sosyal medya araçları işletmelerin müşteri hizmetleri, halkla ilişkiler ve pazarlama faaliyetlerini daha etkin yürütebilmeleri için büyük imkanlar sunmaktadır. Nitekim ülkemiz özelinde konuşulacak olursa pek çok büyük tur şirketinin sosyal medyada yerlerini aldıkları görülmektedir. Ancak sosyal medyada varlık göstermek sadece ve sadece söz konusu platformlarda hesap açmak ile gerçekleşmemektedir. Sosyal medya katılımcılığa önem verdiği için sürekli paylaşımlarda bulunmak ama anlamlı paylaşımlarda bulunmak da bu noktada önem arz etmektedir. Ülkemizde faaliyet gösteren tur şirketleri üzerinde yapılan yukarıdaki araştırmanın sonuçlarına göre söz konusu şirketlerin sosyal medyayı pek de etkili kullanamadıkları sonucuna varılabilir. Özellikle pek çok kullanıcısı olan Twitter ortamındaki mevcudiyetleri diğer ortamlara göre oldukça geridedir. Araştırmadaki tüm platformlar genelinde konuşulacak olursa bir tur şirketinin yukarıdaki seyahat ile ilgili kategorilerden bir veya birkaçının kapsamına giren hiçbir paylaşımının olmaması iletişim ve bilişim çağı için kabul edilebilir bir durum değildir. Araştırma sonuçları tur şirketlerinden bazılarının sosyal medyada hiçbir kurum ve kişiyi takip etmediklerini göstermiştir. Tüm şirketlerin paydaş ilişkileri ile iç içe geçtiği, matriks örgüt yapısının gündemde olduğu günümüzde bir şirketin kimseyi takip etmiyor olması akılcı bir yol olarak görülmemektedir. Araştırma aynı zamanda takipçilerin otel tanıtımları ile ilgili paylaşımlardan hoşlanmadığını da göstermiştir. Tur şirketlerinin müşterilerinin taleplerini göz ardı etmeden paylaşımlarda bulunmaları sektörde tutunmaları açısından önem arz etmektedir.

Kaynakça

- Akyazı, A. (2015). Gazetelerin Haber Paylaşım Platformu Olarak Sosyal Medyanın Çatışma Kültürüne Etkisi. *Ağdaki Şüphe Bir Sosyal Medya Eleştirisi*. İstanbul. Beta.
- Akyazı, A. (2015). Bir İletişim Platformu Olarak Sosyal Medyada Çocuğa Yönelik Şiddetin Yansıması. “*Sosyal Medya Araştırmaları*”. İstanbul. Paloma.
- Dilmen, N.E. (2012). Sosyal Paylaşım Ağlarının Reklam ve Pazarlama Disiplinleri İçerisinde Kullanımı. “*Sosyal Medya Akademi*”. İstanbul. Beta.
- Kara, T. (2015). Sahte Düşler: Benliğin Araçsallaşması ve Sosyalleşme Yanılgısı. “*Ağdaki Şüphe Bir Sosyal Medya Eleştirisi*”. İstanbul. Beta.



5th ICSSER: International Conference on Social Sciences and Education Research
5th ICTTR: International Conference on Tourism: Theory, Current Issues and Research
ICONASH: International Conference on New Approaches in Social Sciences and Humanities

April 20-21, 2018, Antalya-TURKEY

Conference Programme

20 th April 2018		09.00-10.00	Hall: 1
Session: 1		Chair: Assoc. Prof. Dr. Özgür Sarı	Language: EN
SE2021	Özgür Sarı	INFORMAL ECONOMY: A BRIEF EVALUATION WITH REASONS AND IMPACTS	
SE2024	Burhanettin Ozdemir Nesrin Seef	INVESTIGATING THE COMPASSION SATISFACTION AND COMPASSION FATIGUE AMONG SYRIAN PSYCHOLOGISTS	
SE3042	Siti Nur Shahira Binti Dahari Rosalie Hall	EFFECTS PERSONALITY DISPARITIES: A LOOK AT ACADEMIC KNOWLEDGE ACQUISITION ACTIVITIES IN MALAYSIA	
SH2010	Raed moh'd Hanandeh	INVESTIGATING THE IMPLICATIONS OF E-SERVICE QUALITY DIMENSIONS ON CUSTOMERS BEHAVIOR OF JORDANIAN ONLINE AIRLINES TICKET PURCHASING	
SH3020	Ismije Beshiri	THE STATE BUILDING OF ALBANIA AND THE INFLUENCE OF THE CONFERENCE OF TRIESTE	

20 th April 2018		09.00-10.00	Hall: 2
Session: 1		Chair: Dr. Ayşegül Baykul	Language: TR
SE2031	Abdullah Emre Çağlar Mehmet Mert	IS POLLUTION HALO HYPOTHESIS VALID IN TURKEY? AN APPLICATION OF HIDDEN COINTEGRATION TECHNIQUE	
SE3072	Adem Babacan N. Alp Erilli M. Burak Delibaş	MOBILE PHONE SELECTION USING AHP AND PROMETHEE METHOD	
SE1010	Nazife Özge Kılıç Bengü Açıdoğuran Murat Beşer	MILITARY EXPENDITURE AND ECONOMIC GROWTH RELATIONSHIP IN G-8 COUNTRIES	
SE3056	Ayşegül Baykul	DETERMINATION OF SECTORAL CLUSTER POTENTIAL: A CASE STUDY FOR TR61 REGION	

20 th April 2018		09.00-10.00	Hall: 3
Session: 1		Chair: Prof. Dr. Erhan Akyazı	Language: TR
SE2026	Erhan Akyazı	INSTAGRAM USAGE OF SPOR TOTO SUPER LEAGUE TEAMS IN THE CONTEXT OF SPORTS COMMUNICATION	
SE2027	Burak Medin	DETERMINATION OF THE CINEMA VIEWING AGENDA IN TODAY	
SE3036	Nurettin Güz Mahmut Bingöl Hayrullah Yanık Zeynep Bengisu Uğur	ISLAMOFABI AND MEDIA: SEMIOLOGICAL ANALYSIS OF FILM POSTER OF "THE STONE MERCHANT"	
SE3059	Serhan Koyuncu	DIGITAL MEDIA AND ASYMMETRIC COMMUNICATION	

20 th April 2018		09.00-10.00	Hall: 4
Session: 1		Chair: Prof. Dr. Imran Saleem	Language: EN
SE1004	Willy Eka Pramana Harry Supriady Abdul Hakim	SUPPRESSING THE GROWTH RATE OF RADICALISM THROUGH THREE SOLUTIVE APPROACHES IN THE PERSPECTIVE OF CRIMINAL LAW IN INDONESIA	
SH1001	Mahmut Demir Şirvan Şen Demir	CAN THE ACADEMIC EXPECTATION AND SATISFACTION OF STUDENT EFFECT ON THEIR CAREER PLANNING? A SAMPLE OF TOURISM UNDERGRADUATE STUDENTS	
SH1001	Imran Saleem	MICRO FINANCIG - A DIFFERENT PERSPECTIVE	
SE1005	Besa Luzha	RESEARCH IN MUSIC EDUCATION IN KOSOVO-STUDY ON CHALLENGES FOR MUSIC STUDENTS DOING RESEARCH	
SH1003	Malang B.S. Bojang	E-MUNICIPALITY APPLICATIONS IN LOCAL GOVERNMENT: PROSPECTS AND CHALLENGES	



5th ICSSER: International Conference on Social Sciences and Education Research
5th ICTTR: International Conference on Tourism: Theory, Current Issues and Research
ICONASH: International Conference on New Approaches in Social Sciences and Humanities

April 20-21, 2018, Antalya-TURKEY

Conference Programme

20 th April 2018		10.15-11.15	Hall: 1
Session: 2		Chair: Prof. Dr. Anita Zovko	Language: EN
SE2033	Gözde Yirmibeşoğlu	GLOBAL VILLAGE OF MCLUHAN AND INTERNATIONAL TRADE	
SE3079	Selay Ilgaz Sümer	LITERATURE REVIEW ON CONSPICUOUS CONSUMPTION	
SE3044	Masrul Hayati Kamarulzaman Nurain Farahana Zainal Abidin Siti Nur Shahira	THE EFFECT OF CUSTOMER RELATIONSHIP TACTICS TOWARD CUSTOMER LOYALTY IN BANKING INDUSTRY	
SH4042	Anita Zovko Sofija Vrcelj Siniša Kušić	ANDRAGOGICAL COMPETENCIES	

20 th April 2018		10.15-11.15	Hall: 2
Session: 2		Chair: Assoc. Prof. Dr. Mahmut Demir	Language: TR
SH3031	Adem Babacan Ziya Gökcalp Göktolga Saniye Sağır	CAR SELECTION USING AHP AND TOPSIS METHOD	
SE3060	Merve Can Maraşlı	PRESENTATION OF NATIONALISM IN JULY 15TH FILMS: EXAMPLE OF 'JULY 15TH DOCUMENTARY OF PRESIDENCY'	
SE2030	Abdulahap Darendeli	CHANGING ASPECTS OF LEGAL DIFFERENCES IN INTERNET, AUDIOVISUAL AND PRINT MEDIA	
SE3037	Nurettin Güz Hayrullah Yanık Mahmut Bingöl Zeynep Bengisu Uğur	A STUDY ON CAPITAL TAX IN THE PRINTED PRESS	

20 th April 2018		10.15-11.15	Hall: 3
Session: 2		Chair: Dr. Ali Çeliç	Language: TR
SE3077	Şebnem Çatalkaya	RESEARCH ON THE EFFECTS OF DOMESTIC VIOLENCE ON SOCIAL RELATIONS	
SE3082	Ali Çekiç Fulya Türk	METAPHORICAL PERCEPTIONS OF PSYCHOLOGICAL COUNSELOR CANDIDATES AND PSYCHOLOGICAL COUNSELORS ABOUT ETHICAL PRINCIPLES IN THE FIELD OF PSYCHOLOGICAL COUNSELING AND GUIDANCE	
SE1011	Büşra Aynacı	THE RELATIONSHIP BETWEEN ANXIETY LEVELS AND RELIGIOSITY OF PEOPLE WHO APPLY TO FAMILY COUNSELLING CENTER	
SH3033	Hanzade Aslan Yılmaz	SOCIAL MEDIA AND SELF RELATIONSHIP	

20 th April 2018		10.15-11.15	Hall: 4
Session: 2		Chair: Dr. Mohamad Atyeh	Language: EN
SH1005	Muhammad Helmi Abu Bakar Mohd Asyiek bin Mat Desa Muhizam Mustaffa	MEASURING THE VALIDITY AND RELIABILITY OF RESEARCH INSTRUMENTS FOR THE STUDY OF SOCIAL MEDIA ADVERTISING DESIGN ELEMENTS	
SH2006	Rola Ismail Mourdaa Mohamad Atyeh	THE PERFORMANCE OF PRIVATE UNIVERSITIES IN KUWAIT QUALITATIVE APPROACH	
SH2007	Hewa Haji Khedir	THE ALIENATION OF SOCIAL SCIENCES FROM "THE SOCIAL": THE EXPERIENCE OF TEACHING SOCIOLOGY AT KURDISH UNIVERSITIES (KUS), KURDISTAN REGION OF IRAQ	
SH2011	Zafirah Al Sadat Zyed Wan Nor Azriyati Wan Abd Aziz Noor Rosly Hanif Peter Aning Tedong	ASSESSMENT OF 'HOMELESS' PROBLEMS AMONG YOUNG HOUSEHOLDS IN GREATER KUALA LUMPUR	
SE2019	Mocanu Angela	INTERDEPENDENCY OF EDUCATION AND SOCIAL MOBILITY IN REPUBLIC OF MOLDOVA	



5th ICSSER: International Conference on Social Sciences and Education Research
5th ICTTR: International Conference on Tourism: Theory, Current Issues and Research
ICONASH: International Conference on New Approaches in Social Sciences and Humanities

April 20-21, 2018, Antalya-TURKEY

Conference Programme

20 th April 2018		11.30-12.30	Hall: 1
Session: 3		Chair: Dr. Gözdegül Başer	Language: EN
SE3040	Radja Bouzeriba	RESILIENCE AND LOVE RELATIONSHIP: SOCIAL REPRESENTATIONS OF "LOVE" IN TRAUMATIZED INDIVIDUALS	
SE3074	Nygmetzhan Kuzenbayev	BELIEF IN GOD AND ALTRUISM. IS THERE ANY EFFECT?	
SH3023	Aethiqah Suraya Abdul Halim	VEILING AND TESETTUR: NOT JUST ABOUT "WOMEN AND RELIGION" AMONG MALAY WOMEN IN MALAYSIA	
SH3024	Aethiqah Suraya Abdul Halim Siti Nur Shahira Binti Dahari Siti Khairunnisa Sheikh Abdul Mutalib Mughaheswari Sahadevan	THE ASSESSMENT OF ACADEMIC DIGITAL LIBRARY RESOURCES VIA SERVQUAL: SHAPING HIGHER EDUCATION INSTITUTIONS SCHOLARLY ACTIVITIES	
T3018	Gözdegül Başer Duygu Özyeşil	MANAGEMENT OF HOTEL GUEST RELATIONS FROM THE ASPECT OF REPEAT GUESTS	

20 th April 2018		11.30-12.30	Hall: 2
Session: 3		Chair: Prof. Dr. Erhan Akyazı	Language: TR
SE4088	Fatih Şahinoğlu	TURKISH TYPOLOGY IN AMERICAN CINEMA	
T2011	Erhan Akyazı	SOCIAL MEDIA AS A MEDIUM FOR CREATING CORPORATE REPUTATION: A RESEARCH ON SOCIAL MEDIA ACCOUNTS OF TOUR COMPANIES	
SE3058	Serhan Koyuncu	APPROACHES TO PUBLIC DIPLOMACY IN TERMS OF BASIC DYNAMICS: TURKEY AND USA	
SE2028	Burak Medin	COMMUNICATION TECHNOLOGY THAT TRANSFORMS EVERYDAY LIFE IN THE 1980S: VIDEO-CINEMA	

20 th April 2018		11.30-12.30	Hall: 3
Session: 3		Chair: Dr. Selen Işık Maden	Language: TR
SE3057	Selen Işık Maden	REGIONAL DEVELOPMENT AND SECTORAL CLUSTER APPROACH: AN IMPLICATION ON TR61 REGION	
SE3070	Adem Babacan Engin Karakış M. Burak Delibaş	IMPORTANT OF WEIGHTING METHODS IN MULTI-CRITERIA DECISION-MAKING METHODS AND AN APPLICATION	
SE3086	Baki Yegen İbrahim Organ	ASSESSMENT OF DIFFICULT AND VERY DIFFICULT SITUATIONS IN TAX LAW IN ACCORDANCE WITH EXAMPLES	
SE4098	Yüksel Aydın Yusuf Kahreman Zafer Taşçı	FACTORS AFFECTING CAPITAL STRUCTURE OF TURKISH DEPOSIT BANKS	

20 th April 2018		11.30-12.30	Hall: 4
Session: 3		Chair: Dr. Sherzad Shafi' Babo	Language: EN
SH2014	Sherzad Shafi' Babo Jihad Shukri Rashid	A SEMANTIC AND SEMIOTIC STUDY OF VIEWPOINT IN MAM AND ZIN	
SH2016	Kafi Razzaq Ahmed	THE ROLE OF VIDEO IN TEACHING PRONUNCIATION TO NON-NATIVE SPEAKERS OF ENGLISH	
SH3035	Zibelle Ziem M. Balangue Adrian Dominic B. Catbagan Nicole Aliyah R. Merindato Stephanie T. Ocampo Isiah F. Soriano Jamie M. Rilloraza	QUESTIONING SEXUALITY: THE IMPACT OF THE SOCIETY'S PERCEPTION	
SH1002	Yong Adilah Shamsul Harumain Nikmatul Adha Nordin Nur Farhana Azmi Akinori Morimoto Osada Teppei	CHANGING COMMUNITY BEHAVIOR TOWARDS TOWN REVITALIZATION THROUGH MACHINOEKI	



5th ICSSER: International Conference on Social Sciences and Education Research
5th ICTTR: International Conference on Tourism: Theory, Current Issues and Research
ICONASH: International Conference on New Approaches in Social Sciences and Humanities

April 20-21, 2018, Antalya-TURKEY

Conference Programme

20 th April 2018		14.00-15.00	Hall: 1
Session: 4		Chair: Assoc. Prof. Dr. Gözde Yirmibeşoğlu	Language: EN
SE3045	Aethiqah Suraya Abdul Halim Siti Nur Shahira Binti Dahari	VEILING AND TESETTUR: NOT JUST ABOUT "WOMEN AND RELIGION" AMONG MALAY WOMEN IN MALAYSIA	
SE3067	Zabihur Rahman Tahsin Koçyiğit	THE JOURNEY OF ISLAM TOWARDS INDUS VALLEY (A BRIEF INTRODUCTION AND ANALYTICAL STUDY)	
SE2034	Gözde Yirmibeşoğlu	IMPACT OF THE END OF BIPOLAR WORLD ORDER ON INTERNATIONAL TRADE	
SH3027	Aethiqah Suraya Abdul Halim Siti Khairunnisa Sheikh Abdul Mutalib Mughaheswari Sahadevan Siti Nur Shahira Binti Dahari	FAITH, FASHION AND FEMININITY: ANALYSIS OF MALAYSIAN MUSLIM FASHION BLOGS IN ISLAMIC MODEST FASHION	
SE1009	Otabek Muhammadiyev	ALLAUDDIN USMANDI SAMARQANDI - IS A GREAT REPRESENTATIVE OF THE MOVAROUNNAHR KALAM SCHOOL	

20 th April 2018		14.00-15.00	Hall: 2
Session: 4		Chair: Assoc. Prof. Dr. Faik Ardahan	Language: TR
SE3050	Telat Türkyılmaz	INTRODUCTION BY DEVELOPED SOFTWARE OF SPUR GEAR CALCULATIONS AND MANUFACTURING	
SE3046	Burcu Gürol	MEASURING PERFORMANCE OF FAKTORING, FINANCING AND LEASING SECTORS BY TOPSIS METHOD: AN EMPRICAL COMPARISON IN TURKEY	
SE3087	Baki Yegen İbrahim Organ	APPLICATION OF CARBON TAX IN THE CONTEXT OF PIGOUVIAN TAXATION APPROACH	
SE3064	Merve Acar Rafet Aktaş	RECENT FOCAL POINTS OF ACCOUNTING EDUCATION FROM PERSPECTIVE OF NATIONAL AND INTERNATIONAL LITERATURE	

20 th April 2018		14.00-15.00	Hall: 3
Session: 4		Chair: Assoc. Prof. Dr. Şirvan Şen Demir	Language: TR
SE3065	Zehra Nalu Gide	THE RELATION OF COMEDY FILMS AND AUDIENCES IN TURKISH CINEMA AFTER 2000: RECEIVED FILMS	
SH3034	Tuğba Çedikçi Fener	EVALUATING EFFECTIVE CORPORATE COMMUNICATION IN TERMS OF THE CONCEPT OF GOVERNANCE	
SE4089	Fatih Şahinoğlu	CORPSE BRIDE: A SOCIETY AND PERIOD CRITICISM	
SE3041	Ayşe Çirik Aykut Göksel	A STUDY ON IDENTIFYING STRESS FACTORS AND STRESS MANAGEMENT OF NURSES WORKING IN INTENSIVE CARE UNITS	



5th ICSSER: International Conference on Social Sciences and Education Research
5th ICTTR: International Conference on Tourism: Theory, Current Issues and Research
ICONASH: International Conference on New Approaches in Social Sciences and Humanities

April 20-21, 2018, Antalya-TURKEY

Conference Programme

20 th April 2018		15.15-16.15	Hall: 1
Session: 5		Chair: Dr. Işlay Talay Değirmenci	Language: EN
SE0003	Ermira Qosja Isa Fida	THE IMPORTANCE OF INFORMATION TECHNOLOGY IN THE ROLES OF SME'S MANAGER (CASE STUDY: SME'S SECTOR IN ALBANIA)	
SH3026	Mughaheswari Sahadevan Aethiqah Suraya Abdul Halim Siti Nur Shahira Binti Dahari Siti Khairunnisa Sheikh Abdul Mutalib	HOME COUNTRY EFFECTS AND EMERGING ECONOMIES: MALAYSIAN FIRMS PERSPECTIVES	
SH2008	Elena Bendeliani	THE ROLE OF CHANGE MANAGEMENT PROCESS IN ENHANCING THE SUCCESS OF INNOVATIVE PROJECTS: EXAMPLE OF GEORGIAN PUBLIC SERVICE	
SE3047	Siti Khadijah Rafie Roziya Abu Siti Nur Shahira Binti Dahari	DEVELOPMENT OF SUSTAINABILITY MEASUREMENT OF RURAL PUBLIC LIBRARIES	
SE4100	Damla Sönmez Işlay Talay Değirmenci	WORKFORCE PLANNING FOR PRACTICAL TRAINING PROGRAMS IN THE HOSPITALITY INDUSTRY VIA MULTI -CRITERIA DECISION MAKING AND ATTRITION	

20 th April 2018		15.15-16.15	Hall: 2
Session: 5		Chair: Dr. Mehmet Özberk	Language: TR
SE3062	Esra Güngör Kılıç	DIFFERENT CENTURIES SAME FORMS: AN ANALYSIS ON THE TWILIGHT FILM SERIES ON THE FUNCTIONAL APPROACH OF V. PROPP AND CRITIQUE OF THE MASS CULTURE CINEMA	
SE3051	Mehmet Özberk	NABOKOV AND "THE LUZHIN DEFENCE": PLAYING LIFE WITH CHESS PIECES	
SE3075	Hasan Aksoy	THE COMPREHENSION OF GOD IN THE TURKS IN THE PRE-ISLAMIC PERIOD	
SE3061	Merve Can Maraşlı	READING THE MOVIE 'TAKING SIDES' FROM THE PERSPECTIVE OF DOMINATION AND RESISTANCE	

20 th April 2018		15.15-16.15	Hall: 3
Session: 5		Chair: Assoc. Prof. Dr. Nesrin Şalvarcı Türeli	Language: TR
SE3055	Pınar Yürük Kayapınar Özgür Kayapınar Senem Ergan	AN EXAMINATIONS OF GREEN PRODUCT PURCHASING BEHAVIOURS OF GENERATION X, Y, AND Z CONSUMERS	
SE4090	Mehmet Cıranoglu	THE IMPACT OF AFTER SALE SERVICES ON PRODUCT'S PERCEIVED VALUE IN FURNITURE SECTOR AND A FIELD STUDY IN İNEGÖL/BURSA	
SE3081	Özgür Kayapınar Hasan Selçuk Eti Pınar Yürük Kayapınar	THE EFFECTS ON LOGISTICS PERFORMANCE OF INFORMATION COMPETENCY	
SE4165	Şirvan Şen Demir Mahmut Demir	THE EFFECTS OF SALESPERSONS ON THE CONSUMERS' HOLIDAY PACKAGE TOUR CHOICE AND DECISION	



5th ICSSER: International Conference on Social Sciences and Education Research
5th ICTTR: International Conference on Tourism: Theory, Current Issues and Research
ICONASH: International Conference on New Approaches in Social Sciences and Humanities

April 20-21, 2018, Antalya-TURKEY

Conference Programme

20 th April 2018		16.30-17.30	Hall: 1
Session: 6		Chair: Dr. Selay Ilgaz Sümer	Language: EN
SE3080	Tülay Korkmaz Devrani Selay Ilgaz Sümer	A RESEARCH ON COMMERCIAL AND SOCIAL ENTREPRENEURSHIP OF UNIVERSITY STUDENTS	
SH2009	Kosherbayeva Aigerim Kosherbayeva Gaziza Kosherbayev Rinad Makenova Altynai Makenova Zharkinay Gulzira Moldabekkyzy	THE WORLD HUMANITY IDEA IN THE CONTEXT OF THE EAST AND THE "GREAT STEPPE" THROUGH THE PRISM «KUTTY BILIK» OF JUSSIP BALASAGUN	
SH3025	Siti Khairunnisa Sheikh Abdul Mutalib Aethiqah Suraya Abdul Halim Siti Nur Shahira Binti Dahari Mughaheswari Sahadevan	CHANGE MANAGEMENT IN THE ACADEMIC LIBRARY INFORMATION SYSTEMS	
SH3022	Abdulfattah Yaghi	THE ROLE OF SUPERVISOR SUPPORT AND PEER SUPPORT IN LEARNING TRANSFER AFTER ONE YEAR OF COMPLETING LEADERSHIP TRAINING: STUDY IN INSTITUTIONS OF HIGHER EDUCATION	
SH3018	Paterne Micha Mbelangani Mban Sevtap Unal Elif Deniz	RESEARCH ON THE FACTORS AFFECTING THE UNIVERSITY STUDENTS' ATTITUDE TOWARDS MASS LUXURY BRANDS	

20 th April 2018		16.30-17.30	Hall: 2
Session: 6		Chair: Assoc. Prof. Dr. Serpil Türkyılmaz	Language: TR
SE2035	Hasan Hüseyin Uzunbacak Aşlıhan Yıldız Sercan Uzun	THE EFFECT OF TOXIC LEADERSHIP ON THE BURNOUT LEVELS OF EMPLOYEE	
SH4046	Haydar Efe Haticenur Arslan	PERCEPTION OF THE STUDENTS OF THE FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES OF ERZINCAN UNIVERSITY ABOUT OMBUDSMAN INSTITUTION IN TURKEY	
SE3049	Serpil Türkyılmaz	A RESEARCH ON LONG MEMORY OF VOLATILITY AND RETURN IN GOLD MARKET IN TURKEY	
SH4047	Haydar Efe Haticenur Arslan	OMBUDSMAN INSTITUTION IN TURKEY AT EU ACCESSION NEGOTIATIONS	

20 th April 2018		16.30-17.30	Hall: 3
Session: 6		Chair: Assoc. Prof. Dr. Mehmet Bilgin	Language: TR
SH3029	Faik Ardahan Seyida İlyas	COMPARISON OF MOTIVATIONAL FACTORS OF BEING A 60+ CHOIR SINGER, BENEFITS OBTAINED VIA PARTICIPATION IN RECREATIONAL CHOIR WITH RESPECT TO SOME DEMOGRAPHIC VARIABLE	
SE3052	Mehmet Özberk	C.D. USHINSKY IN RUSSIAN EDUCATIONAL MOVEMENT XIX. CENTURY	
SE3063	Esra Güngör Kılıç	CINEMA AS AN ALTERNATIVE HISTORICAL WRITING: UNDERSTANDING THE LIVES OF THE "POPULATION EXCHANGE" THROUGH DEDEMIN İNSANLARI AND EVDEKI YABANCILAR	
SH4043	Zhundybayeva Turarkhan Ussenova Akkenzhe Ibraimova Zhanar Jaxynkayeva Zhanagul	DEVELOPMENT OF SOCIAL SUCCESS IN STUDENTS OF PEDAGOGICAL UNIVERSITIES	
SH2012	Mehmet Bilgin Asena Baykara	INVESTIGATION TO SOCIAL MEDIA ADDICTION IN TERMS OF SELF-CONCEPT	



5th ICSSER: International Conference on Social Sciences and Education Research
5th ICTTR: International Conference on Tourism: Theory, Current Issues and Research
ICONASH: International Conference on New Approaches in Social Sciences and Humanities

April 20-21, 2018, Antalya-TURKEY

Conference Programme

21 st April 2018		09.00-10.00	Hall: 1
Session: 7		Chair: Assoc. Prof. Dr. Ebru Gülbuğ Erol	Language: TR
SH3036	Büşra Avşar	THE TRIAD TRIVET OF EUROPEAN IDENTITY: CHRISTIANITY, GREEK SCIENCE AND ROME EMPIRE	
SH4044	Haydar Efe Onur Bigaç	EUROPEAN UNION AND CRISIS IN SYRIA	
SH4045	Haydar Efe Onur Bigaç	STRATEGIC IMPORTANCE AND NATURAL RESOURCES OF THE MIDDLE EAST AS A REGION FOR POWER STRUGGLE FOR GLOBAL POWERS	
SE3076	Fatmanur Güder Serdar Kurt	THE EFFECTS OF MACRO ECONOMIC VARIATIONS ON INCOME INEQUALITY: PANEL DATA ANALYSIS FOR BRIC-T COUNTRIES	
SE2030	Ebru Gülbuğ Erol	TWO CULTURES- TWO WOMEN- TWO MEN- ONE TV SERIAL: "BLACKROSE"	

21 st April 2018		09.00-10.00	Hall: 2
Session: 7		Chair: Assoc. Prof. Dr. Nesrin Şalvarcı Türeli	Language: TR
SE1006	Ayça Akın H. Seda Sezgin	PROSPECTIVE MIDDLE-SCHOOL MATHEMATICS TEACHERS' MULTIPLE APPROACHES TO AN ALGEBRAIC VERBAL PROBLEM	
SE1017	Aysel Can	ANALYSIS OF POSTTRAUMATIC GROWTH CHARACTERISTICS OF MOTHERS OF CHILDREN SHOWING NORMAL DEVELOPMENT WITH PERVASIVE DEVELOPMENTAL DISORDER AND MENTAL OBSTACLE DIAGNOSED BETWEEN 4-18 YEARS CHILDREN'S MOTHERS IN TERMS OF SOME VARIABLES	
SE1018	Meral İsmail	THE EFFECTS OF SEXUAL SELF-SCHEMAS AND SOCIAL ANXIETY ON HAPPINESS: COMPARISON WITH ETHNIC AND DEMOGRAPHIC INFORMATION	
SE2029	Yüksel Hatırlı Yasemin Duran	DETERMINATION OF THE FACTORS AFFECTING THE MOTIVATION OF STUDENTS: AN IMPLEMENTATION ON ISPARTA VOCATIONAL SCHOOL STUDENTS	

21 st April 2018		10.15-11.15	Hall: 1
Session: 8		Chair: Assoc. Prof. Dr. Şirvan Şen Demir	Language: TR
SE4107	Nesrin Şalvarcı Türeli Ece Asmafiliz	AN EMPIRICAL RESEARCH ON THE FREQUENCY OF SOCIAL MEDIA USE OF GENERATION Y INDIVIDUALS	
SE1007	Tuğçe Tuncer	THE RELATIONSHIP BETWEEN THE FOOD AND DRINK ADVERTISING FOR CHILDREN AND OBESITY INCREASE IN CHILDREN	
SE1016	Zeynep Şimşir Bülent Dilmaç	PREDICTIVE RELATIONSHIP BETWEEN WAR POST TRAUMATIC GROWTH, VALUES AND PERCEIVED SOCIAL SUPPORT	
SE4096	Ali Arslan Münevver Cüce Selver Türk	BASIC HANDWRITING ATTITUDE SCALE FOR TEACHERS	

21 st April 2018		10.15-11.15	Hall: 2
Session: 8		Chair: Assoc. Prof. Dr. Ahmet Uçar	Language: TR
SE3039	F. Hülya Dikici	AN OVERVIEW OF CUSTOMER RELATIONSHIP MANAGEMENT IN HOTEL ENTERPRISES: ISPARTA EXAMPLE	
T3016	Gökçe Tuğdemir Kök Bora Çizer	PERCEIVED SERVICE QUALITY IN MARINAS: A CASE STUDY	
SE3053	Ahmet Uçar Rasim Akpınar Nilüfer Negiz	REFLECTION OF NATIONAL TOURISM STRATEGIES TO LOCAL: GEKA CASE	
T2012	Ramazan Göral	EVALUATION OF THE TOURISM SECTOR EFFECTIVENESS OF INTERNATIONAL TOURISM DESTINATIONS WITH ESM-VT METHOD	



5th ICSSER: International Conference on Social Sciences and Education Research
5th ICTTR: International Conference on Tourism: Theory, Current Issues and Research
ICONASH: International Conference on New Approaches in Social Sciences and Humanities

April 20-21, 2018, Antalya-TURKEY

Conference Programme

21 st April 2018		11.30-12.30	Hall: 1
Session: 9		Chair: Assoc. Prof. Dr. Ramazan Göral	Language: TR
T3014	Yılmaz Seçim	TURKISH KITCHEN CULTURE IN GASTRONOMY	
T3017	Abdullah Karaman Ali Keleş Hüseyin Keleş	BIRDWATCHING IN TITREYENGÖL, THE EVALUATION OF IT AS AN ALTERNATIVE TOURISM TYPE	
T4020	Zeki Akıncı Murad Alpaslan Kasalak Gülseren Yurcu	EVALUATION OF ANTECEDENT ATTITUDES OF UNIVERSITY STUDENTS TOWARDS ECOCENTRIC, ANTHROPOCENTRIC AND ENVIRONMENT: AKDENİZ UNIVERSITY FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES	
T3013	Yılmaz Seçim	SOME FUNCTIONAL FOODS AND PROPERTIES USED IN TURKISH CUISINE	
T4019	Zeki Akıncı Gülseren Yurcu Murad Alpaslan Kasalak	LEISURE MOTIVATION AND SATISFACTION IN RUSSIAN TOURISTS: ANTALYA \ KEMER \ BELDİBİ EXAMPLE	

21 st April 2018		11.30-12.30	Hall: 2
Session: 9		Chair: Prof. Dr. Bülent Ağbuğa	Language: TR
SE1015	Zeynep Şimşir Bülent Dilmaç	POSITIVE CONSEQUENCES FOLLOWING THE TRAUMATIC EVENT: POSITIVE PSYCHOLOGY PERSPECTIVE	
SE3084	Nedim Yıldız Hatice Hicret Özkoç	THE EFFECT OF ORGANIZATIONAL STRUCTURE ON ORGANIZATIONAL CULTURE AND A RESEARCH	
SE2020	Bülent Ağbuğa	COMPARISON OF PHYSICAL ACTIVITY LEVELS OF WOMEN AND MEN PHYSICAL EDUCATION TEACHERS	
SE4097	Kürşad Han Dönmez Ferhat Büyükkalkan	INVESTIGATION OF TOLERANCE LEVEL OF PHYSICAL EDUCATION AND SPORT TEACHERS WORKING IN GİRESUN AND LEVELS OF CONTINUOUS ANGER AND ANGER EXPRESSION STYLES	

21 st April 2018		11.30-12.30	Hall: 3
Session: 9		Chair: Assoc. Prof. Dr. Şirvan Şen Demir	Language: TR
SE3069	Adnan Veysel Ertemel Burçin Korkut Şahin	IMPACT OF SPONSORSHIP ON CREATING CUSTOMER LOYALTY: VODAFONE-BEŞİRTAŞ J.K. CASE	
SE3078	Mehmet Marangoz Ali Emre Aydın	A DISCUSSION ON CONSUMER PRIVACY CONCERN AND PRIVACY PROTECTION	
SE1008	Tuğçe Tuncer	THE FACTOR OF IRRITATION IN ADVERTISEMENT: BEAUTY OR UGLY? A SEMIOTIC ANALYSIS	
SE3068	Adnan Veysel Ertemel Peyvent Peyk	THE IMPACT OF ZERO MOMENT OF TRUTH ON CONSUMER BUYING DECISION: A RESEARCH IN TURKEY	

21 st April 2018		11.30-12.30	Hall: 4
Session: SDU TOURISM		Chair: Assoc. Prof. Dr. Mahmut Demir	Language: TR
T3015	Kadir Ekin	THE USAGE OF EDIBLE FLOWERS IN FOOD AND BEVERAGE COMPANIES	
T3007	Mahmut Demir Şirvan Şen Demir Emre Yaşar	THE FORM OF DISCRIMINATION IN TOURISM JOB ADVERTISEMENTS	
T3021	Yasin Akşap	DIGITAL REFERENCE IN HRM	
T3022	M. Ayberk Şaşmaz	THE EFFECTS OF DEMOGRAPHIC FACTORS ON EMPLOYEE SELECTION IN HOTELS	
T4024	A.Çağlar Akçil	A STUDY OF BRAND CITY FOR İSPARTA	



5th ICSSER: International Conference on Social Sciences and Education Research
5th ICTTR: International Conference on Tourism: Theory, Current Issues and Research
ICONASH: International Conference on New Approaches in Social Sciences and Humanities

April 20-21, 2018, Antalya-TURKEY

Conference Programme

21 st April 2018		14.00-15.00	Hall: 1
Session: V		Chair: Assoc. Prof. Dr. Mahmut Demir	Language: EN
T0006	Nadira Nazimkulova	TOURISM INVESTMENTS IN KYRGYZSTAN	
T0008	Habil Azez Sertavyen	SPORT TOURISM IN RURAL REGIONS	
T2009	Li N. Yuong	YIELD MANAGEMENT IN HOTEL BUSINESSES: A SAMPLE OF BOUTIQUE HOTEL	
T3010	Verginis Artefonakis, Giannis Dalamagkas	DIFFERENCE OF SERVIS QUALITY BETWEEN CITY HOTELS AND RESORT HOTELS	
SH4088	Mahmut Demir	THE NEW TECHNOLOGIES FOR THE CONVENIENCE OF TOURISTS IN THE HOTEL INDUSTRY	

21 st April 2018		14.00-15.00	Hall: 2
Session: V		Chair: Assoc. Prof. Dr. Nesrin Türeli	Language: TR
SH4048	Gulhan Al-Turk	GAZELLE IN THE POEM SAFIYYU'D-DIN EL-HALLIY	
SE4093	Cemal Sezer Ayhan Durmuş Odeta Elezi	A SURVEY ON DETERMINATION OF SATISFACTION PERCEPTIONS OF HEALTHCARE SERVICES IN PRIVATE HOSPITALS	
SE4101	Serdar Ünal	HOW DO YOUNG PEOPLE EVALUATE INFORMATION CIRCULATING ON SOCIAL MEDIA PLATFORMS? EXPOSURE TO INFORMATION AND CREDIBILITY	
SE4102	Serdar Ünal	MILLENNIALS (GENERATION Y): DEMOCRACY, HEALTHY SKEPTICISM AND POLITICAL CYNICISM	

21 st April 2018		14.00-15.00	Hall: 3
Session: V		Chair: Assoc. Prof. Dr. Şirvan Şen Demir	Language: TR
SH3039	İbrahim Yenen	RELIGION AND SOCIAL CONFLICT	
SH2013	Şenay Yavuz Görkem	AN INQUIRY ON THE NOTION OF YOUTHQUAKE: INITIATION, MANAGEMENT AND MEDIA COVERAGE	
SH3030	Zeynep Koçer	LOOKING AT THE HISTORY OF TURKISH MEDIA INDUSTRIES THROUGH A SOCIO-ECONOMIC AND POLITICAL LENS	
SH3038	İbrahim Yenen	CIVIL RELIGION AS SOCIAL THEORY	

21 st April 2018		14.00-15.00	Hall: 4
Session: V		Chair: Reza M. Asade	Language: EN
T0002	Ryan Dampil and Christy A. Cole	DIGITAL TOURISM	
T0003	Reza M. Asade	CONFLICT MANAGEMENT AND ITS EFFECTS ON ORGANIZATIONAL OUTPUT IN TOURISM BUSINESSES IN IRAN	
T0004	Hajjah H. Sri Fairuz	GASTRONOMY TOURISM IN ASIAN COUNTRIES: A SAMPLE OF MALAYSIA	
T0005	A.R. Vijay Sharma	ANALYSES OF THE DESIRES, EXPECTATIONS AND NEEDS OF EUROPEAN TOURISTS INTERESTED IN TRAVELLING TO INDIA	



5th ICSSER: International Conference on Social Sciences and Education Research
5th ICTTR: International Conference on Tourism: Theory, Current Issues and Research
ICONASH: International Conference on New Approaches in Social Sciences and Humanities

April 20-21, 2018, Antalya-TURKEY

Conference Programme

21 st April 2018		15.15-16.15	Hall: 2
Session: V		Chair: Assoc. Prof. Dr. Mahmut Demir	Language: TR
SE3085	Safiye Genç Mahmut Demir Fatma Kumkale	RELIGIOUS ORIGIN OF THE FIRST WORLD MAPS	
SE4091	Şule Yüksel Yiğiter Salim Sercan Sarı Turgut Karabulut	THE EFFECT OF THE VOLATILITY INDEX (VIX) AND CONSUMER CONFIDENCE INDEX ON BIST INVESTMENT PARTNERSHIP INDEX	
SE4092	Selami Güney Kübra Saka İlgin	COMPARING FINANCIAL PERFORMANCE OF THE BANKS BY GRAY RELATIONAL ANALYSIS: AN APPLICATION ON NATIONAL DEPOSIT BANKS IN TURKEY	
SE4094	Cemal Sezer Ayhan Durmuş	CLINICAL INFORMATION SYSTEMS AND CLINICAL DECISION SUPPORT SYSTEMS: A STUDY BASED ON LITERATURE	

21 st April 2018		15.15-16.15	Hall: 3
Session: V		Chair: Assoc. Prof. Dr. Şirvan Şen Demir	Language: TR
SE4105	Özlem Kurtoğlu Zorlu	OTHERNESS IN TURKISH AND ENGLISH PROVERBS	
SH3028	Fatma İdil Baktemur Mehmet Özmen	INVESTIGATION OF NONLINEAR STRUCTURE OF INDUSTRIAL PRODUCTION GROWTH RATE FOR TURKEY	
SH3040	İbrahim Yenen	SOCIAL SECULARIZATION AND RELIGION	

21 st April 2018		16.30-17.30	Hall: 1
Session: V		Chair: Emre Yaşar	Language: TR
SE4095	Muzaffer Şahin	DRONE JOURNALISM	
SE4099	Arif Furkan Mendi	TEA INDUSTRY IN TURKEY: A SECTORAL AND EMPIRICAL STUDY	
SE4103	Mehmet Marangoz	INVESTIGATION OF THE EFFECT OF SOCIAL NETWORKS ON STUDENTS' COURSE STUDY AND ACADEMIC SUCCESS	
SE4104	Cemal Sezer Ayhan Durmuş	A STUDY ON THE REASONS FOR SETTING UP A BUSINESS AND ENTREPRENEURSHIP	

21 st April 2018		16.30-17.30	Hall: 2
Session: V		Chair: Jean de Vick	Language: EN
SH3032	Beste Gökçe Parsehyan	NETWORK ORGANIZATION STRUCTURES: THE CASE OF ART GALLERIES	
SH4041	N.Savaş Demirci	THE EFFECTS OF INTERNAL AND EXTERNAL FINANCIAL SOURCES ON R&D EXPENDITURES: DYNAMIC PANEL DATA ANALYSIS ON R&D INTENSIVE FIRMS LISTED ON BIST	
SH3037	Zuzana Novakova	TECHNOLOGY-ENRICHED LEARNING ENVIRONMENT AND THE DEVELOPMENT OF SPEAKING SKILLS OF HIGHER EDUCATION STUDENTS	
SE4106	Cemal Sezer Odeta Elezi Ayhan Durmuş	DETERMINATION OF PATIENT SATISFACTIONS IN A PRIVATE HOSPITAL: A CASE STUDY	
T0001	Jean de Vick	WHAT A TOURISM DESTINATION OFFERS? THE SAMPLE OF LIECHTENSTEIN	

**5th International Conference on Tourism:
Theory, Current Issues and Research**

