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NOBEL SCIENCE



Dear Scientists,

The 2nd International Congress on Tourism, Economic and Business Science (ICTEBS) will be held in Kartepe/Kocaeli on 01-04 November 2018, which will be organized in cooperation with Nobel Science and Research Center and Kocaeli University. ICTEBS is open to academics, researchers and students conducting research in the fields of Tourism, Business and Economics.

The aim of ICTEBS 2018 is to bring academics and researchers working on tourism, business and economics together to create an environment for scientific sharing and discussion, to meet and interact with the academic environment.

The oral presentations and poster abstracts presented at the Congress will be published in English in the abstract book of the International Congress on Tourism, Economic and Business Sciences (www.ictibs.org), and if requested by the authors, the research will be published as an article in the "International Journal on Tourism, Economic and Business Sciences (<http://dergipark.gov.tr/ijtebs>) International Journal of Social and Economic Sciences (http://www.nobel.gen.tr/dergiyilisayisi.aspx?dergi_adi=IJSES)" which is after being subjected to necessary scientific evaluations. Turkish and English presentations will be made at the congress.

ICTEBS 2018 will be able to reach its purpose through contribution, support and participation of you valuable scientists. We will be honored to see you on 01-04 November 2018 in KARTEPE/ KOCAELİ.

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An Analysis Of Tourism Development: Tourism Paradox, Tourism Equinox And Tourism Detox

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Abstract

Having the tourism industry as the only development model for a country with its natural and cultural resources could not only destroy the social life but also the tourism industry itself. Although the equation “more tourists = more tourism income” is so simple, it is not a sustainable approach for the development plans of the destinations. New buildings, new lifestyles, new social and commercial relationships will rapidly replace old ones at the destination. The prospects of even more income will cause an increase in the tourism revenue generation capacity of the destination which often causes deterioration and devastation of the attractions at the destination and a decrease of the tourism earnings. This process leads to overuse of natural and cultural attractions and places pressures on tourism earnings. ”Tourism paradox” is the name of this concept. Tourism paradox is the name given to this phenomenon where tourism industry destroys natural and cultural environment that is necessary for tourism activities. The growth of tourism cannot be always considered as having a positive impact for destinations.

The balance, which does not change and disturbs the social and economic relations at the destination is called “tourism equinox”. New projects and approaches to solve the problems caused by the growth of urban populations and establish healthy sustainable tourism destinations are becoming more important than ever. Tourism detox is a treatment that is intended to remove harmful substances from the destination. Detox is a radical decision and it is not an easy process. Therefore, spatial reorganization and urban regeneration play a crucial role for the marketing of destinations and this transformation action affects all infrastructure facilities, restorations of old buildings, reorganization of historical zones, and revitalizing the architectural style of the destinations. This analysis investigates the influence of tourism paradox and tourism equinox on destinations in relation to tourism activities and the protection of natural and cultural resources with the help of tourism detox.

Keywords: Tourism Paradox, Tourism Equinox And Tourism Detox

Effective Progression Trends Of Industrialization Process in Azerbaijan**Mehriban IMANOVA**

“Nakhchivan” University, Faculty of Economics, Nakhchivan, Azerbaijan

Abstract

The paper aims to investigate the specific features and areas of Azerbaijani industry, to learn possible ways of how to develop it. The up-to-date situation and growing inclinations of Azerbaijan industry have been studied in this research work. It has learned historical development of industry, examined current situation of separate fields to investigate the whole structure of industry, proposed suggestions to solve any problem and evaluated the guaranty of intentional state programs implemented by the government. The single-sided development of the industry of the country necessitated acceleration of industrial production of other economic regions. There is confirmed that the share of oil and gas extraction has been increased in the structure of industrial production in the article. Recent development trends in fuel and energy sectors have contributed to the boost of foreign trade relations. Even though there has been a big progress in industry as a result of regional steady development policy, our country has a lot of potential opportunities with interminable natural resources and these opportunities should be turned to reality continually. In order to advance the economic development of Azerbaijan, the most substantial issue is to achieve active progress of the non-oil sector. Therefore industrial companies should be activated which's reconstruction is considered economically advisable, modernization, promotion of investments, transition to international norms, production of innovation-oriented outputs, and personnel training processes should be accelerated, measures to encourage creating competitive products by the government should be continued, free competition environment and conventional ownership must be evolved. Having a strong effect on the country's economic security, the development of Azerbaijan industry will scale up the state budget incomes, promote employment and stabilize trade balance.

Keywords: Azerbaijan industry, non-oil sector, industrial enterprises, regional economic policy

As a Labour-based form of Housing, the Example of Karabaglar Slum Area in Izmir**Seçil Özdemir METLİOĞLU**

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Abstract

With the transportation of the industry out of the city, the slums have a distinct appearance in the city center. Especially since the 2000s, slums have been tried to be transformed through urban transformation projects. The slum areas, have been launched as dangerous, risky and unhealthy areas that need to be eliminated urgently. The aim of this study is to reveal whether the fact that people living in the region built their homes as labor-based while preparing urban transformation projects. In this study, 30 in-depth interviews were conducted with 30 slum owners living in Karabaglar slum. In this study, in-depth interviews were conducted with 30 slum owners living in Karabaglar slum area in Izmir using qualitative research technique. The research findings were analyzed and interpreted with Maxqda qualitative analysis program.

Keywords: City, Labour-based housing, Slum areas, Urban transformation

The Low Visibility of Revitalization Policies Towards Tangible Cultural Heritage Assets in The City Of Tirana

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Abstract

The paper aims to point out the importance of revivifying the objects of cultural heritage in Tirana, in order to make them known nationally and internationally and generate revenues. Based on qualitative content analysis, the study intends to read carefully between lines the official documents of the Albanian government concerning the cultural sector and showing what is missing with reference to the cultural heritage and revitalization policies.

Moreover, the paper gives an overview of the historical and cultural sites in the city of Tirana, emphasizing the importance of their revitalization with the aim of making them profitable by attracting a large number of domestic and foreign tourists. The lack of funding paves the way for public-private partnerships in the field of cultural heritage tourism. The partnership arrangement in the revitalization policies is of high importance for an effective management of the sites as well as maximizing the benefits of all interested stakeholders.

Keywords: tangible cultural heritage assets, revitalization, decentralization, public-private partnership, marketing strategy.

Analysis of Conflicts in Hotel Operations As a Management Processes

Huseyn HASANOV

Doctorant, Azerbaijan Tourism and Management University

Abstract

Research purpose: the main aim of this study is to define the term conflict and approach it from the process point of view. Therefore, the main goal of the study is to determine the stages of the conflict. **Research methodology:** based on research methods, such as collecting scientific data and systematic analysis of information received logical generalization and analysis. **Research outcome:** international approaches to conflict process definitions were investigated and the information received was systematically analyzed and presented as an instruction that can be used to manage hotel facilities as well as with other industrial enterprises. **Research limitations:** requires extensive experimental information. **The practical significance of the research:** is that it will play a positive role in enriching the scientific and practical knowledge of students working in this field, researchers, and students in the field. **Scientific novelty and originality of research:** The significance of this study is on implementation possibility of the gained theoretical knowledge to the hospitality management sphere of Azerbaijan. Considering the fact that tourism is a newly developing high priority economic sphere for our country, the implementation benefits of this study is very high.

Keywords: Hospitality Management, Conflict Management, Conflict Process, Negotiation

The Effects of Type D Personality on Aggressive Behaviors: The Role of Abusive Supervision

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Abstract

This study aims to investigate the effect of Type D personality on aggressive behaviors and the mediating role of abusive supervision. It is suggested in the literature, Type D personality and abusive supervision considered as the significant precursors of employees attitudes and behaviors. Therefore, Type D personality and abusive supervision were examined as the effective factors on aggressive behaviors within the scope of the study. For the purpose of the research, the data which were collected from 250 employees in hospitality industry by the survey method were analyzed by using hierarchical regression analysis. The result of the study indicate that Type D personality has a positive and significant effect on employees' aggressive behaviors. However, abusive supervision has a mediating role between the relationships Type D personality and aggressive behaviors.

Keywords: Type D Personality, Aggressive Behaviors, Abusive Supervision

Marketing Promotion Promotion in Tourism

Zija ZIMERI
Mr.sc.Blerta Zimeri

Abstract

In this paper I gave an overview of the system of modern market economy, the dominant role of service, the service between the providers and the beneficiaries, we have mention that service can not be seen or touched, can not be physically possessed, and can not be maintained, the role of consumers, their dealing with tourism, have an impact on opening new jobs, economic growth, the development of each country. The way of doing business, the globalization development of information and communication technologies. Global level information, competition, advantages, their marketing strategies, promotion of marketing mix, creating positive preferences, promotional activities, contemporary business. Promotion analysis as an element of marketing mix in tourism. The objective of this paper is to emphasize the importance of promoting tourism services and to show the efficient management of theory and practice promotion, marketing services in tourism the media, promotional tools, the internet, marketing communication, destinations (public and private sector, destinations, bidders and sales brokers) Trends in marketing, new technologies in business and introduction of innovations. The paper has an introduction and a conclusion. The paper concludes with the conclusions regarding to the promotion of tourism services, their importance in the business of tourism offers in tourism and for the future of tourism in general. Marketing Service, Marketing Definition, Services, Market Type, Work Intensity, Level of Contract with the Users, the qualification of service, products, distribution and pricing, promotion and education providers, medias and various advertising, promotion of sales, the management of marketing activities in service companies etc. Internal and External Marketing, offering of equipment and technologies, contact staff and interactive marketing. The Service companies must act in co-operation with customers and this depends on the staffing ability involved in providing services and in service delivery processes. It is known that services require integrated marketing activities to provide quality services and achieve competitive and productive differentiation.

Keywords: Promotion, Marketing, Services, Tourism

The Use of Time Driven Activitybased Costing (Tdabc) Method in Accommodation Business: An Example Application

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Abstract

The development of the activity based costing methodin the basis of the idea that the production of goods and services which activities can be separated from each other and that these activities constitute the production costs by consuming the resources, is the Time Driven Activity Based Costing method. This method, based on time as the allocation key in the calculation of the cost to be charged to the goods and services, is an effective and useful method in determining the costs of the accommodation businesses, which use significant labor time in the activities they perform more accurately and with ease. Therefore, in this study, primarily TDABC method was introduced and then it was explained how to use this method in accommodation businesses with reference to a sample.

A Study on Determination of Recreational Activity Opportunities in Villages: The Case of Mustafakemalpaşa District of Bursa Province

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Abstract

In the last century and the individuals themselves, their working life is made easier as a result of the increase in time interest in recreational activities have become widespread. Widespread among the recreational activities in the villages began to lead activities. Turkey with rich environmental diversity and the unique nature of any recreational resources. In this context, with different properties located in the province of Bursa, Mustafakemalpaşa County is one of the areas that comprise the source for the villages of recreation activities. In this study, which is 90 km away from the Centre County Ontario Provincial Mustafakemalpaşa was to determine opportunities for recreational activity. Review of land are based on observation and research. His knowledge of the literature, information obtained as a result of these evaluations, as well as all the recreational activities that can be done in the field were determined. Mustafakemalpaşa district; pristine surroundings, village settlements, waterfalls and hot springs for recreation the city of Bursa and unique vegetation with a high capacity. Also the presence of the village to carry out recreational activities, as well as the diversity of alternative agricultural products and recreational opportunities in the villages. As a result of the study; the natural features of Mustafakemalpaşa County has many recreational activities in the area, but it was observed that recreational activities are not adequately assessed. Alternatively in the villages of agricultural products from villages to the taste of visitors that they want to be able to find in the villages are given recommendations for development and diversification of activities.

Keywords: Recreation, Mustafakemalpaşa, Village, Natural, Cultural

The Investigation of Motivation Role in the Effect of Organizational Cynicism on the Performance of Five Star Hotels

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Abstract

The hotel businesses, which are among the accommodation establishments, are the enterprises that provide services in the tourism sector, both for their contribution to the national economies and for the satisfaction of tourists. The attitude of the staff working in five-star hotels during the service plays a role in guest satisfaction.

The motivation level of the employees is important not only for the guests who stay in the company but also for the performance of the company. In this study, organizational cynicism will be emphasized on the reasons of causing positive or negative attitudes for the employees of hotel enterprises. Organizational cynicism has a significant impact on the decision of the employee to continue working at the hotel. In particular, working in the hotel business according to other enterprises, holidays, Christmas, such as working on special days in terms of working conditions in terms of a different situation. This situation also affects the motivation of the employee. The aim of the study is to determine the opinions of the managers and employees working in all fields in the five star hotels on the levels of organizational cynicism and to investigate their performance, the effect of motivation. In this context, methods to increase motivation are indicated. In the context of the research, it is argued that motivation plays an important role in the effect of organizational cynicism on operational performance. For this purpose, a questionnaire was applied to the people working in five star hotels in Antalya in 2018. In order to generalize the research, it is aimed to reach the manager and employee participants in a minimum of 200 five star hotel. In the analysis of the data, AMOS program and Structural Equation Model were used.

Keywords: Organizational Cynicism, Motivation, Business Performance, Five Star Hotel Employees Performance

Complex Touristic Sdi For The Region Of Lake Ohrid

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ABSTRACT

Lake Ohrid represents a great tourist potential of the Republic of Macedonia, as the area of special interest for all visitors of Macedonia. Despite such high status of this area in the state and regional level, to date there is still missing complex and comprehensive spatial database with opportunities for open access, usage and purchasing through the internet. Given the need to create a complex database with wide-ranging involvement of data that directly or indirectly connected to tourism, starting from the assets of the area and volume of information needed, as well as special interest of potential tourists, was established multipurpose and complex spatial data infrastructure aimed to contribute on developing of tourism in this region. Methodology approach in developing the data infrastructure was the establishment of a database that will enable tourists to get acquainted with all the features and natural-social elements of this region, by creating clear overview of the most appropriate period time to visit-tourism this region, according to their individual requirements. Geodatabase consists of eighth (8) datasets: boundaries, hydrography, transportations, population centers, religious-historical-cultural-educational-sporting objects and traditional cultural/sport events, facilities for health and collective security, public-touristic facilities/services, and many types of thematic data. All these datasets provide clear overview for the entire region, by including a large number of non standard data for this type of databases. As examples of non standard data can be mentioned characteristic data for the lake water temperature which appears in raster form separately for each month of the year, the amount of rains within the year, data on intensity and direction of winds separately for each month and within a day etc. Eight datasets consists 79 feature classes, i.e. 275 feature items.

This SDI represents the spatial data infrastructure created in own original way, with aim to contribute the developing of tourism in the tourist region of the Lake Ohrid, as well as of whole region in general, and in the same time presents a modified approach to spatial data needed to be placed within a database of tourist information. This infrastructure was created in the academic level, within the State University of Tetovo as part of exercises with students, in order to help the development of tourism in Macedonia, as well as to create a new approach in creating the spatial data infrastructures of various types.

The next phase of this project is establishing the portal for publishing, utilization and purchasing of information through the internet.

Keyword: Lake Ohrid, SDI, tourism, kompleks torustic SDI.

Urban Identity And The Tour Izmit Project

Recai TANDOĞAN

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Abstract

The first founder of the city of Izmit in its current location was Nicomedes I (279-250 B.C.), the king of Bithynia. The city of Izmit is the third largest city in the Marmara Region after Istanbul and Bursa. However, Izmit was the fourth largest city in the world after Rome, Antiochia, and Alexandria in the 4th century A.D. Izmit officially made capital by Diocletian in A.D. 284, stayed as the capital city of the Roman Empire in the east for 46 years until Istanbul became prominent and named as the capital city of the Byzantine Empire in A.D. 330. The city was rejuvenated and many public buildings were constructed in this process. This privileged situation of the city of Izmit was of course due to the deep bay which moves into the land to the east of the Sea of Marmara. This bay, called Sinus Astacus or S. Olbianus in that period, served perfectly as a natural and sheltered harp harbour and shipyard. The fact that Izmit was established on the roads leading from Anatolia to Europe made it an everlasting important city.

The urban identity is defined as the qualities that help to differentiate a city from other cities, to metamorphose it in a sense, and features inarguably distinct to the city. These features can be grouped as geographical features (e.g. bay, strait, and mountain), architectural features (e.g. Eiffel Tower, Collasium, Red Square, Pyramids), climatic features (e.g. desert, mild, continuous rainfall) and socio-cultural features (e.g. Rio Carnival, entertainment and gambling in Las Vegas).

How many times does Izmit (Nicomedia), dating back to prehistoric ages, mentioned with his history? To what extent does it carry the clothes of its past? This study about the contribution made to a city's tourism by building a urban identity in the light of the Turizmit program organized by the Izmit Municipality. In addition, a survey study was conducted among the participants of the tour and the results were evaluated.

Keywords: Turizmit, Kapanca Street, Clock Tower, Amphitheatre, Sırrı Pasha Mansion, Orhan Mosque

**Archaeology, Cultural Heritage and Tourism From the Past to the Future:
On the Cultural Heritage of a Dynasty from the Hellenistic Period**

Ali BORA

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Abstract:

As it is known, within the first quarter of the 3rd century BC the city of Nicomedia which emerged as one of the most important cities of the ancient known world in northwestern Anatolia continues to be the focal point of humanity from past to present. While the ancient texture of the city is being unearthed by archaeological studies that grow and gaining diversify day by day, the impact of this potential on human mobility in the region and its contribution to modern culture and recognition are increasing. In this respect, the study aims to deal with the importance and essence of the Bithynian dynasty in antiquity, and approaches the reflections of the cultural heritage of the kingdom in the Hellenistic world with literature and archaeological findings. Our study which aims to contribute to the ancient world-wide recognition of the Kingdom of Bithynia outside its borders and the impact of the cultural heritage generated by, focuses on the prestige of it's capital from thousands of kilometers away in a wide geography such as to Rome, Delphi, Delos and Kos Islands, Macedonia, the Pontus Kingdom, the Galatians and Galatia Region and it's Hellenistic cultural heritage which seems trapped in small details among the studies on the struggles between Kingdom of Pontos and Rome, brought to our modern world will be explored.

Keywords: Archaeology, Cultural Heritage, Ancient Kingdom of Bithynia, Nicomedia.

Psychological Disorders in The Workplace, Causes, Prevalence, And Effects

Başak KICIR

Dr. Kocaeli Üniversitesi, Mediko Sosyal Merkezi, Psikolog.

Abstract

Every year the prevalence of psychological disorders increases worldwide among the general and working population. Global crises, increasing unemployment rates and changes in the labor market affect workers mental health. Most common psychological problems in the workplace are depressive disorders, anxiety and adjustment disorders and posttraumatic stress disorder symptoms.

The occurrence of psychopathology in the workplace affects both individual employees and organizations. Absenteeism, presenteeism, decreased productivity, increased health care, and disability costs are the most common outcomes. Long-term psychological disorders are one of the three leading causes of disability, along with cardiovascular disease and musculoskeletal disorders. The estimated effect of depression and anxiety disorders on the world economy due to inefficiency is 1 trillion \$. Despite these effects, the importance of psychological disorders and mental health in the workplace is newly understood. The stigma associated with psychological disorders is another factor. The aim of the study is to give information about the causes, prevalence, and effects of psychological problems and raise awareness about the importance of mental health in the workplace.

Keywords: Mental health, psychological disorder, workplace, stigmatization, depression.

Are Ambidextrous Organizations More Resilient? A Research on Healthcare Institutions**Ayşe GÜNSEL¹ Mariana DODOUROVA²**¹Department of Management and Organization, Faculty of Economics and Business Sciences, Kocaeli University, Kocaeli, Turkey²Department of Management, Leadership and Organization, Business School, Middlesex University, London, United Kingdom**Abstract**

Organizational resilience is considered an emerging phenomenon in the strategic management literature. However, little attention is given to understanding how organizations develop resilience in response to sudden environmental changes and crises. The purpose of this paper is to provide insights into the antecedent role of organizational ambidexterity in developing organizational resilience in the context of healthcare institutions. To date, there has been no systematic attempt in the extant literature to empirically test the impact of ambidexterity on organizational resilience, particularly in healthcare institutions. By studying 62 hospital managers and using structural equation modeling through SmartPLS, we find that exploitation positively impacts on the strategic awareness and integrity dimensions of organizational resilience while exploration is positively related to the integrity and adaptation capacity.

Keywords: ambidexterity, organizational resilience, healthcare industry.

Effects of Perceived Workload and Coworker Loafing on Job Performance**Gönül KAYA ÖZBAĞ¹ Tülay POLAT ÜZÜMCÜ²**¹Department of Marine Business Administration, Maritime Faculty, Kocaeli University, Kocaeli, Turkey²Kartepe Tourism Vocational School, Kocaeli University, Kocaeli, Turkey**Abstract**

Performance have positive or negative consequences for the organization and therefore scholars are widely interested in investigating the individual and organizational factors that affect it. Accordingly, this paper aims to investigate the impact of perceived workload and coworker loafing on job performance. It is proposed that the perception of workload and coworker loafing will negatively influence job performance. The results showed that perceived coworker loafing is negatively associated with job performance. Surprisingly, the results provide no empirical evidence in support of the negative relationship between perceived workload and job performance.

Keywords: perceived workload, coworker loafing, job performance

Slow City As a New Life Style and Its' Impact on Tourism: The Turkey Case

Ali ACAR

Selçuk Üniversitesi, İİBF, Siyaset Bilimi ve Kamu Yönetimi Bölümü

Abstract

Globalization and developments of information-communication Technologies play an active role upon the emergence of similar cities and touristic lands in whole world. In this process unplanned urban growth along the touristic coastlines and its hinterland creates rent oriented pressure on ecological systems –especially on forests and agricultural lands. Thus these areas constantly have been damaged. In a fast-changing world, touristic heartlands and cities have become the major competition areas between countries. It is an unquestionable fact that the countries which is able to promote themselves with a certain brand will have a bright future than others. Touristic areas and destinations always enhance the social and economic welfare of countries. However, the touristic areas which represents homogeneous structure all over the world are established without the concern on the needs and features of cities. Cities' fabric, colors, music, arts, food culture and lifestyles-all values that creates the identity of cities- are deteriorated. Consumerism and the consumption-oriented lifestyles have started to not please the peoples. Thus, the search for alternative lifestyles have caused the emergence of Cittaslow movement. Slow Cities includes the towns and cities that protects the local identities. These cities and towns don't prefer to be the homogenous places as products of globalization. Having emerged with the slow cities, slow tourism has no profit concern. Besides, the conservation of rich culture and protection of existing structures are the major issues in the philosophy of slow tourism. Tourism industry have capacity to advance with the branding of Slow Cities. Therefore, cities meet the Slow City brand, the more flow of tourists happens. Just because the people prefer live in more slow-quiet places and eat more natural foods instead of having holiday in unnatural places as in grand hotels. This situation makes "slow tourism" more prominent. In this study, within changing tourism perception and philosophy of life, Slow Cities' role and importance in the regional and country advertising and their contribution to tourism are evaluated. The Slow City implementations in Turkey and the impacts of these implementations upon local tourism, regional and country advertising are also assessed.

Keywords:Turkey, Slow City, Slow Tourism, Regional and Country Advertising

To Save Secondary Houses to Tourism: Sapanca Example

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Abstract

Secondary houses are usually recreative houses that are used as by one season or at weekends. Factors that cause attraction as location, climate, land forms and other economic factors affect choosing secondary houses. Sapanca destination is selected for secondary houses as a result of its natural beauties such as lake, mountain and forest and of being near to İstanbul. In spite of these contribution, it is observed that secondary houses have been inactive and used limited. As a result of this idea, this study was made to use secondary houses for tourism purposes. First of all it was completed a extensive literature review and it was seen that there is not enough study about this subject. In the searching part of the study it was used semi-structured interview which is one of the qualitative searching methods with the people who has information about the subject and the interview was recorded. These records were seperated by theme as a part of the descriptive analysis and the results were interpreted. After these interviews, the participants mentioned that small part of the secondary houses are used for tourism purposes and most of them are inactive. Also it was examined that secondary houses which are on sites has legal boundries about renting them for tourism. As a result of the study, lots of inactive houese on Sapanca location have need legal regulations to encourage people to use them for tourism and to educate them. In addition it must be paid attention by both people and authorities about the need on projects or congress which can be in cooperation with universities and local authorites to save secondary houses to tourism.

Keywords: Seconday house, Sapancai Tourism, Real Estate.

The Impact of Task Conflict, Coworker Conflict and Supervisor Conflict on Workplace Ostracism

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Researchers agree that workplace ostracism has a negative impact on employees' psychological wellbeing which in turn can reduce one's ability to effectively contribute to the organization. Therefore, it is important to determine the factors that lead to ostracism. The current paper proposes that three sources of conflict in a workplace such as task conflict, coworker conflict and supervisor conflict will positively influence workplace ostracism. The results provide empirical evidence in support of the positive relationship among supervisor conflict and workplace ostracism. On the other hand, the results provide no empirical result for the support of the positive relationship among task conflict, coworker conflict and workplace ostracism.

Keywords: Workplace Ostracism, Task conflict, Coworker Conflict

**The Role of the Websites On the Marketing of Accommodation Business:
The Example of Kocaeli Hotels**

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Abstract

Internet which is widely used in so many sectors, shapes the communication forms of businesses. With the using of internet technology, companies have the opportunity to represent themselves directly on their official websites and to reach their customers directly. So the content of these websites and their designs become more important. In this context, it is mentioned about the importance of websites about marketing accommodation business in this study. Purposive sampling was used in the study and five or four stars hotels in Kocaeli with the tourism management certificate was chosen. In the study it was aimed to examine the websites with the features that can effect their marketing activity. In the study the websites which were in the sample group have been visited and the hotels were evaluated with the content analysis which is a part of qualitative methods with the four dimensions and 34 steps scale. As a result of the study it was seen that the reservation information on the hotels' websites are not enough and there are information mainly about traditional hotel promotion. It was also seen that they are inadequate About The virtual tours and employment there is a lack of practical use such as consumer comments on forums or blogs although there are some standard information parts. And also it was examined that there are transportation information however hotels are not capable of information about their host city.

Keywords: Accommodation business, Kocaeli, websites, content analysis , Hotel.

Trends of Effecting Consumer Behavior in Tourism

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Selçuk Üniversitesi, İİBF, Siyaset Bilimi ve Kamu Yönetimi Bölümü

Abstract

In the globalizing world, the competitive environment between enterprises has increased. Businesses that want to ensure sustainability and increase profits in their activities have had to offer their goods and services by taking into account the characteristics of the consumers. In this way, businesses that do not know the consumer's behaviors will be able to achieve successful results by creating loyal customers. In this study, the factors affecting consumer behavior in tourism sector will be explained in the theoretical framework; As a result of the findings obtained, solutions will be tried to be developed for the stakeholders in the sector.

Keywords: Competition, tourism, consumer behavior.

Migrations In The History Of The Kocaeli Kartepe Appliçance Policies

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Abstract

Kocaeli is an important center that has witnessed the 15 migration movements Kocaeli in history. It has traces of Balkan Migrations, which started with the Caucasus starting from the second half of the 19th century in massive dimensions, followed by the Ottoman Russian War of 1877-1878, which was called as 93 harbi according to the hari tari, and in the aftermath of the Balkan Wars and expressed in millions of millions in our history. These mass historical migrations; we see that the period concentrated on the Ottoman lands especially on the lands of Anatolia geography. The sociological analysis of these migrations expresses us in the cultural richness of the region in terms of the "Ottoman Empire of the Ottoman Empire" of the Muslim communities that constitute the "Ottoman subjects" that lived on the territory of the Ottoman Empire.

Until the 1850s, as the refugees from the Ottoman State had not yet reached massive masses, it was not necessary to establish an institution in terms of housing. Peyderpey is usually interested in Şehremaneti with works of refugees coming. However, since this date, various institutions have been established to deal with the problems of acceptance, registration, subsistence and settlement of the increasing number of refugees. The first was the "Commission on the Immigration" which was established on January 5, 1860. In the following period, other commissions were established, such as the "Administration-i Muhajirin Komisyonu" and "Muhacirin Komisyonu Alisi". In the Prime Ministry Ottoman Archives about these commission reports which are established; There are many documents about "Migrations to and around Izmit in Kocaeli Sanjak".

In this study, we have established a research center in Kartepe. While the settlement units in geography are connected to Izmit, which is the central district in the previous year, the "Metropolitan Municipality" dated 22.3.2008 and numbered 26824 were published and the Kartepe District of Kocaeli Province was established with the law regarding the establishment of the district within the boundaries.

There are many historical documents in the Ottoman archives related to the Prime Minister's office regarding the policies of the immigration to the historical settlement centers which are frequently mentioned in Ottoman archives such as Uzunçiftlik, Uzuntarla, Eşme, Acısu, Maşukiye, Büyükderbent, Arslanbey, Sarımeşe and Suadiye. We will try to assess the migrants in the archive records and the historical documents that show the government's policies during these migrations.

Keywords: Migration, Islam, Muhajir, Commission, Kartepe, Kocaeli

The Effects Of Demographic Characteristics On Organizational Commitment: An Investigation On Turkish Port Staff

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Abstract

Several researchers have examined organizational commitment concept because it has varying positive consequences for the organization and employees. Therefore, the goal of this study is to examine if demographic characteristics of employees have a significant role in determining organizational commitment. Data gathered from 50 employees of the various ports in Kocaeli is analyzed by using t-test, Anova and Tukey test. The results revealed that marital status, educational level and job tenure have a significant effect on organizational commitment level of employees. On the other hand, the findings indicated that age and gender have no significant effect on organizational commitment level of employees.

Keywords: Affective Commitment, Continuance Commitment, Normative Commitment, Demographic Characteristics

Promoting Eco-Tourism In Core Villages : İkiztaş Case**Ayfer ÖZMEN¹ Gönül KONAKAY² Arzu Yüce MORKOYUNLU³**¹Kocaeli Üniversitesi Hereke Ömer İsmet Uzunyol MYO, Yönetim ve Organizasyon² Kocaeli Üniversitesi Hereke Ömer İsmet Uzunyol MYO, Muhasebe ve Uygulamaları³Kocaeli Üniversitesi Hereke Ömer İsmet Uzunyol MYO, Çevre ve Temizlik**Absract**

For the core villages to be included in the scope of eco-village, there needs to be a structure where the climatic characteristics, the flora, the location, the natural and architectural structure of the area are preserved, and the unique customs and traditions of the community are still kept alive. The purpose of this study is to promote eco-tourism in İkiztaş village, where public participation is ensured, as part of the protection of local, cultural and social values. The local, cultural and social values and the nature of İkiztaş village are presented by being modelled along with the term of sustainability. Eco-villages are the ideal residential models where the mental recreation of the visitors occurs. Eco-villages are small with a population of 500-3000 people and this is very advantageous in terms of promoting tourism in them. The advantages and disadvantages met when promoting eco-tourism in İkiztaş village are presented within the frame of the model that has been set up.

Keywords: eco-tourism, core village, sustainability

Concordat Is The Solution In The Financial Crisis?

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Abstract

With the Law dated 28/02/2018, amendment of articles 285 - 309 concerning the concordance of our Execution and Bankruptcy Law No. 2004 was aimed to revitalize the concordat institution which was completely abandoned in practice.

This amendment has been made in the Law of the Swiss in 2013 with the amendments made in the articles 178-179 of the IİK and which has been implemented since 2003 to fill the gap that emerged with the abolition of the postponement of the bankruptcy institution, and the concordat institution has been started to be applied again by taking the last changes that came into force in 2014 as a model.

Keywords: Concordat, Postponement of bankruptcy, Deal with Creditors.

Review Of Cruise Tourism In The World And In Turkey, Global Trends And Local Factors Affecting Cruise Tourism In Turkey

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Abstract

Cruise tourism plays an important role in marine tourism all over the world. Having Aegean and Mediterranean coasts and İstanbul which is a center of attraction increases the potential of take a large economical share from cruise tourism industry. However, in recent years, it is seen that Turkey cannot benefit from this potential. Looking at the statistics, the number of passengers visited cruise ports in Turkey increased gradually to the highest level in 2013, but started to decline in 2014 and 2015. Finally the number of cruise passengers decreased more than 70 percent when compared to peak year, 2013 and reached to lowest level since 2004. In this study, state of the cruise tourism industry globally and in Turkey was examined. Global trends and local factors affecting the decline in this sector, which provides significant economic return to our country, have been investigated.

Keywords: Tourism, Marine Tourism, Cruise Tourism, Cruise Ship, Cruise Port

Cycling as an Opportunity for Improving Health Tourism in Izmir**Onur İÇÖZ¹ Yiğit S. BOZKURT² Tuğrul GÜNAY³**¹ Adnan Menderes University, Faculty of Tourism, Department of Travel Management, Turkey,² Adnan Menderes University, Graduate School of Social Sciences, Department of Tourism, Turkey,³ Eastern Mediterranean University, Faculty of Tourism, Department of Tourism Management,
Famagusta, North Cyprus.**Abstract**

Izmir has been a traditional tourism destination for holiday, culture and history seekers for many years, and however the city has many advantages for some other alternative tourism options. Cycling, as one of the major sport activities for health and a kind of special interest tourism, is getting popular among the city dwellers recently. Convenient and long cycling routes help to meet the basic requirements of local and external bikers in the region. The city has already been a member of the European Cycle Route Network (*EuroVelo*) with its projected 491 km long cycle routes. The basic objective of this study is to examine the bicycle tourism as an opportunity for local tourism. This study was designed as a qualitative descriptive research by interviewing some professional cyclists, experts and professionals in Izmir province in order to have their ideas about the development potential of bicycle tourism and then the effects of EuroVelo membership of Izmir. The results of the study explain that the bicycle tourism in Izmir has not sufficiently been developed yet, but the interest of local people and foreigners is still raising and bicycle tourism has much potential for the development of local tourism.

Keywords: Cycling, Bicycle Tourism, Health Turizm, Special Interest Tourism, Eurovelo

Investigation Of Digital Human Resources Applications In Legal Context**Hasan Ali KAPLAN¹ Serdar BOZKURT¹ Kübra YAZICI²**¹ Yıldız Technical University, Department of Business Administration¹ Yıldız Technical University, Department of Business Administration² Yıldız Technical University, Institute of Social Sciences, MBA Student**Abstract**

After the developments in information technologies, internet has become very frequently used in business applications. The increase in the processes in which technology was used in business also affected human resources and after this change, human resources departments started to perform their activities in digital platforms. In this study, digital recruitment and digital performance management functions will be discussed. Digital human resources practices are a new concept in our country and the legal solutions that can be brought to these practices have not been investigated sufficiently. In this respect, digital recruitment and digital performance management from digital human resources functions will be examined in the legal context, especially in the context of Turkish Labor Law.

Keywords: Digital Recruitment, Digital Performance Management, Labor Law

Green Businesses Sustainable Tourism And Kartepe

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SUMMARY

Sustainability is the principle of consuming the natural environment and natural resources without prejudice to the right of future generations. Living in a green and clean world, ensuring environmental sustainability and social responsibilities of enterprises against society and environment cause businesses to revise their plans and expectations for the future and all their activities in an environmentally sensitive manner.

Living in a green and clean world, ensuring environmental sustainability and social responsibilities of enterprises against society and environment cause businesses to revise their plans and expectations for the future and all their activities in an environmentally sensitive manner. This process requires enterprises to adopt green management as a modern management system of today and to abandon old traditional management practices.

Today, as a minority, we live in a period of increasing greening, green and environment. As it is known, the rising trend of environment sensitivity, which constitutes our daily life in an environment where the Kyoto Standards are adopted all over the world, has been a positive development affecting the hospitality sector. Green business is an understanding of production that aims to protect the natural balance of the enterprises' activities within the framework of environmental sustainability and minimizes the damage caused to the environment. With the realization of this understanding, Kartepe region will become a developing tourism center with its stars shining day by day. At this point, Kartepe ensures that service providers fulfill their responsibilities towards the environment and society; It will have achieved significant advantages in terms of competitiveness in tourism, competition in new markets, customer satisfaction in other destinations.

In this study, in order to evaluate the e positive effects taş of the 1st International and 5th National Labor and Society Congress, “green enterprises de, which are among the sürdür congress topics de in tourism, to carry the future to the future without destroying and destroying the riches of tourism within the scope of sustainability. There will be an assessment of the steps to be taken. In addition, the relationship between the green business activities for environmental sustainability, which has an impact on the business success, and the business success indicators, is discussed together with the various dimensions of this study. The aim of the course is to examine the perspectives of environmental awareness of environmental sustainability.

Keywords: Tourism, Green Business, Environment, Sustainability, Kartepe

The Effect Of Electronic Trading in Tourism Business

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Abstract

Today, the globalization of the world economy and technology with the rapid development of competition between businesses is increasing day by day. Along with the rapidly developing innovations, the concept of conventional trade in the field of information technology has started to gain different perspectives. The combination of information technologies and internet technologies and marketing activities in a virtual environment brought about by technology have created the concept of electronic commerce. The electronic commerce used in many sectors also affected the tourism sector and made it possible to adapt to today's competitive environment.

In this study, as a result of the literature researches, in tourism enterprises, as in every field, to reduce the risks, to adapt to the competitive environment, to minimize the damage during the crisis periods and to determine the advantages and disadvantages of the electronic commerce for tourism enterprises by specifying how they can be used more efficiently e-commerce applications used in the sector were examined and investigations were conducted within the scope of the enterprises operating in this sector.

Keywords: Tourism Industry, Electronic Commerce, Electronic Commerce Applications

A New Process in Human Resources Management: Talent Management**Esin KARACAN**

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Abstract

The global world is facing a new wave of change every day, and it has to accept it in a prepared or unprepared way. The person who prepares this change and is affected by it quickly finds himself in the wheel. In particular, enterprises are responsible for adapting to change and ensuring change because they meet human needs through human activities and products and services they produce. The most important source of competition for businesses, the human resource, talent management process is required to evaluate. In the light of these developments, it is aimed to examine the issue of talent management which is an important process in human resources management in enterprises.

Keywords: Human Resources, Human Resources Management, Talent Management

Healing Gardens And The Place in Tourism

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Abstract

Developing urban settlements have very positive effects on people and also affect mental and physical health negatively. These health problems, which have increased in recent years, have required serious decisions and reforms in the world. As a result of these reforms within the scope of the landscape, the concept of Ç HEALTHY GARDENS ‘reform has emerged. The healing gardens, which are frequently used in the old Ottoman period, have unfortunately lost its value today.

Healing Garden; It is the gardens that are designed to facilitate the return of nature, which is part of nature, which aims to reduce the stress which is one of the biggest problems in today's man. The positive effects of healing gardens created for the treatment of many diseases in Europe have been scientifically proven.

Today, in many European countries, especially in our country, activities are organized under the name of ifa healing tourism.

Within the scope of healing tourism, it is considered that the countries benefit from natural water assets, geographic location and topographic structure. Garden tourism has also improved in recent years and attracts a lot of attention worldwide. Especially in England, the Netherlands and Japan, various activities are carried out within the scope of garden and horticultural tourism.

The aim of this study was to determine its place in Turkey and the healing garden examples in the world of tourism. For this purpose, evaluations have been made in the light of domestic and foreign scientific sources and expert point of view. As a result of the study, it was determined that healing gardens should take place within the health tourism activity grounds on the grounds that it is beneficial for human health to spend time in natural environments, nature walks, nature sports, and treatment with plants and animals.

Keywords: Healing Gardens, Health Tourism, Healing Garden Tourism, Healing Tourism, Nature Tourism

The Relationship Between Corporate Governance And Internal Audit in Tourism Sector

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Abstract

The importance of corporate governance and internal audit concepts are increasing in line with the effects of the business environment that has been developing and becoming complicated with the globalization movements experienced in the world and in our country. A more secure process has been ensured for the enterprises by protecting the rights of shareholders, investors and employees along with transparency, equity, accountability and responsibility from the generally accepted principles of corporate governance. In addition, the more effective the corporate governance approach, the more effective is the internal audit. With the risk-focused realization of internal audit activities, the corporate governance principles will be strengthened by preventing the mistakes and tricks that may occur with the organizational structure of the enterprises operating.

In this study, the role of internal audit in increasing the efficiency of tourism management in tourism sector, which is one of the important sectors in our country, and the relationship between corporate governance and internal audit has been examined. In order to implement the corporate governance approach in the tourism sector, the relationship between the internal audit was investigated and the studies conducted as a result of this review were examined and the evaluations on the importance of internal audit were shared.

Keywords: Tourism Sector, Corporate Governance, Internal Audit

The Effects of The Perceived Corporate Reputation on Counterproductive Work Behaviour**GÖNÜL KAYA ÖZBAĞ**

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Abstract

Counterproductive work behaviour (CWB) is a concept that is gaining importance as it is costly to organizations and detrimental to employee's quality of work life. Therefore, this study aims to analyze the effects of perceived corporate reputation (PCR) on CWB. Data drawn from 90 employees of companies in Marmara Region of Turkey was used to test the relationship. Regression analyses indicate that PCR has negative effects on three dimensions of CWB including abuse, production deviance and withdrawal. However, results did not show any significant relationship between PCR, sabotage and theft dimensions of CWB.

Keywords; Counterproductive Work Behaviour, Perceived Corporate Reputation

Patriarchal Culture and Its Creation of Queen Bees**Elif BAYKAL**

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Abstract

Recent research shows that professional women generally work at lower levels of hierarchy in their organizations and they are not often lucky enough to promote. And some of them even experience problems in their social identities with their gender in the male dominant patriarchal work environment. Some successful business women with low identification with their own social gender groups seem to necessitate proving that they are as hard, rigid and resilient at least as their successful male managers, and they may even be more competitive and ruthless than their male colleagues. This syndrome which is referred as queen bee syndrome in business literature can be defined as these female managers' externalization of their female subordinates rather than supporting them, and sometimes even applying mobbing to them. According to the literature this is influenced by cultural elements and manifests itself as a product of patriarchal motives that have taken place in social and organizational cultures. This study will present a conceptual research on this syndrome and the cultural items that affect it.

Keywords: Queen Bee Syndrome, Patriarchal Culture, Women at Work

The Effect of Working Conditions of Housekeeping Staff Working at Public Institute on Work Motivation

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Abstract

This research was planned to examine the effect of working conditions of housekeeping staff working in public institutions on work motivation. Public institutions where are in the province of Ankara have at least 80 or more housekeeping personnel who accept voluntary participation were included in the study. 518 cleaning personnel working in these institutions were tried to be reached, but 393 volunteer personnel were included in the study. In the data collection phase of the study, the scale prepared by Albayrak (2012) by utilizing of the scale of the working conditions that Olcay and Izgi (2008) have done validity and reliability and the scale of two-dimensional work motivation, which was adapted from Mottaz's scale and was made validity and reliability by Dünder, Ozutku and Taspınar (2007), was used. As a result of the study, there was significant relationship between wage and satisfaction, which is one of the sub-dimensions of Work Motivation and Working Conditions of Housekeeping personnel. When the relationships between the subscales of both scales were examined, a significant, low and inverse relationship was found between Working Conditions - Wage and Satisfaction and Work Motivation - External Motivation. There were statistically significant differences between working conditions and job motivation and gender; no significant difference between age, education level and marital status.

Keywords: Housekeeping, Housekeeping staff, working conditions, motivation, work motivation.

A Model Suggestion for Minimizing The Emergency Evacuation Time in Accommodation Establishments

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Abstract

It is difficult to predict emergency evacuation times in accommodation establishments due to the customers with different mobility from persons with disabilities to athletic people and perceptual differences. In cases such as fire and earthquake, evacuating the building as soon as possible is important as a preventive action for customers. The minimum time to evacuate the guests from the rooms to emergency assembly points, ensures decrease the losses of life and property. The purpose of this study is to suggest a mathematical model that minimize the evacuation time and assigns customers to rooms by taking into account the characteristics of the customers and the building in the potential emergency situations. In the study, the results of the proposed model for different scenarios have been compared with the results of randomized customer-room assignment. The proposed model has given the least average time and has minimized the maximum evacuation time for each scenario.

Keywords: Evacuation time, Accommodation establishments, Customer-room assignment

History And Cultural Tourism in Kartepe

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SUMMARY

In the literature “tourism types according to the purpose of the participants“ within the scope of “history and cultural tourism göre as a tourism is diverse. Culture, history, philosophy, morality, science, art, technical, sports, economy, industry, education, law, health, tourism and so on. is a whole consisting of assets and developments related to these assets. Travels for different cultures and cultural works are called history and cultural tourism.

Ancient settlements, mosques, churches, inns, baths, mausoleums, aqueducts, bridges, caravanserais with examples such as archaeological artifacts, historical sites. These places are an important research topic for researchers, architects, art historians and students. In addition to this, if the relationship between culture and tourism is examined, trips to historical artifacts, museums and ancient civilizations are explored, trips and trips are organized and cultural tourism is created.

While the World Tourism Organization (WTO) explains the rising values of the new century in the travel industry, it shows that cultural tourism will increase and that the people of the world will discover each other by understanding each other and their cultures, and the search for ethnic flavors will continue and cultural tourism centers will be among the favorites of the century.

In this study, a historical hero of Hungarian history within the scope of history and culture tourism in Kartepe and the Hungarian folk hero of the Hungarian folk hero with gigantic statues in the squares of the Hungarian Capital Budapest. we will evaluate this supply in terms of history and culture tourism in order to gain the potential of demand in Kocaeli Tourism.

Keywords: Kartepe, culture, tourism, history

Diversification of Tourism and Kocaeli Case: Steps to be Taken in Alternative Tourism to Spread Tourism Activities on Four Seasons

Yüksel GÜNGÖR

Kartepe Tourism Vocational School. University of Kocaeli.

Abstract

The 9th Development Plan (2007 - 2013) targets; Prepared by the Ministry of Culture and Tourism, "Turkey Tourism Action 2007-2013" plan: the tourism industry, carrying the cooperation in the framework of the principle of public and private sector governance agenda and is a study aimed at strategic planning activities. "Turkey Tourism Strategy - 2023" is in harmony with the work. It aims to use the natural, cultural, historical and geographical values of our country in the balance of protection-use and to increase the share of our country from tourism by developing tourism alternatives.

Turkey's Tourism Strategy 2023 set out in the Certificate of strategic approaches; In the part of the diversification of tourism, the steps that will be taken in order to reach the target in the coming period are discussed separately in the tourism diversification which is planned to be developed firstly (health and thermal tourism, winter tourism, golf tourism, sea tourism, eco-tourism and highland tourism, congress and fair tourism). Tourism strategy is included in 2023.

2023 Ministry to diversify the tourism Kocaeli these goals, identify regional tourism at the fore of the types of tourism, Turkey's tourism competitive conditions adapt Kocaeli Tourism, the year of tourism activities in the twelve months to spread, its contribution to growth and employment in tourism revenues, "macro point of country We have deemed it appropriate to address the economy in a way that is undeniable contribution to the economy.

2023 Turkey, especially in the Tourism Strategy "to benefit the 20 million people in the domestic tourism market in Turkey and also of non-citizens in the travel habits of Turkey be put on the market suitable tourism products to their preferences and the expansion of their journey with the introduction habit" on behalf of tourism by disseminating the target base we Kocaeli tourism as for urgent to work on behalf of this work.

As a result; In this study, we aimed to evaluate the fact that ik touristic product diversification m will contribute to the growth rate by increasing the production factors, potential sources and productive forces, in other words by increasing the gross national product.

Keywords: Tourism Diversification, Alternative Tourism, Development Plan, Strategy, Kocaeli.

The Effect Of Conflict Management Styles On Task Performance

Emine KALE

Nevşehir Hacı Bektaş Veli Üniversitesi, Turizm Fakültesi, Nevşehir.

Abstract

Interpersonal conflict involves two or more individuals who perceive themselves as being in opposition to each other regarding preferred outcomes, attitudes, values, and behavior. Conflict management styles are defined as specific behavioral patterns that individuals prefer to employ when dealing with conflict. There are five different styles of conflict management: integrating, avoiding, obliging, dominating and compromising styles. The purpose of the current study is to investigate the effects of these conflict management styles on task performance. The sample of the study consists of food and beverage department employees in three, four and five star hotels in Nevşehir. Data is collected using a questionnaire and 139 applicable questionnaires are gathered at the end of the study.

According to the results of regression analysis, ‘integrating and dominating styles’ affect task performance positively, while ‘avoiding style’ affects negatively. In addition to, obliging and compromising styles have no effect on task performance.

Keywords: Conflict Management Styles, Task Performance, Hotel Businesses, Food-Beverage Personnel

A Qualitative Study on The Assessment of Hospitality Industry Manager on Disabled Tourism**Hatice Güçlü NERGİZ¹ Banu SAADET¹ Ünsal AKBIYIK¹**

¹Doç. Dr. Kocaeli Üniversitesi Turizm İşletmeciliği ve Otelcilik Yüksekokulu, Konaklama İşletmeciliği Bölümü

Abstract

The implementations for disabled tourism in Turkey are especially for more specific types of disabilities and these implementations can be varied according to the types of hotels. In Turkey, the ‘Law for Disabled People’ drawn up in July 2005. The Code of Practice (18/c) of Law states that arrangements must be made for disabled people to use tourism enterprises. The main purpose of this study is to determine the physical facilities of hotels for disabled people in the province of Kocaeli. It was aimed to determine the awareness levels of managers about disabled tourism and to draw attention that disabled people are involved in tourism activities. Semi-structured interview method was used in data collection. According to the data obtained, it has been determined that the physical arrangements for disabled people in the hotels are very limited and the existing arrangements are only directed to the physically disabled.

Keywords: Disabled people, disabled tourism, hotel industries, qualitative research, Kocaeli.

A Study on Determination of Recreational Activity Opportunities in Villages: The Case of Mustafakemalpaşa District of Bursa Province

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Abstract

In the last century and the individuals themselves, their working life is made easier as a result of the increase in time interest in recreational activities have become widespread. Widespread among the recreational activities in the villages began to lead activities. Turkey with rich environmental diversity and the unique nature of any recreational resources. In this context, with different properties located in the province of Bursa, mustafakemalpaşa County is one of the areas that comprise the source for the villages of recreation activities. In this study, which is 90 km away from the Centre County Ontario Provincial Mustafakemalpaşa was to determine opportunities for recreational activity. Review of land are based on observation and research. His knowledge of the literature, information obtained as a result of these evaluations, as well as all the recreational activities that can be done in the field were determined. Mustafakemalpaşa district; pristine surroundings, village settlements, waterfalls and hot springs for recreation the city of Bursa and unique vegetation with a high capacity. Also the presence of the village to carry out recreational activities, as well as the diversity of alternative agricultural products and recreational opportunities in the villages. As a result of the study; the natural features of mustafakemalpaşa County has many recreational activities in the area, but it was observed that recreational activities are not adequately assessed. Alternatively in the villages of agricultural products from villages to the taste of visitors that they want to be able to find in the villages are given recommendations for development and diversification of activities.

Keywords: Recreation, Mustafakemalpaşa, Village, Natural, Cultural

The Potential Impact of Time Perspective on Financial Capability: An Empirical Study in Turkey

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Abstract

Financial capability incorporates skills, behavior, and knowledge in five areas: making ends meet, keeping track, planning ahead, choosing products, and staying informed. People should understand how to manage their money, use credit, choose insurance, pay taxes, and save for emergencies, long-term financial security, and development (Atkinson et al., 2006). Time Perspective is a basic psychological dimension of time. Time perspective is used both in temporal coding and collecting and remembering events, as well as in the formation of expectations, objectives and imaginary scenarios. Results of several studies confirm that types of Time Perspective are significantly linked to several important aspects of human functioning (Przepiorka et al., 2016). The aim of this study is to explore the relationship between time perspective and financial capability. Data were collected in 2017 in Ankara, Çankaya district, Turkey. In this study, the total number of participants was determined using a random sampling method, and 513 participants completed the survey. About half (50.7%) of the sample were women; 49.3% were men. The average age of the participant's was 31.2 ($SD = 12.09$). More than half (59.1%) of the sample were single. This research finds that domains of time perspective were significantly related to financial capability except past-positive and present –hedonistic. Participants who focused a generally negative, aversive view of the past (past-negative) and a fatalistic, helpless, and hopeless attitude toward the future and life (present-fatalistic) were negatively associated financial capability. Participants who focused a general future orientation (future-orientation) were positively associated financial capability.

Keywords: Financial capability, time perspectives, financial knowledge, financial socialization, financial risk

Trade Unions And Their Search For Alternative Future

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Abstract

In a time when change is accelerating and an awareness that dictates that values and organisations to be reconsidered, and the concepts of the industrial society such as workmanship and employership are being re-studied as phenomena that change with new transitions, union managers too clearly state the need for restructuring.

Due to technological development, the rate of white-collar workers in the workforce has risen against the blue-collar workers. An important change that has been a factor and a result of the change in economic prosperity and transition to high technology has been the rise of average levels of education and learning. The workforce, comprised mostly of highly-skilled white-collar workers who are better educated than previous generations and possess a higher income level, has seen a change in attitude and behavior in the matters of unionization and labor struggle. In addition to this, business managements also develop management techniques such as human resources management that enable employees to participate, and develops conflict free relationships by establishing a direct dialogue with employees with applications such as quality circles, team work and satisfaction surveys. Trade unions are required to create new organizational structures to satisfy the needs of rapid change in technology and the new position of the workforce with knowledge.

On the other hand, developments in the aftermath of the 1980s led to neo-liberal policies taking over the whole world. Dismissals under the name of flexible labour market, subcontracting, precarious work and unregistered employment are becoming more and more common. The working class has lost the benefits it gained through organized struggle. In the face of the fact that traditional trade union organization is constantly weakening, it is a necessity to discuss alternative searches.

If the workers' unions will exist in the future, it will be extremely difficult for them to achieve this with their current traditional identities. In this respect, the time for the workers' unions to create a new vision is long overdue. In this study, a conceptual study on alternatives for the future vision search of unions will be presented.

Keywords: Trade unions, Unionism, Workforce, Neo-Liberalism, Flexible Labor Market

Sector's Perception of Working Conditions And Career Expectation For The Students of Vocational Schools

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¹Kocaeli Üniversitesi Gölcük MYO

Abstract

In this study, it is aimed to evaluate the expectations of the pre-graduate students who study in vocational high schools (vocational high schools providing university-level vocational education) and the expectations of the department they study, the perception of sector working conditions and career expectations. A survey was conducted on the Kocaeli University Gölcük Vocational School students to achieve this aim. The data obtained from the survey were analyzed statistically. Students' perceptions of the working conditions of the sector and career expectations are evaluated. The data obtained from the survey were analyzed statistically. Students' perceptions of the working conditions of the sector and their career expectations are evaluated.

Keywords: Vocational Training, Working Conditions, Willingness to Work, Career

Gastronomy Tourism in The World And Turkey**Saime KÜÇÜKKÖMÜRLER¹ Nağme BORAN ŞİRVAN² Aybuke CEYHUN SEZGİN³**^{1,3}Ankara Hacı Bayram Veli Üniversitesi Turizm Fakültesi Gastronomi ve Mutfak Sanatları Bölümü
Ankara/Türkiye²Ankara Hacı Bayram Veli Üniversitesi Polatlı Meslek Yüksekokulu Ankara/Türkiye**Abstract**

Gastronomy tourism is a form of tourism with the aim of gaining new food and beverage experience. In recent years, with the rapid introduction of technology in every field, access to traditional food has decreased considerably. The rapid disappearance of cultural values has also revealed the necessity of traditionalizing such cultural values to future generations. Among the cultural values, local food items, presentations, special day celebrations and presentations in such ceremonies started to gain importance all over the world. In recent years, the tourism made for the purpose of recognizing and preserving the cultural values caused the gastronomy tourism to become widespread. Some countries have begun to consider gastronomy tourism as the most important part of their country's cultural values. This has increased the trends of gastronomy tourism all over the world. Our country is extremely rich in terms of gastronomic values. Therefore, the trends in recent years in the world of gastronomy and tourism in Turkey aim of this study was to evaluate what happened in the case. The data obtained from this study, gastronomic tourism in our country by revealing the importance of gastronomy tourism in the field of gastronomic tourism can give a new perspective.

Keywords: Gastronomy, Tourism, Cultural Values

A Study on Communication Strategies of Online Travel Agencies: Booking And Pronto Tour Samples

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Abstract

Instagram is one of the most active platforms of social media, which is defined as a whole of web sites and applications that allow users to create and share content or to participate in social networks.. Instagram, which is the most popular photo-sharing platform since it was founded, has been an important part of the communication strategies of many travel agencies that provide services in the tourism sector as in other sectors. On the one hand, Instagram allows travel agencies to share information, photos and comments that will encourage incentives to realize tourism goals, while allowing followers to share their photos and comments, enabling an interactive communication platform between consumers and professionals. In this context, this study focuses on the communication strategies of the travel agency, which is active in the tourism sector, focusing on the shares of two internationally operating travel agencies. In the study, the numerical values of the shares were first reached and the meanings expressed by these values were explained.

Keywords: Instagram, Social Media, Communication, Travel Agency, Tourism

The Effect Of Perceived Virtuality On Workplace Loneliness And Organizational Communication

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¹Okan Üniversitesi

Abstract

In today's modern world, organizations continue their activities within the frame of relationship with external environment and employees as a part of internal environment. Organizations find themselves in the continuous change with the effect of acceleration in the globalization and technological developments. Within this changing system, organizations need to create an effective communication environment with their internal and external environments to ensure sustainability. Employees who move away from face-to-face communication in business life due to technological advancements in communication tools, use virtual communication tools intensively. Frequency of occurrence in these communication channels in the workplace causes employees to feel lonely in organizational communication process and cause loneliness in the workplace. The aim of this study is to investigate the effect of employees' perception of virtuality in the organization on workplace loneliness and organizational communication. This research is studied on 126 employees on the Anatolian side of Istanbul who determined with convenience sampling. The survey is used as a research method. In the scope of the research, perception of virtuality is measured by Virtuality Level Scale which is developed by C. Schmidt, B. K. Temple, A. McCready, J. Newman ve S.C. Kinzler (2008) and adapted to Turkish by Alkın (2016). While measuring workplace loneliness, Loneliness at Work Scale (LAWS) that developed by Wright, Burt ve Strongman (2006) is used. In case Organizational Communication Scale which is used by Altınkan (2018) is used. In scope of research ANOVA test is used to analyze the differences and Regression Analysis is used to measure the effects between variables. According to the results of the analysis, workplace loneliness with its dimensions differ by working time in the organization. The perception of virtuality has an effect on workplace loneliness and organizational communication. At the same time emotional deprivation and social friendship as a dimensions of workplace loneliness has an effect on organizational communication.

Keywords: Virtuality on Workplace, Loneliness, Organizational Communication

**Reflections of Indicator Science
in The Kitchen Arts For Plate Presentations**

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Abstract

Although the taste of food is effective in restaurant preferences, it is an advantage to emphasize the presentation and visuality. Without doubt, the presentation or design of the dish, which we can call eye saturation, is very important to capture the originality. The presentation of food is as important as its taste. A right and effective meal will increase the appetite of guests, and will facilitate their effectiveness and persistence. A right and effective meal will increase the appetite of guests, and will facilitate their effectiveness and persistence. Besides the taste and taste of the dishes, visual and aesthetic qualities are also important. The design of a place in accordance with the needs of people, such as the food decor elements in a manner consistent with the customer's visual aesthetic needs to be placed. Especially the way food is placed in the plate should be taken into account in terms of design principles, as well as cultural harmony. The purpose of this study is to determine that indicator science is effective in plate presentation. In this study, it was concluded that document analysis of qualitative data collection methods was important in the space preference of meal presentations with the obtained information.

Keywords: Restaurant, design, presentation, food, plate

The Art of the Puppetry as a Touristic Object

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Summary

Puppetry which passes down cultural elements from generation to next generation and reflects our traditions is prominent regarding its giving way to triggering manual labor and international cultural. Although the origin of the puppetry is not exactly known, it has continued its existence as an effective art by interacting with each other in many cultures and also beliefs emerging from ancient times since the early ages. Since there is no definite and written information about how and where the art of puppetry was born, different and contradictory theories about this topic are in question as an intense speculation source. The puppet has completed its own characteristic development in cultures from different times, gained various figures and techniques and reached today's artistic qualities. The art of Puppetry was probably born from wizardry and religious ceremonies, just like the drama. Puppet shows take place in order to entertain people and make them laugh. Moreover, they can reflect cultural values and political issues of a country.

With a rooted history, the art of puppetry, which is used with different purposes, still exists today. The role of puppets in tourism is effective in our country and also in many countries; therefore this issue has been chosen as paper topic. Paper topic is summarized by assuming the puppet's rooted history in Turkey, their current use, international studies and their role and effect in tourism will result in positive outcomes. The art of puppetry in Turkey will be evaluated by taking the situation into consideration in countries which can use the art of puppetry effective in tourism and will be analyzed through this sample. Paper topic includes crucial data in terms of touristic product, tourism and the country's tourism. It has qualification which may create source for other touristic manufacturing.

The results, evaluations and suggestions will be presented by assessing the obtained data.

Keywords: Puppet, Tourism, Art, Culture, Turkey

Visual-Contextual Analysis Of Turkish Airlines Website

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Abstract

The websites are much more effective and faster than other organizations such as magazines, brochures and newspapers in order to present themselves and communicate directly with their consumers. Although the websites that can be called as the windows of the corporations have different designs, a well-crafted website is an effective tool in realizing the promotion and communication objectives of the enterprise.

In this context, the aim of this study; It is the evaluation of the website of Turkish Airlines, one of the most established companies in the aviation sector, in terms of visual design elements. For this purpose, the general view of the web page of Turkish Airlines, visual clarity, color, text and form element, visual consistency, visual design organization, shape-ground explanations, ease of use, current and interactivity will be evaluated and descriptively analyzed.

Keywords: Web Page, Visual design, Communication, Visual Content Analysis, Marketing

The Role of National Cuisine in The Development of Tourism In Azerbaijan

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Abstract

Research purpose: culinary heritage is part of the tourist experience, and it is precisely the aspect of nutrition in tourism that has a basic ethnic-geographical approach, since the food interests the tourist not so much from the point of view of the technology of its preparation, but as a phenomenon of everyday culture which develops in certain geographical conditions. National cuisine is closely interrelated with other aspects of life, which reflect the relationship of people in society, norms, and behaviours that are traditional for a given nation. Therefore, it is necessary to study the influence of the local cuisine and culinary traditions on the development of tourism. The aim of the study is to reveal the potential of the national cuisine in the tourism sector of Azerbaijan.

Keywords: Azerbaijan, national cuisine, tourism, traditions, food.

**Definition And Benefits of Business Tourism
in The Context of Globalization**

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Azerbaijan, Baku

Abstract

Research purpose: to find out the possible definitions of the term business tourism, and clarify its importance for countries in the modern world. **Research methodology:** based on research methods, such as collecting scientific data and systematic analysis of information received logical generalization and analysis. **Research outcome:** international approaches to business tourism were investigated and the information received was systematically analysed and presented. **Research limitations:** requires extensive experimental information. **The practical significance of the research:** is that it will play a positive role in enriching the scientific and practical knowledge of students working in the tourism field, researchers and students in the field.

A Mythologic Route: Argo Ship

Deniz BEYAZ

Kocaeli Üniversitesi, Kartepe Turizm MYO, Kocaeli, Türkiye

Abstract

The myth of Argo Ship is one of the biggest mythological stories of Ancient times. Apollonios from Rhodes told the Argonautika adventure as a whole in B.C. 3. Argo, which means fast, Ship is a ship that had 55 paddles and it was made for heros who were looking for gold goes from Greece to Blacksea Kolkhis. The master who made the ship was Argos. The ship starts from Teselya and passes through Island Lemnos, Island Samonthrake, Kyzikos, Mysia shores, Khalkedon, Bosphorus, Maryandyn and Amazons and it arrives Coast of Caucasus Mountains.

In our study it was examined to revive this mythological route that starts from Eagean to Blacksea's East Coast in the context of special interest tourism.

Keywords: mythology, Blacksea, Ancient Route, special interest tourism.

The Worker Writer of Ancient Times: Hesiodos

Deniz BEYAZ

Kocaeli Üniversitesi, Kartepe Turizm MYO, Kocaeli, Türkiye

Abstract

When it was said Ancient Greece undoubtedly Homeros comes to mind. His magnificent epics Illiad and Odyssey tells use the Gods, Kings and Queens. It is the reason that Homeros was known as the poet of Kings. However there is one name after Homeros: Hesiodos.

Although Hesiodos had also a piece that tells the born of Gods, he is poet of farmers so workers. According to the Hesiodos who lived Between 700-650 B.C. , a person should live his life with working because gods put the great effort before diligence. The most important factor builds this thought that was an event in his personal life. His brother Perses who wants to have his father's inheritance without any effort creates Hesiodos' idea and tells this on "Works and Days".

In our study it was examined Hesiodos and his piece called "Works and Days".

Keywords: Hesiodos, Ancient Times, Worker

Paranormal Gastronomy

Deniz BEYAZ

Kocaeli Üniversitesi, Kartepe Turizm MYO, Kocaeli, Türkiye

Abstract

Gastronomy is one of the most popular subjects of recent years. Gastronomy which consists of firstly "Gastro" means stomach in Greek and derives from "Nomos" which means law, rule the word "Nomy" was used by French writer Joseph Berchoux in 18081 and it is used as the meaning of food enthusiasm, knowledge of food, science of food and the art of good food. While nutritiunon is used for other kinds, people choose food, prepare food and eat them. The other group that is believed that they eat food is Supranatural existence. While starting to eat if it is not said "Besmele" it is believed that the jinns and devils would share the food. Some foods are feeding supranatural existence some others are using to chase them such as onion, garlic, turnip and puerpera sherbet.

In our study teh gastronmy of supranatural existence will be examined by examples.

Keywords: gastronomy, supranatural existance, paranormal

Tourism: As A Soft Power Instrument In Diplomacy

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Abstract

Nowadays, diplomacy is no longer a concept that only includes interstate relationships. It became an understanding that includes individuals and all the other nongovernmental organizations within world policy area. The concepts of power and powerful state has also changed with this new understanding of diplomacy for the foreign policy. States, in accordance with the interests that are pursued in foreign policy use some methods in order to achieve them. Those methods includes not only threat and use of military power as a hard power but also values, institutions, people, cultural and diplomatic ways as soft power.

Soft power focuses on impressing and persuading of the opponent party with using of mutual communication and cooperation aside from threat and coercion. There are a lot of areas of using soft power to strengthen relations and tourism is one of them. Tourism can be a successful foreign policy tool for the improvement in the relations between states and can be also a result of the improving relations. For this reason, tourism is an important instrument that makes states more efficient in the world politics. Turkey that is a country has important tourism sources should consider its possibilities in a proper way to achieve using soft power.

Keywords: Soft Power, Diplomacy, Tourism

Digital Transformation in Professional Tourist Guidance

Özge ERSU

Professional Tourist Guide- FRANCE

Abstract

Being a professional tourist guide (Licenced Guide) requires a certain period of intense education, as well as an extensive field experience for perfection. Having said this, however, the rapid advance in technology also demands radical changes in this profession. Quicker access to information, increase in knowledge base, easier interaction of these sources are some of the main reasons that professional guides are nowadays handling a very-well informed and much more demanding tourist - traveler profile. As travelers evolve accordingly, a professional guide who wants to stay at the top level competition should welcome and adapt to these changes, while using, spreading and when necessary, even creating the relevant platforms and applications. Furthermore, 'Augmented Reality' and 'Virtual Reality' turns out to be a very critical milestone in this profession, as technological advances for mobil devices find their way in daily life supported by a huge increase in data transfer bandwidth. This transformation unfolds the limitations, even threats in continuation of this profession with traditional methods, directly or indirectly. This study focuses on the the positive contribution and negative results of such an inevitable digital transformation for professional tourist guidance in imminent future, as well as examining 'Augmented Reality' and 'Virtual Reality' platforms and applications that are closely related to this profession.

Keywords: Professional Tourist Guide, Licenced Guide, Digital Transformation, Digital Age, Augmented Reality, Virtual Reality, Tourism, Travel

Examination of The Relationships Between Commitment to Profession, Organizational Loyalty, And Intention to Leave In Healthcare Employees

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Abstract

The aim of this study is to examine the relationship between commitment to profession, organizational loyalty, and intention to leave levels of healthcare personnel working at different levels in health institutions. The study was conducted with convenience sampling method to 250 nurses, midwives, medical secretary, emergency medical technician, and other personnel whose working in different clinics and polyclinics which is affiliated to Ministry of Health in Istanbul. The data was obtained with permission of the facilities and the scales of commitment to profession, organizational loyalty, and intention to leave was conducted to data collection. The data were analyzed using SPSS (Statistical Package for Social Sciences) for Windows 22.0 program. Descriptive statistical methods were used. T-test, one-way ANOVA, The Tukey Post Hoc, Anova test, Pearson correlation and regression analysis was used.

The results of this study shows that the mean rank of the commitment to profession and organizational loyalty levels medium; and intention to leave level was found weak. There is a high and positive correlation between commitment to profession and organizational loyalty ($r=0.722$; $p=0,000<0.05$); and very weak and negative correlation between general organizational loyalty, and intention to leave ($r = -0.202$; $p = 0.000 <0.05$) of the health care personnel participating in this study. Regression analysis was used to determine the effect between commitment to profession, organizational loyalty, and intention to leave levels. Commitment to profession and organizational loyalty, have a negative effect on the level of intention to leave ($F=18,359$; $p=0,000<0.05$; $F=10,563$; $p=0,001<0.05$) respectively. It has been observed that general commitment to profession and general organizational loyalty levels have explanatory power over intention to leave levels ($R^2 = 0,065$; $R^2 = 0,037$) respectively. Finally, It has been observed that general commitment to profession level have explanatory power over organizational loyalty level ($R^2=0,520$).

Keywords: Commitment to Profession, Organizational Loyalty, Intention to Leave, Employees

Evaluation of Accounting Professionals of Accounting Profession

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Abstract

The information age is defined as the period from the 90s to the present. In this period, enterprises use information technologies and products are intertwined with technology. The fact that development is very fast and that it is directed to technology has also lifted the boundaries between enterprises. Business relations with foreign companies require a common language. Since the business language is accounting, accounting should be appropriate to the markets. International Accounting Standards provide a common language among enterprises.

In our country, the Public Supervisory Council of International Accounting and Financial Reporting Standards Turkish 'to turning, Turkey Accounting / Financial Reporting Standards (IAS / IFRS) as applied in conjunction with the entry into force of the new Turkish commercial code in yayınlamıştır.2013 standard areas have been developed. In this respect, they will be made in the first pass to the standards that are important in our country. In addition, it is imperative that the standards be known by the instructors and practitioners.

The most important problem in the study conducted in Kocaeli province regarding the accounting standards of accounting professionals and the level of knowledge about the accounting standards in terms of accounting standards of the professional accountants was found to be the lack of knowledge and systematic training of professional accountants. In this direction, the members of the accounting profession formed the sample of the study. The collected data were analyzed with descriptive statistics and quantitative data analysis methods. In the study, it was concluded that the accounting standards compulsory with legal regulations were perceived as extra work load in terms of accounting professionals who could not find much answer in practice.

Keywords: Turkey Financial Reporting Standards of Professional Accountants, Accounting Practices, Accounting Education

Service Production Cost And Tms 2 Accommodation

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Abstract

The production of services differs from the production of the product due to its nature. . The difference between one or more periods of service production is reflected in accounting practices. Accounts specific to the production of services has created a uniform accounting system implemented in Turkey. Turkey Accounting Standards, the accounting for the service is not complete periods of service production costs Uniform Accounting System According to a different approach has been adopted economic limits of the understandable result of international level disappearance, comparable and the need for transparent financial information; it makes mandatory accounting systems that apply the same standards. Turkey has currently applied in the Uniform Accounting System with the date 01.07.2012 by the new Turkish Commercial Code, which entered into force on mandatory significant differences between Turkey Accounting Standards. One of these differences is the calculation and accounting of service production costs in enterprises providing services. The purpose of this study is; the service production costs that cannot be sold or sold at the end of the period in the accommodation establishments operating in the service sector and cannot be reflected in the financial statements as revenue yet, is evaluated in terms of TMS-2 Stocks

Keywords: Accommodation, Service Production Cost, TMS 2

The Effect of Triple Helix Model on Assessment of Obstacles in Innovative firms**Hülya ÜNLÜ¹ Ahmet Kibar ÇETİN¹**¹Department of Economics, FAES, Çankırı Karatekin University, Çankırı, Turkey**Abstract**

Recently, the business environment of innovative enterprises is investigated from very different perspectives in the light of innovation policy decision. Understanding the the role of universities, firms, and government in other words Triple Helix Model is very crucial and critic. Innovative firms can aspect several factors related to its challenging nature. This paper analyzes the effect of Triple Helix Model on the assessment of Obstacles of Turkish Enterprises in 2015.

A quantitative approach was used by employing the Multivariate probit model to analyze data gathered from The Business Environment and Enterprise Performance Survey (BEEPS), which is conducted by the World Bank. It is expected to show that the collaboration between a university and an enterprise which is engaging in innovation process perceive the obstacles less important rather than who is not associated with a university or a research institute. Therefore, there is need of an important improvement of new channels to create new colorations between the two part of the Triple Helix model. In addition to this collaboration it is also expected to confirm that the relationship with government is a must of the successful innovation process. Further in-depth analysis it is conducted that the grants taken from the government agencies have a central importance on overcoming the effect of hindering factors. This study attempts to put forward key recommendations in this context

Key words: Triple Helix Model, Obstacles, BEEPS, Multivariate Probit Model

Impacts of tourism and tourismphobia in Spain

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Abstract

Tourism may be destructive incase it couldn't be managed properly although it has perceived as an economic rescuer for some locations since it has positive impacts on the locations when erupted as a tourist destination in the tourism market. However tourism requires to be managed in a proper way which aims the balance amongst the environment, local people and the industry. This study explains the impacts of tourism and tries to underline destructive negative social impacts of tourism. And the study shows how tourism causes a tourismphobia when overtourism erupted additionally when carrying capacity and sustainable approaches ignored in destinations. The method of the study based on the observation in the area, and information from the secondary resources. The photos from local and international media in the previous years were used to explaining the evidences of tourismphobia as the findings of the study.

Keywords: Impacts of Tourism, Overtourism, Local People, Tourismphobia, Spain.

The relationship between perceived brand innovativeness, perceived quality, and brand loyalty

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Since innovativeness leads to growth and profitability, it develops sustainable competitive advantage for firms. Even though the innovativeness has been studied in literature at the product and firm levels, there is little research at the brand level. In this respect, the purpose of this study is to examine the relationship between perceived brand innovativeness, perceived quality and brand loyalty. For this purpose, a research model was developed and tested. A self-administered questionnaire survey was conducted on 364 university students. To test the reliability and validity of model structures, confirmatory factor analysis was performed and the research model was tested with structural equation modeling. The study results indicate that brand innovativeness and perceived quality are important antecedents of brand loyalty. The findings of this study also show that the relationship between brand innovativeness and brand loyalty is indirect when all of the variables are considered collectively.

Keywords: Brand Innovativeness, Perceived Quality, Brand Loyalty

The Analysis of Tourist Identity in Youtube Travel Channels

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A general framework of the historical process of identity construction has been presented with its variation in the digital environment has been examined. In particular, along with the development of detailed investigations in flaneur identity and technology and to his change has been researched by Walter Benjamin. In the first period, flaneur, who traveled to Paris's Passages overlooked the city and cultural outlook, has undergone a certain evolution within the tourism industry. In the direction of Marshall McLuhan's the concept of 'Global Village', the boundaries of the spaces where the flaneur identity is visited and experienced have also expanded. In the research, new features such as cyberflâneur, digital narrative, flaneur / tourist have been identified that the identity of flaneur is gained with the influence of technology and digital culture. The empirical dimension of the research was constructed by analyzing the contents of the travel channels on Youtube. Make your own journey through the latest technological devices and who presents it in the form of a certain narrative, is determined as the flaneur of modern times. Undoubtedly, the dialogues of these individuals using the new media language and the interaction with the participating councils show that it serves again in a different way to the tourism industry. Over time the change in flaneur identity was monitored on the research axis.

Keywords: Toursit Identity, Digital Culture, Narration

Analysis of the Relationship between Person-Organization Fit and Emotional Labor in Accommodation Establishments

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Abstract

The purpose of this study is to analyze the relationship between Person-Organization Fit and Emotional Labor in accommodation establishments. The study of the survey was applied in total of 38 accommodation establishments. Surveys were conducted in two different countries, including Azerbaijan and Turkey. A total of 318 surveys were completed by people using SPSS.20. 205 surveys in the 21 accommodation establishments in Turkey and 113 surveys in the 17 accommodation businesses in Azerbaijan were collected. T-test, one-way ANOVA, The Turkey Post Hoc, Anova Test, Pearson correlation and regression analysis were used in the study.

The level of relationship between Person-Organization Fit and Emotional Labor shows different results in accommodation establishments. Regression relationship between the level of Person-Organization Fit and Emotional Labor levels was not significant. ($f = 1,977$; $p = 0,161$ to $0,050$). It was found which it was very weak level that the relationship of the variables of Person-Organization Fit which known as the determinant of Emotional Labor. ($R^2 = 0.003$). This indicates that the level of Person Organization Fit was affected negatively on the level of Emotional Labor in the accommodation establishments ($B = -0,107$).

Keywords: Person-Organization Fit, Emotional Labor, Accommodation Establishments,

Analysis of the Relationship between Organizational Atracctiveness and Psycological Contract in Accommodation Establishments

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Abstract

The purpose of this study is to analyze the relationship between organizational atracctiveness and psycological contract in accommodation establishments. The study of the survey was applied in total of 38 accommodation establishments. Surveys were conducted in two different countries, including Azerbaijan and Turkey. A total of 318 surveys were completed by people using SPSS.20. 205 surveys in the 21 accommodation establishments in Turkey and 113 surveys in the 17 accommodation businesses in Azerbaijan were collected. T-test, one-way ANOVA, The Turkey Post Hoc, Anova Test, Pearson correlation and regression analysis were used in the study. According to the results of the study, the relationship between the organizational attractiveness and psycological contract level was found a significant effect ($f = 1,977$; $p = 0,000 > 0,050$). It was found the relationship of the variables of the organizational attractiveness known as the determinant of the level of psycological contract ($R^2 = 0,003$). This means the level of the organizational attractiveness was increased to psycological contract in the accommodation establishments. ($B = 0,200$).

Keywords: OrganizationalAtracctiveness , Psycological Contract, Accommodation Establishments.

Quality and perceptions of Iranian tourists visiting Van

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Abstract

As an amalgam element of tourist experiences and preferences the concept of quality at the destinations has gained a great attention in the past since the impacts on the destination competitiveness and as the result on the satisfaction and revisit intentions of the visitors. It has a persistent impact rather than a tentative impact on the destinations tourist flow to a certain destination. This research reviews the literature and highlights wholly or partly the quality of destination as a tourism product which is offered to tourists and creates regular demand. Quality is a crucial concept that can provide insights on the way they are viewed and perceived by the tourists ultimately as customers visiting and using artificial and auxiliary service produced in the destination. This paper aims to explore the tourist perceptions related to Van as most popular destination visited by the Iranian tourists. The study uses primary data collected from the visitors through the questionnaire form which structured as an empirically in Likert form from the scales in literature. Each item constituted to measure the quality perceptions of tourists related to evaluation of natural, cultural and other potential of Van as a tourism product. Items which gain the highest and the least score as the perceptions of the tourists are explained at the result of the analysis.

Keywords: Destination, Quality, Tourist perceptions, Tourism product.

Economic diversity and contribution of tourism to Oman economy

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Abstract

Oman economy is heavily heavily dependent on oil revenues. Crude oil accounts for more than half of total export earnings, The crude oil sector is the major contributor to the GDP of the Sultanate with almost half (more than %40). Agriculture and fishery industry are considered as the other industries may possibly effect on reducing the economic disparities while contributing positively on GDP. Contraty that agriculture is far from the desired contribution to economy. So the nex probably the main trigger may become the tourism industry whicl will contribute the overall economy, by supporting the other industries and on the other hand making the triggering effect etc. The reason of this approach can be easily captured since Oman carries great tourism potential when considered its geographical point, nature, history, culture, climate etc. In its economic impact report for 2017, the WTTC placed the Oman ninth in the world in terms of overall tourism industry growth. When considered the driven Oman is placed in the 3th place out of 185 countries for capital investment growth. The purpose of this study is to explain the positive economic impacts of tourism in general and as in the case of Oman, from the point of income generating, employment effect and other impacts.

Keywords: Econmic diversification, Tourism, Travel, Tourism Prodcut, Oman.

Evaluation of Historical Places in Kocaeli Province in the Scope of Cultural Landscape**Aysun ÇELİK ÇANGA¹ Tuba AKMAN² Gizem KÜÇÜK²**¹Uludağ Üniversitesi Ziraat Fakültesi Peyzaj Mimarlığı Bölümü, Bursa²Uludağ Üniversitesi Fen Bilimleri Enstitüsü Peyzaj Mimarlığı Anabilim Dalı, Bursa**Abstract**

Cultural landscape; people of different cultures and civilizations, and nature by designing for any of its purposes, the resulting vegetative and structural element. The remaining fields contain the structure and historical places of the communities that lived in ancient times and in these areas it is possible to see elements of the cultural landscape; in this context, the positive effects of the historical fabric of the cultural landscape should not be overlooked. Located at the intersection of Turkey's most important routes province of Kocaeli in Izmit and according to research in the environment, which is one of the 12 counties, approximately BC. revealed that there are 3000 people in this land. The first evidence of this county, BC. 12. century it is based and until concrete has a very wide range as can be observed from a historical perspective. This study; 'Landmark' property enough to carry, too Izmit historical buildings, historic places of the cultural landscape of the relationship in terms of qualitative and quantitative evaluation and analysis according to the identity of the cultural landscape of the city's historic urban structure of the parameters that serve to place the effects on covers. During the research phase, prepared for the town of Izmit on the sheets that contains the limits identified historic sites in the study area transferred to the digital environment, made up of fieldwork, create table, photographs, supported by the numerical data obtained according to the research, physical findings and observations evaluated with a Swot analysis was conducted. As a result of this research; the cultural landscape in terms of historic venues in the Izmit adequate protection of areas of landscape reaches to the present day; the historical cultural landscape in the present use conditions specific to the area of the creation of conservation plans within, keeping alive the history of considering sustainability, the city as a tourist product should be carried forward it was concluded that the contribution of.

Keywords: Cultural Landscape, Historic Site, İzmit

Determination of Tourism and Recreation Route: Çanakkale Case**Fusun ERDURAN NEMUTLU**

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Abstract

Çanakkale is the focal point of visitors from all over the world due to its geographical location and having hellespont that rare. City is very rich in economic, historical and cultural aspects. Rural areas that have unique landscapes in nature have importance in the development of the city. In this study, it was selected as the research area of the rural area close to the center and direction of city from Istanbul and Bursa. The aim of the study is to examine the cultural landscape values of these rural areas and to establish a route for tourism and recreation. For this purpose, information forms were prepared and cultural values were determined by field research and oral interviews with local people. With this method, information related to the study area can be seen and evaluated comparatively. In the study, an enjoyable recreation route has been established in the rural area, which is considered as a result, for both urban and tourists. This study is intended to be applied to other rural areas in the region and to be used as data in regional planning.

Keywords: Çanakkale, Cultural Landscape, Recreation Route

Ecotourism in Protected Areas

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Abstract

Turkey is located in a region extremely rich in terms of natural and cultural resource values. Conservation approaches are being developed to transfer these resource values to future generations intact. In this context, different protection areas are declared worldwide according to the sources of the regions.

These regions, which are rich in natural and cultural resources, are always the center of attention for people. In this context, these areas are also important starting points of tourism activities. However, if tourism activities are intensified, protection areas are used above their carrying capacity. Thus, natural and cultural resource values are intensively destroyed. For this reason, it is very important to promote ecotourism activities in these areas, that highly sensitive ecosystems, where natural resources are used. In this study, the principles of ecotourism activities, which will provide ecological and economic contributions in the protected areas, have been introduced. The possible effects of ecotourism activities in protected areas have been demonstrated.

Keywords: Protected area, Ecotourism, Landscape Architecture

**Intangible Cultural Heritage of Historical Uzunköprü District Taken to World Heritage List:
Local Dishes****Simay FERELİ¹ Ömür ALYAKUT²**¹ Marmara University Faculty of Health Sciences,² Kocaeli University Kartepe Tourism Vocational School.**Abstract**

Uzunköprü district, famous for its historical long bridge in the UNESCO World Heritage Temporary List (2015), is located within the boundaries of the province of Edirne, which was the capital of the Ottoman Empire. Uzunköprü is a destination with high tourism potential with its natural and historical riches, local food and cultural history. Destinations to tourists in proportion to the differences they have, offers new experiences with tourist products and services. These experiences create a competitive environment not only in terms of natural resources and cultural heritage of the destination, but also in terms of local dishes. Local dishes are used in tourism marketing as an element of attraction, and tourism adds a universal dimension to local dishes while preserving the cultural heritage of the region. From this point of view, it was aimed to reveal the local dishes from the intangible cultural heritage elements of Uzunköprü destination and to transfer them to the next generations and to evaluate them within the scope of gastronomy tourism. Within the scope of this aim, Uzunköprü district in Edirne province is included in the sample. In the study, face-to-face interview technique was applied. The interviews were conducted in the natural environment of women, accompanied by a semi-structured interview form, and the women were asked about Uzunköprü's nutritional culture and local dishes. Recipes of local dishes were taken and the dishes prepared were photographed. All data were categorized and described. As a result of the study, it was hoped to draw attention to the local dishes of Uzunköprü and to contribute to the kitchen inventory of Thrace dishes. Furthermore, since the conservation and transfer of the local dishes will contribute to the sustainability of the tourism tourism and the preservation of the intangible cultural heritage elements, it was also wanted to draw attention to the importance of tourism in introducing Uzunköprü to the world.

Keywords: Thrace cuisine, Uzunköprü, Intangible Cultural Heritage, Gastronomy Tourism, Local Dishes

Examination of the relationship between critical thinking level and decision-making skills in nursing and midwives

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Abstract

The aim of this study is to examine the relationship between critical thinking tendency and decision-making skills levels of nurses and midwives working at different levels in health institutions. The study was conducted with convenience sampling method to 155 executive nurses, nurses and midwives whose working in different clinics and polyclinics which is affiliated to Ministry of Health in Istanbul. The data was obtained with permission of the facilities and the scales of California Critical Thinking Skill Test and Melbourne Decision Making Questionnaire was conducted to data collection. The data were analyzed using SPSS (Statistical Package for Social Sciences) for Windows 22.0 program. Descriptive statistical methods were used. T-test, one-way ANOVA, The Tukey Post Hoc, Anova test, Pearson correlation and regression analysis was used.

The results of this study shows that the mean rank of the critical thinking tendency and decision-making skills levels was found high. There is a moderate and negative correlation between general decision making and critical thinking tendency ($r = -0.521$; $p = 0.000 < 0.05$) of the nurses and midwives participating in this study. Regression analysis was used to determine the effect between critical thinking tendency and decision-making skills levels. Critical thinking tendency has a negative effect on the level of decision-making skills ($F=57,073$; $p=0,000<0.05$). It has been observed that critical thinking tendency has strong explanatory power over decision making ($R^2 = 0,267$).

Keywords: Critical Thinking, Decision-Making Skills, Nurses

The Role of Transformational Leadership and Informal Learning on Job Challenge: A Research on Restaurant Chiefs

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Abstract

Labor-intensive structure of the tourism sector has directed restaurant businesses in substantial efforts to understanding and preventing how organizational environment minimize job challenges. The activities in informal learning environments may provide employees with prior knowledge about the way of doing their job in restaurants. There is also a need for leadership to manage and direct the job challenges of employees and to transform them positively. The purpose of the study in this context is to define the relationship between the restaurant employees' job challenges, informal learning opportunities and the transformational leadership styles of the restaurant managers. The research designed as a descriptive study based on the survey model. The study variables consisted of the Job Challenge scale (JC) used by Zeitz, Johannesson & Ritchie (1997), Transformational Leadership (TLQ) which was developed by Bass, 1985; Seltzer & Bass, 1990; Bass & Avolio, 1994 and for the work-related informal learning, Informal Learning scale developed by Froehlich, Beausaert, & Segers (2017) is used. Istanbul province is chosen as the research area of the study. The Questionnaire form was applied to 350 Tourism Certified A Class Restaurant's chefs in Istanbul. According to the response of the chefs in this study; restaurant managers are sufficient in performing transformational leadership behaviors (mean= 3.72), performing these behaviors frequently enables employees to reach informal knowledge and helps employees reduce their job challenges.

Keywords: Informal Learning, Istanbul, Job Challenge, Restaurant Chief, Transformational Leadership.

A Research On The Determination Of The Relationship Between Burnout Levels And Demographic Characteristics Of The Public Personnel

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Summary

The main aim of this research is to determine the level of burnout of public employees and their differences in terms of demographic characteristics. For this, a questionnaire survey of 388 civil servants working in the Kandıra district of Kocaeli was implemented. According to the results of the analysis, "I can easily provide a comfortable atmosphere with the people I serve", "I feel that I am influencing my life with other people's work positively", and "I feel relieved after working closely with people whom I serve". "I do not really like what happened to some of the people I serve", "I act like an objection to people I serve against them" and "I feel they blame me for some problems of people I serve". According to demographic characteristics, according to the men, according to the other religious officials, it was found that the single-child persons had lower burnout than the middle age group in the upper age group participants compared to the multi-child persons. This work was presented as a part of the author's master's thesis.

Keywords: Organization, Burnout, organization Burnout.

Emerging zoonotic diseases: Are they a threat for the tourism sector?**Rüştü TAŞTAN**

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Abstract

In the last half-century, in which globalization has been dominant, Emerging Zoonotic Diseases (EZDs) have been one of the most important factors affecting health. Considering that 61% of the human pathogens are zoonoses and 75% of them are EZDs, the size and the versatility of microbial threats could be understood. Ecological and anthropogenic factors, global warming and climate changes with ongoing technological innovations, megapolis, human migrations and socioeconomic inequalities are in the tendency of increase. Massive animal movements and human migration (global mobility) triggered by global dynamics, increase the dangerous effects of EZDs. Mad Cow Disease of Cattle, Severe Acute Respiratory Syndrome (SARS), Avian Influenza, Middle East Respiratory Syndrome (MERS) and Zika virus infection are a few of the examples. The EZDs seriously threaten human and animal health from the socio-economic point of view, creating fear and panic which leave deep scars on society. It is not possible to know beforehand where and when outbreaks will occur and to which scale they will create harm. EZDs outbreaks, at the same time, pose a threat to the sustainability and security of the tourism economy. Nowadays, an alteration in the paradigm, which is One Health, is needed in the analysis of socio-economic and socio-cultural effects and damages of EZDs. One Health is a multidisciplinary understanding, joint effort and thought system which is carried out on a local, national and global scale in order to obtain optimal health for people, animals and our environment. In the recent years, EZDs have had a negative impact on tourism with its ecological, economic, socio-cultural, socio-political and eco-strategic aspects. When examining the sustainability of tourism, the potential spreading of EZDs should not be underestimated and the unpredictable damages happened/to be happen in the tourism economy and the national income, should not be ignored. It should not be forgotten that the new SARS, Bird flu, MERS outbreaks which will occur at an unexpected time will give a shock to the sector. Interdisciplinary cooperation has become therefore inevitable in the solution of large, disruptive, complex problems. While solving those complex problems, One Health should be prioritized. It is vital to foresee that EZDs could be continuative and include this fact in the investment scheme of the sector and update the educational curriculum in this direction in the interest of the sustainability of tourism.

Keywords: Emerging zoonoses, Globalization, Tourism security, One Health, Sustainability

**The relation between government grants and firm innovation:
The case of Turkey**

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Abstract

The firm must make innovation in order to becoming from technology-follower country to technology producing country. A well-designed government grant support program is required for firms to start innovation activities. Making innovation of grand recipient firms shows the success of government grant programs. We aimed to answer the question of whether the grants are effective in the innovation activities of the firms in Turkey as a developing country. Data is gathered from World Bank Regional Enterprise Survey Turkey 2015. According to the results of logit regression estimations, grants are effective on making almost any type of innovation such as product, process and marketing. However, we also find that the effects of grants from different institutions also vary with respect to innovation type.

Keywords: Firm innovation, grants

Foreign trade and firm innovation activities

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Abstract

The firms in developing countries ensure the knowledge (licenses, certificates etc.) and technologies (importing machine and equipment), mostly via foreign trade, needed since they are followers of leader countries at innovation. The purpose of this study is to examine the impact of the channels (such as import, export, certification, and licensing) on innovation in transferring knowledge and technology that firms in developing countries need in order to be success on innovation. Innovation is defined broadly. It includes R&D, new logistic or business support processes, opportunity (for employees to develop new approach) besides four well-known innovation types (product, process, marketing, and organizational). Data is gathered from World Bank Business Environment and Enterprise Performance Survey (BEEPS) 2013. According to the results of logit regression estimations, firms using technology licensed from a foreign-owned company, and firms having an internationally-recognized quality certification have higher probability of successful in innovation compare to other firms in all innovation types. It is also found that import affects some innovation types positively, while exporting has no effect on innovation activities.

Keywords: Firm innovation, technology transfer, foreign trade

Innovation and performance on firms

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Abstract

The aim of this study is to determine impacts of variables such as product and process innovation, R&D, using internationally-recognized quality certification, and using technology licensed from foreign companies of proxy for firm innovation on the firm's performance. We choose real annual sales growth, annual employment growth, annual labor productivity growth, capacity utilization, and percent of firms buying fixed assets as performance indicators for firms. Data is obtained from firm level survey of World Bank Enterprise Surveys Indicator 2017. The findings indicate that there are significant and positive relationships between innovation indicators and firm performance measurements except for R&D. The only R&D expenditure has negative impacts on capacity utilization.

Keywords: Firm performance, firm innovation

Innovation Indices as an Innovation Indicators

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Abstract

There is a confusion in the literature about the variables representing innovation. Innovation, which is often represented by R & D, patent and researchers, has a complex structure that cannot be explained by a single component. Innovation indices, which have many sub-components in its own structure, are capable of representing this complex structure better. In this context, the aim of this study is to discuss the weaknesses and strengths of R & D, patent and researcher numbers, which are traditionally used as innovation indicators, and to examine the innovation indices that are thought to have a stronger representation ability against these variables.

Keywords: Patent, R&D, innovation indicators, innovation indices

Is Presenteeism a Form of Political Behavior? The Association between Work Values, Presenteeism and Political Behavior

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Abstract

Presenteeism has been a focus of attention since studies provided evidence demonstrating its importance for essential organizational and individual outcomes even with stronger ties than absenteeism. Although there is a growing literature on its structure, antecedents and outcomes, large gaps remain understudied to address for better elucidating the possible reasons for Presenteeism and the possible variations in the outcomes of these forms of Presenteeism rooting from different reasons. This study is an attempt to investigate the questions first, how different reasons (values) for work may affect Presenteeism and second, how Presenteeism and political behavior are associated. We conducted confirmatory and explanatory factor analysis to structure our measurement model and used correlation and regression analysis on the data we collected from our sample that is comprised of 133 voluntary employees working in different sectors. Results indicated good fit for the measurement model and demonstrated that normative work values and worldly (sustentation) work values significantly predicted Presenteeism while individualistic work values did not. Political behavior and all sub dimensions of it were significant predictors of Presenteeism. Presenteeism and worldly (sustentation) work values had significant effects on political behavior while other work reasons had no significant effects. Results suggest that some work values are associated with Presenteeism while some not, thus, Presenteeism can be caused by various reasons. Moreover, Presenteeism rooting from different reasons may be associated with political behavior in different forms. Further research may address different reasons for Presenteeism and possible variations in its outcomes.

Keywords: Presenteeism, Work values, Political behavior

Examples of Urban Transformation Projects in Izmir as a Construction Centered Economic Accumulation Model

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Abstract

Since the early 2000s, housing sector investments have been the main sources of capital accumulation. During this period the world and in Turkey opening its construction activities in urban areas, spatial accumulation of capital has led to an increase in activity with political and legal regulations. Prioritizing the construction sector in economic growth leads to an increase in urban spatial investments in capital accumulation. Creating resources through investments in the construction sector has become one of the means of creating significant economic resources. Especially in Turkey, mainly in Istanbul and Ankara, Izmir experienced in recent years, intensive migration has resulted in the acceleration of the construction industry. In this study, construction centered economic accumulation model was tried to be discussed within the framework of housing investments. The purpose of this study is to try to explain the concepts such as housing stock, housing gap and housing surplus in Izmir in the examples of urban transformation projects applied in Izmir. In the study, it will be argued whether the housing policies applied in Izmir are whether it is social housing area or profitable area of private sector. Critical urban theories constitute the theoretical basis of work. According to these theories, the city is not only the spaces of structures but also the spaces where social relations exist. Critical urban theories are a theory that all interventions made in the city must be people who are living in that space.

Keywords: Urban transformation, Housing investments, Housing stock, Housing gap, Housing surplus

The Concept Of Service Innovation And Development Of Service Innovation In Health Sector

Abdülamed ÖZTÜRK Ayşe GÜNSEL

In today's hyper-dynamic and competitive business environments, organizations face with a choice between innovating and diminishing. This is also true for the health sector where new treatment method, techniques and practices are launched to the market day by day in terms of service innovation. Global data shows the while 64% of the world's population had a life expectancy over 60 years at the end of the 90's, this expectation rises to 71.4% in 2015. At the basis of this rise is the improvement of the health sector regarding content as well as making service delivery more familiar with new techniques. For Turkey specifically, from the beginning of the new millennium, the share of the private sector is increasing in health delivery services; with the JCI (Joint Commission International) accredited 47 health organizations.

This study aims to contribute to the extant literature by studying the service innovation concept and the development of service innovation in the health sector in Turkey both theoretically and empirically. The results of semi-structured interviews with six executives in the health sector show that (i) the origins of ideas and approaches to service innovation in the healthcare sector are exerted by doctor originated managers who understand the sector from both managerial and medical perspective, and (ii) innovations in medical methods and in search of new markets are more intensely carried out in health sector.

Keywords: Service innovation, Healthcare sector, Medical innovations, Managerial innovations

Investigation Of Studies in The Field of Key Audit Matters By Content Analysis**Sadiye OKTAY¹ Serdar BOZKURT¹ Bertaç Şakir ŞAHİN¹**¹Yıldız Technical University, Department of Business Administration**Abstract**

Accounting and audit scandals around the world in the early 2000's, have shaken the confidence in the audit mechanism and the audit reports which constitute the final product of this mechanism. The form, the scope of the audit reports and the value of the audit reports for shareholders are discussed intensively. As a result of these scandals that have a staggering effect on the world economy, both the national and international regulatory/supervisory authorities reviewed and revised the existing audit standards and issued new standards. IAASB within IFAC, Which has a pioneering role in this change and renewal process, started a project called “ new audit reporting” in 2011 by considering public's necessities, demands and criticisms about audit reports and it also issued new standard called “ ISA 701: Communicating Key Audit Matters in the Independent Auditor's Report” in 2015. Following this issue, the authorized organization of many countries and KGK in our country issued the BDS 701 in 2017 in full compliance with ISA 701. In this study, the content analysis was conducted in order to determine the direction of the studies performed in the field of key audit matters and to create awareness for the subsequent studies. For this purpose, articles in Ebsco, Wiley, Jstor, and Google Scholar databases were examined. In the study, articles in related databases were evaluated with an author, journal name, year, research methodology, data collection tools and techniques, sample and related topics.

Keywords: Key Audit Matters, KAM, ISA 701, Critical Audit Matters, Audit Reporting , Content Analysis.

Urban Forest Example From Athens

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Abstract

Urban forests are important public recreation areas. In this context, the urban forest named “Oconee Forest Park” in Athens (Georgia-USA) was investigated. The Oconee urban forest is a natural forest area of approximately 60 acre on the campus of Georgia University in Georgia. The area is managed by the University of Georgia's Warnell School of Forest Natural Resources. Oconee Forest Park provides recreation, teaching, and research opportunities for the University. The area is living laboratory for faculties providing education in forest engineering, botany, ecology, dendrology and horticulture. At the same time, this area allows the city people to recreating activity in the natural area. Dan Williams, park manager, who along with student interns maintains the park has labeled many individual specimens for education purpose. Thus, those who come to the area can both have fun and can recognize trees. As a result, in this study, a city forest sample which can be applied to many different regions is analyzed and its basic qualities are determined

Keywords: Athens, urban forest, tourism-recreation, USA

**Determination of Work Motivation Levels of Employees of Economic Business
“The Case of Kocaeli University”**

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Abstract

Businesses expect high productivity and productive employees to have a high impact on the quality of production and service in order to achieve their goals. At this point, the motivation level of the employees is an important problem. In the study conducted in the context of the relational survey model, the research group consisted of 145 employees of the Kocaeli University economic enterprise. The Turkish version of the data collection tool, Çivilidağ & Şekercioğlu, consists of a Likert type multi-dimensional work motivation scale consisting of 19 items. As a result of the study, it was observed that the employees' work motivation levels were low and varied according to some variables.

Keywords: Business Motivation, University, Business Administration

Determination of Satisfaction Levels of Kocaeli University Economic Business Employees**Öznur GÖKKAYA¹ Barış DEMİR² Ömer GÜNGÖR² İsmail KILIÇASLAN³**¹ Kocaeli Üniversitesi Hereke MYO² Kocaeli Üniversitesi Hereke Ö.İ.U. MYO³ Kocaeli Üniversitesi Kocaeli MYO**Abstract**

Employee satisfaction is one of the most important subjects of the working life. Employee satisfaction can be expressed as the satisfaction of the employees in terms of facilities and services provided to them within the enterprise. This research was carried out to determine the satisfaction levels of the employees of the economic enterprise and to determine whether these levels were statistically significant according to the variables. In the study conducted in the context of descriptive screening model, the research group consisted of 145 employees of Kocaeli University's economic operation. "Employee Satisfaction Scale" was used as data collection tool. Comparison of demographic characteristics with t-test and ANOVA test was performed to determine whether the employees' responses to satisfaction scales differed according to their gender, working year, unit and unit. As a result of the study, it was observed that the satisfaction levels of the employees were low (22%) and differed according to some variables

Keywords: Satisfaction, University, Economic business

Employment in Tourism Industry and International Labor Law**İbrahim ÇETİN¹ Orhan İÇÖZ² Boran TOKER¹**¹ Akdeniz Üniversitesi Serik İşletme Fakültesi Turizm İşletmeciliği Bölümü/Antalya² Yaşar Üniversitesi, Uygulamalı Bilimler Yüksekokulu, Turizm Rehberliği Bölümü/İzmir**Abstract**

Tourism which is naturally global is affected by developments in globally as occurred in other industries. One of the most important impact of the tourism industry is that has created vast employment. However, the increase in international investments in the tourism industry and the developments of the circulation opportunities of labour freely are seen to affect the employment in tourism. In this context, the purpose of the study is to handle the developments occurred in the international arena within the developments in Turkey's tourism employment. In this context, the aim of the study is to examine Law on Work Permits of Foreigners No. 4817 which has been repealed by the International Labour Law No 6735 replacing it. The study was based on secondary sources related to the literature, sectoral observations, 10 hotels, 2 travel agencies and food and beverage units (restaurants), dress shops (boutiques), souvenir shops in Belek Antalya.

Keywords: Tourism industry, employment, international labour law, foreign employee.

Factors Affecting The Females Clothes Brand Preferences on Purchase Behaviours**Kamile ÇETİN**

Lefke Avrupa Üniversitesi Fen Sağlık ve Sosyal Bilimler Enstitüsü İşletme Yüksek Lisans Programı

Abstract

Contemporary age witnessing that the behaviour of female consumers' has been taking as an important phenomenon in the world of marketing. In this sense, it is important for the enterprises in terms of planning to determine the needs and demands of female consumers and in this way to develop certain strategies by learnin how they buy, where they buy from and the factors that influence their buying behaiour. In general, the purchasing behavior of female consumers varies. In this regard, in the ready-to-wear sector, marketing managers need to understand the consumers' buying decisions and what factors affect them in changing and competition environment. The aim of this study is to determine the factors which affect the female consumers' garment brand preferences in purchasing behaviors. For this reason, a general literature review about the purchasing behavior of consumers has been made then, by predicting that there may be several factors affecting females' purchasing brand clothing and datas were collected from the primary resources with the questionnaire form which has developed based on the scales in the literature. The universe of the study is consist of 280 university female students studying at Lefke European University and Çanakkale 18 Mart University. As a result of the study, the consumer shows the buying behavior by choosing the brands that he or she will find the benefits exopected economically, they follow the aim of purchasing behavior by buying the most reasonable priced, beneficial, trusted and quality.

Keywords: Brand, Brand Purchasing Behaviour, Consumer Behaviour.

Evaluation of Turkey Accounting Standards of Production Costs in Service Sector**Sami KARACAN¹ Özgür Ekin SUCU¹**¹Kocaeli Üniversitesi, İİBF İşletme Bölümü**Abstract**

With the abolition of borders between countries, the interaction between companies and investors has increased. Increased interaction has revealed the need to use a common language in the financial statements. In order to adapt to this situation, countries have made some changes in their existing systems. Uniform Accounting System applied in our country has become mandatory with the coming of the New Turkish Commercial Code in this respect between Turkey Accounting Standards is subject to some variations. These differences especially in the determination, classification and recording of production costs in service enterprises are noteworthy. Uniform Accounting System applied in the current study is to examine the company's services aim of these differences between Turkey Accounting Standards. In this context, in a study, production costs were examined in terms of different accounting standards and differences were revealed.

Keywords: Accounting Standards, Service Businesses, Accommodation Businesses

The Importance of Current Cost Management in Hospitality Industry in a Competition Environment and an Application

Özgür Ekin SUCU

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Abstract

With agreements between countries, the impacts of globalization and the development of technology, companies have the opportunity to reach international markets and new consumers, while at the same time encountering new competitors. Along with the market expansion and easy access to consumers, this situation poses a threat to the continuity and profitability of the companies, with more competing and increasing competition. The decrease in the chance of companies to intervene in prices together with the increase of competition increases the importance of cost management. Businesses that can analyze and classify their costs accurately and can identify them can make faster decisions against changing prices and take advantage of them. The study aims to investigate the costing differences between current approaches and traditional approaches in cost management in an increasingly competitive environment. In this study, with the traditional cost management approach applied in the accommodation establishments, current cost management approaches are examined and the differences are presented with an application and the advantages and disadvantages of these differences in the competitive environment are examined.

Keywords: Cost Management, Hospitality Management

Applications Of Agricultural Tourism In The World And Turkey**Aysun ÇELİK ÇANGA¹ Turgut KUTLU² Huriye ÇALIŞKAN³**¹Uludağ Üniversitesi Ziraat Fakültesi Peyzaj Mimarlığı Bölümü, Bursa/TÜRKİYE²Michigan State University, College of Agriculture, Department of Plant Soil and Microbiological Science, East Lansing-Michigan/USA³Uludağ Üniversitesi Fen Bilimleri Enstitüsü Peyzaj Mimarlığı Anabilim Dalı, Bursa/ TÜRKİYE**Abstract**

Although the concept of agriculture tourism has different definitions, it is carried out with great activities in common in many countries. These include: many activities such as agricultural activities, seasonal activities, harvest festivals, and wildlife observations.

Looking at the sample countries; In Italy, agricultural tourism is considered to be of great importance in terms of economic and rural activities and many farms are supported by the government. In the United States, agricultural activities are carried out and supported in various states. Besides, agricultural tourism activities are very important in countries such as Germany, Austria, Georgia, New Zealand, Lithuania, Pakistan, Switzerland and England. various projects for the development of rural tourism in rural areas in many regions of Turkey are applied. For the first time between 2007 and 2013, the Ministry of Agriculture and Rural Affairs provided support for rural tourism through the IPARD program. One of these projects is the TaTuTa (Agriculture Tourism Swap) project organized by Buğday Association.

The study aims to determine the positive or negative aspects of agricultural tourism activities and to determine the fields of agricultural tourism activities. Domestic and foreign sources were used as the research method. National and international studies conducted in line with agricultural tourism are examined. The websites and studies of the countries that are in the forefront of agricultural tourism or the private companies that are sponsoring are examined. In the results of working; It has been observed that agricultural tourism is a very important type of tourism in the present day, it serves as an increasing population, that people are the result of their efforts to return to the nature they are a part of, and practices have continued and improved in many parts of the world.

Keywords: Agriculture, Agricultural Tourism , Applications In The World, Applications In The Turkey

"Sports-Themed District" Kartepe Example**Levent ATALI¹ Betül BAYAZID² Eray ATALI³**¹Kocaeli Üniversitesi Spor Bilimleri Fakültesi, Spor Yöneticiliği Bölümü, Kocaeli / Türkiye²Kocaeli Üniversitesi Spor Bilimleri Fakültesi, Rekreasyon Bölümü, Kocaeli / Türkiye³Uludağ Üniversitesi, Beden Eğitimi ve Spor Anabilim Dalı, Bursa, / Türkiye**Abstract**

Kartepe district attracts attention as an important value for tourism with its natural beauties, cultural values. The advantageous situation that the district has in terms of tourism, it becomes even more important with events and especially sport organizations. The answer to the question, "What is the potential of the Kartepe district as a sports-themed district?" was sought. Sports organizations in the district for this purpose reveal conditions such as its sports potential and its place in the region from a sportive perspective.

The study was conducted with the document review method based on the qualitative research technique. The relevant literature, reports, written and visual resources were scanned for obtaining the data.

As a result, many elements have been identified for Kartepe district to be named as a sports-related district. It can be said that the existing sports potential and geographical structure of Kartepe district provide an advantage in its being planned as a sports theme. Many sporting organizations which have become traditional can be made richer by planning.

Keywords: Kartepe, Sports-Themed District, Sports Tourism.

A Study on “Hergeleci İbrahim Oil Wrestling” Realized in Kartepe District**Levent ATALI¹ Betül BAYAZID² Eray ATALI³**¹Kocaeli Üniversitesi Spor Bilimleri Fakültesi, Spor Yöneticiliği Bölümü, Kocaeli / Türkiye²Kocaeli Üniversitesi Spor Bilimleri Fakültesi, Rekreasyon Bölümü, Kocaeli / Türkiye³Uludağ Üniversitesi, Beden Eğitimi ve Spor Anabilim Dalı, Bursa, / Türkiye**Abstract**

The aim of this study is to examine many aspects of Hergeleci İbrahim Oil Wrestling in Kartepe. Within the scope of this study, Hergeleci İbrahim's wrestling life, his relationship with Kartepe District and the processes of the organization on his behalf have been put forward with its many aspects.

The study was conducted based on the qualitative research technique with the document review method. The data obtained from the related written and visual literature have been analyzed with content analysis. According to the data obtained in the study, Hergeleci İbrahim has serious achievements in oil wrestling and contributes to the development of sports in the district, particularly in wrestling sports, with an event that has become traditional. Hergeleci İbrahim Oil Wrestling organization also contributes to the social life of the district with the activities organized within the scope of the organization.

Consequently, as an event held for many years, it can be said that it has a side contributing to the district with its many aspects. These contributions are the introduction of a great man, who has a place in the history of sports, to new generations, increasing the interest in grease wrestling sport, adding value to the sports and social life of the district and also contributing to the promotion and branding of the district.

Keywords:Oil Wrestling, Event, Kartepe, Hergeleci İbrahim