



01-05 November

2017

1st International Congress on Tourism, Economic and Business Sciences

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ABSTRACT BOOK



University of Tetova
Nobel Science and Research Center



1st INTERNATIONAL CONGRESS on TOURISM, ECONOMIC and BUSINESS SCIENCES

ABSTRACT BOOK



01-05 November 2017
**Nobel Science and Research Center
ICTEBS**



November 01-05, 2017 - Skopje



1st INTERNATIONAL CONGRESS on TOURISM, ECONOMIC and BUSINESS SCIENCES

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Dear Scientists,

The 1st International Congress on Tourism, Economic and Business Science (ICTEBS) will be held in Skopje / Macedonia on 01-05 November 2017, which will be organized in cooperation with Nobel Science and Research Center and Tetova University. ICTEBS is open to academics, researchers and students conducting research in the fields of Tourism, Business and Economics.

The aim of ICTEBS 2017 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.ictebs.org), and if requested by the authors, the research will be published as an article in the “International Journal of Social and Economic Sciences” which is scanned in international area indexes after being subjected to necessary scientific evaluations.

ICTEBS, which will be organized for the first time, will be able to reach its purpose through contribution, support and participation of you valuable scientists. We will be honored to see you on 01-05 November 2017 in Skopje / Macedonia.

Prof. Dr. Vullnet AMETI
Rector, University of TETOVA

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Abstract 01

Interpretation of Author-Related Literary Tourism Sites: Three Case Studies from Turkey

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Presentation Preference: Oral

Abstract

In literary tourism, houses where authors were born, spent a part of their lives and used as a work area take an important place. These real places associated with authors' lives are highly attractive in terms of literary tourists seeking authenticity, nostalgia and a connection with the author. For this reason, interpretation is a vital element in these literary tourism sites. The selection of messages and items exhibited in author-related houses must meet expectations of literary tourists. The aim of this study is to evaluate how effective author-related houses in literary tourism and the extent to which they meet the expectations of literary tourists by examining their interpretation forms. In the study, three author-related houses in Turkey were examined as case studies. These houses are; Necati Cumalı Memorial and Culture House located in Urla-İzmir, Sait Faik Abasıyanık Museum located in Burgazada-İstanbul and Namık Kemal House located in Tekirdağ. Data were gathered through observation and interviews with the authorities of these houses. The results of the study show that different interpretation forms are used in author-related houses and each interpretation form has different degrees of influence on issues which literary tourists seek such as authenticity, nostalgia and emotional connection with the author.

Keywords: Literary Tourism, Author-Related Houses, Interpretation, Authenticity, Turkey



Abstract 02

Tirnova Withces in the Context of Paranormal Tourism

Deniz BEYAZ

Kocaeli University

Presentation Preference: Oral

Abstract

Human beings do not lose their faith on the unknown regardless of how technology and science has developed. Recently this curiosity has spread to the wider group of people with the effect of books, movies and series. Vampires, zombies and aliens have been taking the interest for the past years. This interest has raised so rapidly that most of the people in the USA are starting for a zombie attack.

Although Paranormal Tourism concept was mentioned recently, actually it is a kind of tourism that has been practicing for long time. The monster hunting tours to the Loch Ness Lake, the UFO tours to the Roswell city, haunted castle tours in Scotland and the tours to the places where Jack the ripper murdered can be considered as Paranormal Tourism.

With this study it is aimed the contribution of supernatural and historical cases in Balkans to the improvements in tourism related with the concept of paranormal tourism. In this context Balkans is the most convenient region for the paranormal tourism. It is believed that the most famous vampires in history Count Dracula lived in Transylvania that belongs to this territory. Although the history and the myth engaged in this story people continue to believe it.

In this study we want to examine a case that was officially recorded at the time of Ottoman Empire in Balkans according to the concept of paranormal tourism. In Tirnova which is one of the Rumelian cities, it was said that "the witch has appeared" by Ahmet Şükrü Efendi, a teacher, in a letter in 1833. The witches who disturb the people damage the supplies, they take a baby from his mother and they throw stones and potteries to people. As a result of events they find Nikola Efendi an expert on witches and ask him for his help. Nikola Efendi finds two graves, later they open the graves. They stab piles to the bodies and then they burn them. This incident published in the newspaper of the related time which was called Takvim-i Vekayi on the issue 68 and date 19th Rebiyüllevvel 1249.

Nowadays still Balkan people believe that there are some death people who go out from their graves and disturb people. Geographically Balkans that is associated with the popular concepts such as vampires, zombies and aliens can use this speciality in order to take attention for the advertisement and economic development of the region related with the paranormal tourism.

Keywords: Paranormal Tourism, History, Folklore



Abstract 03

Accounting Professionals' Perspective On Audit*

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Kocaeli University
Presentation Preference: Oral

Abstract

The primary purpose of the study is to measure the perceptions of 477 members of accounting profession carrying on business in Kocaeli in 2015 on the independent audit and to contribute to the literature.

The questionnaire form for revealing the perspectives and awareness of accounting profession members for the current developments in the field of independent auditing prepared by Özçelik et al. (2014) was used in the study. The Cronbach's Alpha coefficient of the questionnaire was calculated as 0,927. After the determination of the professional auditing competence of the members of the profession and their perspective on the audit, differences in the auditing perspectives of those who had the audit document and those who didn't have were determined as a result of the Levene Test.

Keywords: Accounting Audit, Independent Auditor, Independent Audit, Auditing Standards, Accounting Professionals



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Abstract 04

Performance of Science-Technology Policies in Turkey

Ahmet Kibar ÇETİN

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Presentation Preference: Oral

Abstract

The ultimate goal of economic policies is to achieve prosperity of people by raising the living standards of the country. When we look at today's prosperous societies, it seems that they all have knowledge and a technology-based economy. Unfortunately, in the last half century for Turkey the economic policies developed with this awareness have not been enough to catch up with the developed western countries and to create a prosperous society. While Turkey's per capita income was 17% of the US's per capita income in 1960, but 57 years later, this rate could only be increased to 19% in 2016. In the same years South Korea, on the other hand, has been achieving to raise per capita income from 5% to 48% of America's per capita income. From a historical perspective, it is understood that there are some problems in the selection and performance of the economic policies applied in the Turkish economy.

In this study, alternative variables of the economic outlook of the Turkish economy have been analyzed. In the analysis, science-technology policies applied in the past and present situation are examined.

Keywords: Technology policy, Turkey



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Abstract 05

Place of Local Gastronomy in the Brochures

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Presentation Preference: Oral

Abstract

Gastronomic tourism is defined as a type of tourism that can create travel motivation for experiencing a new food and beverage experience and can be a significant aid to the promotion of travel behaviors, and represents a kind of gastronomic activity. Gastronomic tourism reflects the cultural identity and heritage of the region with the presentation of regional specialties, thus making it an effective means of securing competitive advantage for local destinations.

This study was conducted in order to determine how the local gastronomy-specific elements are used in the brochures of the destinations and how much space they hold. Qualitative research methodology has been adopted in the study and content analysis has been used to examine the brochures. Content analysis is; is basically a method that takes advantage of identifying the elements of the images of the destination that are obvious. The brochures obtained from the official website of the Ministry of Culture and Tourism were used for the study. Promotion brochures prepared for the promotion of 81 provinces in the official web site of the Ministry were examined. Local gastronomic values need to take up more space in promotional brochures.

Key words: Gastronomy, Introduction, Brochures, Food, Culture



Abstract 06

A Fermented Beverage in Turkish Cuisine Culture: Boza

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³Gazi Üniversitesi, Turizm Fakültesi, Ankara

Presentation Preference: Oral

Abstract

Boza, in Anatolia, Balkan countries, Crimea, Caucasia, Turkmenistan and some Arab countries where Turks live intensively, XI. has been prepared and consumed since the century. The name used in Turkish is the name 'Buze' which means Persian barley.

History of Boza It extends to 400 years, to Anatolia and Mesopotamia. It is known for the first time in the 16th century Ottoman period. Boza is prepared by lactic acid fermentation, adding water and sugar to cereals such as wheat, rice and rye. The product is classified as sweet or sour, depending on the acid content. The sweet boza is covered with a white, thick layer of cream. Sour boza has a higher alcohol content. Boza is a favorite drink especially in cold winter nights. Boza is a probiotic drink obtained as a result of the fermentation of beneficial microorganisms for human health. As a result of fermentation, the digestion of nutrients is facilitated. Nutritive value increases. It is very rich in terms of vitamins and minerals. For this reason, it is effective in strengthening the human immune system. There are many scientific researches about the effects of Boza on human health. Boza has an important place in Turkish culinary culture. Boza is an intangible cultural heritage that needs to take more place among our heritage. Scientific support of local food and beverages will ensure that it takes up more space in gastronomic tourism.

The purpose of this study is; is the introduction of boza from traditional cereal based fermented beverages. In this study, the place of spoil in Turkish cuisine, the production methods are examined. It is also aimed at bringing the disruption back into the agenda within the context of intangible cultural heritage. The transfer of Boza to future generations and introduction to the world will emphasize an important feature of Turkish culinary culture. By supporting such values scientifically, Turkish tourism will be supported.

Keywords: Turkish Culinary Culture, Cultural Heritage, Fermentation, Boza



Abstract 07

Psychological Empowerment and Mentoring Requirements of Hotel Employees

Zeynep GENÇ

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Presentation Preference: Oral

Abstract

Today's empowerment's mean comes from the emergence of information based teams rather than project based teams with the number of flexible, innovator and fast-responding organizations have been rising since the 1980s. Also, in these years lean manufacturing gained more importance, interest for quality reached peak and all of these improvements were seen as a significant message for empowerment.

Psychological dimension of empowerment and mentoring are very popular concepts for today's organizations because of their positive effects on organizational loyalty, job satisfaction and performance increase. Same concepts are also very critical for hotel industry which is one of the most important labor intensive sectors. Every individual who is at the beginning of the career process needs support in developing his / her own skills and in adapting to the business. In this process, every relationship the employee will have within the organization has a very important place for future successes.

In this study, it was emphasized that hotel managers should take into account not only the concept of structural empowerment but also the dimension of psychological empowerment in order to obtain successful results. Because managers create reference points for employees, managers should also display positive roles, such as mentoring and psychological empowerment, so that employees will demonstrate attitudes in the same direction.

In this study, it is emphasized that the supports of the state, non-governmental organizations and educational institutions give to psychological empowerment and mentoring practices besides the hotel enterprises are extremely important in the healthy progress of the relations between the hotel enterprises and the employees and in providing the desired positive outputs. In this sense, this study has a conceptual quality that's aim is to explain the needs of the employees in the hotel business to psychological empowerment and mentoring practices.

Keywords: Psychological empowerment, mentoring, hotel industry



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Abstract 08

New organizational discourses as humanized language of sophisticated supervision.

Şükran GÖLBAŞI

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Presentation Preference: Oral

Abstract

There is an accelerated paradigmatic and theoretical proliferation in the field of management and organization compared to previous periods. Under the competitive pressure organizations are constantly experimenting new management techniques. The main motive behind the new management techniques and discourses is said to be to maintain assets in increasingly competitive environments by reducing costs and increasing efficiency and effectiveness, while some researchers put forward that they are just sort of new control mechanisms. Michel Foucault ranks seventh after Max Weber according to references cited in organization theory. His studies which scattered to various field is said mainly focus on power. Archeological and genealogic research by Foucault show that the discourse of institutions which organize societies and their practises lead humans to be more suppressed instead of making them more emancipated. The aim of this study is to examine the new management techniques and managerial discourses as related to the control implementations by using Foucault's conceptions of power to understand that whether they carry on or not a more sophisticated surveillance objectives beyond their obvious goals. The method has been used in this study is a sort of meta-analysis. It is a critical qualitative analysis which has been done by using the conceptional codes instead of statistical analysis over the literature on managerial discourses. It might be put forward that this emerged as a more flat organization structure, invisible power, self control and the internalization of authority which seemed to comply with power theories of Foucault.

Keywords: Foucault, Governmentality, Managerial control, Management discourse, Conservative control



Abstract 09

Investigation of the Effects of Political Environment Change in Turkey on Hotel Populations in the Context of Organizational Ecology

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Presentation Preference: Oral

Abstract

Organizational Ecology Theory has been developed as a critique of previous theories based on adaptation approach. Organizational ecology argues that theories that adopt the natural selection approach instead of the adaptation approach will lead to more consistent results in explaining the evolution of the organizations. Thus, the theory is based on Darwinian theory of evolution in this context.

One of the aims of the study is to examine the validity of criticisms of some sub-theories established within the framework of Organizational Ecology Theory, based on the Turkish case. Another aim of the study is to examine how, in the context of Organizational Ecology Theories, hotels with different widths change with changing political power. Finally, this study aims to contribute to the effects of the environmental change created by political power changes on the niche width theory.

In the study, within the framework of the level of explanations given by the Organizational Ecology Theory, following question's answer is sought: "How does the change in political power in Turkey affect the numbers of the existing hotels on different criteria?". In this context, the analysis level is the hotel population and the analysis unit is the hotels, thermal hotels and camps.

In this study, in terms of product diversity, hotels represent general organizations (generalists) while thermal hotels and campings represent special organizations (specialists) with a narrower niche width according to Organizational Ecology Theory. As a result of the study, it has been seen that even when political power is stable in a dynamic country like Turkey, it can not provide a sufficient explanation plane for separating the organizations as generalist and specialist. In addition, the site of the General Directorate of Investment and Operations, which is affiliated to the Ministry of Culture and Tourism, is used as a secondary data source in the study.

Keywords: Organizational ecology, thermal hotels and campings



Abstract 10

A Study on the Effects of Verbal and Nonverbal Communications Levels on Work Performance in Tourism Sector: Kocaeli Region Four Stars And Five Star Hotels Operating Sample

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Presentation Preference: Oral

Abstract

It is known that the verbal and nonverbal communication abilities of tourism enterprises which are labor intensive sector affect the issues such as business performances, relations with the operator's environment, work environment peace, acceleration of work flow and improvement of corporate image and increase of service quality.

In this context, the relationship between communication styles, nonverbal communication and business performance is examined. The study covers the employees of four star and five star hotel enterprises in Kocaeli province and tried to determine the communication styles and non-verbal communication susceptibility levels of the employees of the surveyed hotels to determine their effects on business performance. The model was created within the scope of the research and the relations between the variables in the model were examined by statistical methods. As a result of the research, the communication styles were influenced on the business performance.

Keywords: Tourism sector, Communication style, Nonverbal communication, Business performance



Abstract 11

Workplace Ostracism and Hospitality Employees' Task Performance; The Moderating Effects of Feeling Trusted

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Presentation Preference: Oral

Abstract

This study investigates the moderating effects of feeling trusted on the relationships between workplace ostracism and task performance. The proposed hypotheses were tested by hierarchical regression analysis by means of data from 107 employees. The Sobel test is used to measure the significance of moderating effects of feeling trusted. The results revealed that workplace ostracism have significant positive associations with task performance. In addition, feeling trusted is found to moderate the relationship between workplace ostracism and task performance in such a way that the relationship is weaker for employees with high levels of feeling trusted. Conclusion and suggestions, study limitations, and future directions for research are explicitly provided.

Keywords: Workplace Ostracism, Task Performance, Feeling Trusted



Abstract 12

Semiological Study of " Healthy Nutrition Communication " in Food Advertisements

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Presentation Preference: Oral

Abstract

Advertising is the task of informing and transfer of information. Advertisements are publications that promote messages to music, visual texts and visual items in order to appeal to emotions, and introduce products to target groups in different forms. Thus, it creates a perception influence on the individual and changes the perception of the product. Healthy nutrition topics in the media have become popular in recent years, and constant messages have been launched about what to eat and drink within the practice of collective wellness. However, these messages provide general and superficial information. Already the purpose is not to deeply inform, to keep informed and to direct consumption. In this study, it is aimed to determine what the "healthy nutrition" messages used in food product advertisements are, what items are used in these messages (visual, auditory and cultural), and the correctness and adequacy of these messages. The way these messages are placed in the ad message is also examined. In the study, meta-analysis and content analysis were used together. With this approach, we have discovered what the "healthy nutrition" messages of advertising films are and how and where these messages are placed. The commercial films of Yudum, Torku and Ülker brands, known for their "healthy eating" practices within the scope of the objective / sampling method in the study, are selected from the archives of the web pages of the companies. As a result of the study, it has been determined that "healthy nutrition" messages are given under the titles of lightness, health protection, natural food use and taste in advertising films. It has been determined that companies use "healthy nutrition" messages to differentiate their products from other similar products in the direction of commercial concerns. In this context, "healthy eating" messages have been transformed into a commodity and consumption has been supported. It has been determined that the audiovisual use of healthy nutrition messages has been realized throughout the advertising films being screened and that all companies have strengthened their healthy nutrition messages visually and audibly.

Keywords: Consumption Culture, Advertisement, Healthy Nutrition, Semiology



Abstract 13

Analysing of Demographic Factors Affecting Emotional Labour in Hospitality Industry

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Presentation Preference: Oral

Abstract

The factors affecting the development of tourism industry also led the development of hospitality industry which includes food and beverage industry. However to that the success of the business in this intensive market requires the customer satisfaction put in to the forward which is done mainly by the employees contacting every moment in the process of operation. Having a very heavy workload due to the service characteristics of hospitality industry creates an obstacle for those employees to fulfill a proper service emotionally which are the consumers and organization both expects. Emotional labor as the sum of efforts that employees are expected to perform in accordance with socially and organizationally leads to desired level of customer satisfaction. Moreover, it requires the management of emotions of the employees for success of the business. Contrary to that some factors may negatively affect the employees to show deep emotions and surface acting. Since the emotions are observable by the consumers, in the case of negative observation can negatively affect the success of the business. The purpose of the study is to analysis the demographic factors which impact on the emotional labor in hospitality industry while finding out the level of emotional labor in the other hand. Scale was developed from the some numbers of the authors in the literature and questionnaire forms were collected from the restaurants and cafes between in 2017 in a newly developing tourist destination Van and 142 questionnaire form found satisfactory and evaluated. The research was analyzed through correlation and cross tabs, comments and suggestions were added to the research.

Keywords: Emotional labour, hospitality industry, food and beverage industry, Van



Abstract 14

Intangible Cultural Heritage and Turkish handicrafts' live through within ICH by tourism

Mine CAN

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Presentation Preference: Oral

Abstract

The activities related to safeguarding and transferring the Intangible Cultural Heritage to the future generations are fairly new in our country and the world. Turkey has signed the "Safeguarding of Intangible Cultural Heritage Convention " in 2006 which was declared by UNESCO in 2003. It can be said that the public interest in the field of safeguarding and transferring the Intangible Cultural Heritage to the new generation has not yet been enough. In this study, traditional Turkish handicrafts which is an important part of intangible cultural heritage was discussed. Firstly, the concepts of intangible cultural heritage than in the context of intangible cultural heritage, the transfer of the traditional handicrafts have been discussed.

Today, communities that claim to their cultural values and want to promote national values such as handicrafts globally and to gain income, discuss how they will present them to national and universal in scientific level. The studies will be conducted in the handicrafts in this context; should take the local culture and artistic production relations, usage fields of the traditional material, their reformatting appropriate to today's requirements, dynamics affecting tourism into account. In this study for purpose, a few concrete proposals have been made to safeguard the Turkish handicrafts' within ICH by tourism.

Keywords: Tourism, Culturel heritage, Handicrafts



Abstract 15

Use of Olive Oil in Turkish Cuisine Culture and the Factors Affecting the Use of Olive Oil, Muğla/Turkey Case

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Presentation Preference: Oral

Abstract

Olive is the basis of Mediterranean dietary culture. Scientific researches made in recent years show that olive oil has many positive effects on health. Today olive oil is one of the recommended oils for use in culinary culture. Olive oil is used at the beginning of essential oils used by cultures that have lived in Anatolia since ancient times. In Turkey, especially in the Aegean and Mediterranean regions, olive oil is the basis of Turkish culinary culture.

This research is an area study with 416 people in the province of Muğla / Turkey in 2014. The aim of this research is to investigate the factors affecting the use of olive oil in the kitchens by determining how olive oil is used in today's culinary culture. Survey data were collected using a questionnaire. Chi-square test, t-test and one-way analysis of variance (ANOVA) in the evaluation of data; the Scheffé test was used to determine the difference.

Women make up 61.5% of the survey participants. Average monthly household consumption of olive oil is 4.70 liters. Olive oil consumption increases when education level and monthly total household income are lower ($p < 0.001$). Nearly half of the respondents use their own product (48.8%). In the preparation of salad and cold vegetable dishes, almost all participants (95.4%, 92.5%) used only olive oil; cakes, cookies and desserts using more than half of the participants' other oils. The relationship between the use of olive oil and the education level of the participants was significant in preparing fish and chicken dishes ($p < 0.01$). When the use of olive oil in meat dishes is examined according to education levels; only olive oil is preferred by 80.0% of the participants with primary school graduate and below education levels, this rate is 55.5% in higher education graduates. As age progresses, the rate of use of olive oil in meals increases, while the level of education increases and the use of olive oil decreases in meals. The use of olive oil is increasing at advanced ages. The majority of participants have accurate views on the preservation of olive oil.

Keywords: Kitchen, Olive Oil, Usage, Culture, Food Types



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Abstract 16

Tourism Education of Turkey in 21st Century Problems and Solutions

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Presentation Preference: Oral

Abstract

Tourism as being one of the significant industries for the economy of Turkey from the point of income and job generation as well as the other positive effects it needs to be closely monitored since its great contribution to economy. In that respect the tourism education that is the main aim is to educate qualified work force for the tourism industry, it is significant to give proper tourism education that will prepare them to the life while fulfilling the search of qualified staff of the tourism industry on the other hand. There are available different number and forms of tourism education applications in Turkey; as high school level and university level. In each level of education ultimately targets to give tourism education under the different structure as the departments; such as travel, food and beverage, accommodation management, guiding, gastronomy etc. This is a qualitative research mainly based on secondary information and observation from the education establishments. The purpose of this study is to investigate and evaluate the nature and content of those education given in those levels and the study aims to find out the vital requirements for tourism education while underlines the negative aspects of tourism education on the other. The study concludes with the solutions on tourism education which satisfies all stakeholders.

Keywords: Tourism industry, education, tourism education, tourism schools in Turkey



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Abstract 17

Consumer Protection: The Impact of Eu Legislation on Legislation of the Republic of Macedonia

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Presentation Preference: Oral

Abstract

Consumer protection has turned into quite sensitive phenomena in the recent times. That's for the fact that this form of protection was intended to safeguard a particular category of participants in business relationships, such as consumers. In the absence of consumer protection, consumers were exploited in many ways using unfair trade practices, e.g. through sale of defective unsafe products, counterfeit goods, false and misleading advertising, using incorrect weight, quantity and quality of the products, etc. Thus, there emerged an inevitable need for institutionalized protection of consumer rights. Compared with the Republic of Macedonia which in the beginning of the 2000s adopted the first law for consumer protection, the European Union through directives has given serious signals to such protection since the 1980s. Given this fact, but also the fact that for Macedonia as a candidate for membership of the Union, one of the basic obligations has been and continues to be the process of harmonization of domestic legislation with that of the Union, the lawmaker of the Macedonia had a very good model to take it as an example when it comes to the field of consumer protection. This paper attempts to provide a detailed overview of the way of adoption and subsequent successive changes to the Law on Consumer Protection of the Republic of Macedonia with a view to its adaptation to the requirements of the Union. This examination will be done using different research methods, such as historical, empirical, induction and deduction, and comparative method.

Keywords: Consumer protection, law, directives



Abstract 18

Cultural Richness for Ottoman Period Evaluating Tourism in Bosnia-Hersek Republic

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Kocaeli University
Presentation Preference: Oral

Abstract

XXI. since the beginning of the century, the World Tourism Organization's statistical data reveal that 37% of the participants in tourism movements constitute cultural tourism and that this demand will increase by 15% every year. The statistical data reveal that the "cultural tourism" demand represents a significant market segment.

Cultural tourism, an important type of alternative tourism for the countries, is a type of tourism that is emphasized in terms of "increase in the number of tourists" and "protection of cultural values" as well as "income effect". Nations, who hope for tourism, have gone on to develop competitive and salable products and to form strategies in order to get more share from world tourism.

The history and cultural heritage of nearly 500 years of Ottoman domination, which occupies an important place in the history of the Balkans, These nations that broke out of the Ottoman Empire in the Balkans a century ago and emerged as a nation state, The fate that has been reshaped between the East and West Blocks that emerged after World War II. In the last quarter of the century, the eastern bloc wrecked the Balkans into a restoration process. We will present an inventory of traces of Ottoman cultural heritage on the borders of the Republic of Bosnia and Herzegovina, one of the emerging states of the former Yugoslavia, which is scattered as part of this process, and we will evaluate this cultural richness in terms of tourism.

Keywords: Tourism, Culture, Ottoman, Balkan, History



Abstract 19

**Research on Determination of Landscape Values and Recreation Potential of Mustafake-
malpaşa District of Bursa Province**

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Presentation Preference: Oral

Abstract

Mustafakemalpaşa, a district of the province of Bursa, is located on the shores of Lake Uluabat MustafaKemalpaşa is one of the oldest settlements of Bursa province and contains natural and cultural landscaping features and potential recreation areas. however, recreation planning for this area is not available. The purpose of this study, The recreational potential of Mustafake- malpaşa district is determined by the Gülez method. In the study, the natural and cultural landscape features of Mustafakemal- paşa were determined by various literature data and in situ analyzes and analyzed by Gülez Method. The numerical result is obtained that this area has an important recreational resource value as a result of the study. Conservation-oriented proposals have also been developed for the recreational use of sensitive landscapes protected in the natural site and urban site in the study area.

Keywords: Mustafakemalpaşa, Recreation, Landscape Values, Gulez Method



Abstract 20

For Cultural Tourism in the Scope of Sustainable Tourism: The Ottoman Period in the Balkans Tracks to Belgrad's Turkish Culture

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Kocaeli University

Presentation Preference: Oral

Abstract

The concept of sustainability emerged in the last quarter of the 20th century in the face of this negative situation that falls into the world of destruction of natural resources, environmental pollution, destruction of ecological balance.

Sustainability as a word means; Is defined as maintaining the ability to be permanent while ensuring the continuity of diversity and productivity. The global understanding of the concept of sustainability has been created through the report "Our Common Future" published in 1987 by the World Commission on Environment and Development, which operates under the auspices of the United Nations. The definition of sustainability in this report is as follows: Humanity; Has the ability to be able to keep up with development, ensuring daily necessities, without jeopardizing the ability of nature to respond to the needs of future generations.

Although all of us depend on natural resources, these natural resources are limited and do not have infinity. To maintain sustainability is to create a balance between nature and people; We will perceive "sustainability" as a whole through sustainable development models that will recognize and analyze our natural resources and focus on the use of renewable resources.

As our work is limited to tourism, we will consider sustainability concept in terms of tourism.

One of the most important income sources in developing countries is tourism, among the environmental problems that arise due to the production and consumption understanding that the world is in. However, mass tourism has increased this negative deterioration. This situation has brought the concept of sustainable tourism to the point of compulsion.

Among today's "sustainable tourism" varieties to prevent wear from excessive use in sustainable tourism, Cultural tourism, event tourism, eco tourism, nature tourism, discovery tourism, and adventure tourism are the leading tourism activities. Within the scope of "sustainable tourism" that allows for the transfer of resources to the future, we will consider and evaluate the Cultural Traces of Ottoman Balkans in Belgrade over the years of dominance in the context of cultural tourism, which is among touristic activities linked to different cultures.

Keywords: Sustainable, Culture, Tourism, Ottoman, Turkish, Belgrade



Abstract 21

Effects of organizational culture on innovativeness in resort hotel enterprises

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Presentation Preference: Oral

Abstract

Resort hotel enterprises in the tourism sector are businesses that are trying to maintain their presence in an intense competitive environment both locally and globally. One of the factors that resort hotel enterprises can achieve success is become different. Being different is possible with innovation. This research aims to reveal the relationship between perceived organizational culture types and innovativeness in resort hotel businesses. 405 questionnaires were reached, in the research conducted in 53 four and five star resort hotel enterprises which located within the Muğla province. It was tried to determine the types of organizational culture perceived by the employees and it was tried to reveal the relationship between these organizational culture types and innovativeness of hotel with the obtained data. Reliability and validity analyzes were conducted in the analysis of the data, correlation analysis was conducted for determine the relationship between organizational culture types and multiple regression analysis was applied to determine the effect of organizational culture types on innovativeness. As a result of the research; it was found that adhocracy and clan culture types have a meaningful and positive relationship with innovativeness, hierarchy organizational culture type has a meaningful and negative relationship with innovativeness and the market organizational culture type has no significant relationship with the innovativeness.

Keywords: Resort Hotels, Organizational Culture, Innovativeness



Abstract 22

Feasibility of Outdoor Sports In Kartepe Within Alternative Tourism And Suggestions for Problems

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Presentation Preference: Oral

Abstract

Region of Kartepe, located in Kocaeli province, is one of the main attracting recreational areas for outdoor sports such as triathlon, canoeing, cycling, diving, orienting, etc. This region, however, can not manage to draw the tourists attention as much as it is expected within its capacity. Within this frame, the main purpose of this study is to analyse the feasibility of outdoor sports in Kartepe and to offer suggestions for potential problems. Focus group interview within qualitative research method was chosen as data gathering method. The data was collected from public administrators, sector representatives, tourism volunteers, academicians and sportsmen. The results indicated that outdoor sports are the key component of sustainable regional development in Kartepe. Suggestions for future centered development was also presented in conclusion part of the study.

Keywords: Alternative Tourism, Outdoor sports, Kartepe



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Abstract 23

Investigation of Entrepreneurial Tendencies of Generation Y With Demographic Variables

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Management and Organization, Kocaeli University, Kocaeli
Presentation Preference: Oral

Abstract

Today entrepreneurship has changed into a new formation with Generation Y who were born between 1980 and 2000. The purpose of this study is to measure the effect of demographic characteristics of Generation Y on their entrepreneurial tendencies. The study was carried out with 512 Gen Y students of Hereke Ömer İsmet Uzunyol Vocational School of Kocaeli University who took the course titled Introduction to Management. Entrepreneurial tendencies of Generation Y were measured by using the “Entrepreneurship Scale For University Students” developed by Yılmaz and Sünbül in 2009. In the study, factor analysis was carried out. T-test was conducted for the gender variable, and the Kruskal Wallis test was carried out for the variables including education, income, having an entrepreneurial. Significant results were obtained between Gen Y with an entrepreneurial family and their entrepreneurial tendencies supporting the literature.

Keywords: Generation, Generation, Entrepreneurship, Entrepreneurial Tendencies, Values



Abstract 24

Landscape Design in Tourism Facilities

Aysun ÇELİK

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Presentation Preference: Oral

Abstract

Tourism facilities are facilities where tourist activities are made. These facilities, structures and gardens, which are composed of their extension. Touristic facilities are not only buildings and interiors, but gardens which are extensions of buildings and which allow many activities to take place. A well-designed garden brings economic, ecological, functional, social, aesthetic and psychological values to the tourist attraction and gives images at national and international level. However, the importance of landscape design in touristic facilities is not given much importance in our country.

Heads of touristic facilities classified in various forms; hotels, motels, oberjler (chalet), hostels, camps, holiday villages, pensions. In this study; the importance of landscape design in tourism facilities was emphasized and tourism facilities were classified based on "Regulations Regarding Certification and Qualifications of Tourism Facilities" and the basic principles of landscape design suitable to the type of the facility were tried to be determined. In addition, proposals for implementation have been developed.

Keywords: Landscape, Landscape Design, Tourism, Tourism Facility



Abstract 25

Grape Harvest Tourism

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Presentation Preference: Oral

Abstract

Economic moves to improve economies is one of the most important pillar of global power wars, on the other hand it has led to the formation of global ecological breakdown. It is not possible to talk about economic development without considering ecological values.

In this context, creating a growing economy is not only based on technical and industrial activities; agricultural, cultural and ecological values are on the forefront.

When economic power destroys nature life will also not exist.

Tourism, which is called flueless industry is always sensitive to changes and developments in economy, environment, politics, culture and ecology.

The tourist who is sensitive to environment and is interested in the values of culture in addition to what we is understood of tourism hotel-sea-sand he/she seeks special interesting activities.

This has pave the way for new tourism approaches, in this study grape harvest which has become an important area in cultural tourism and the activities done during this period has been presented.

Keywords: Alternative tourism, ecology, grape harvest



Abstract 26

Village Squares and Village Markets as a Means of Local Tourism and Local Development

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Presentation Preference: Oral

Abstract

Village markets are being established to enable villagers to exhibit and sell their own products and to contribute to the transformation of labor into income. Crops grown in farmland by peasant farmers with organic farming and good agricultural certificates is offered to the market by them without intermediaries. The villagers sell their natural food products and handcraft products in these markets. Village markets also contribute to the promotion of local cultures through sales of handicraft products.

In the research, the design process of the landscape project of Dedeköy neighborhood plaza is explained. Dedeköy is neighborhood of Kocarli district in Aydin province. It is 30 km away from the Aydin city center and 6 km away from the town of Kocarli. The economy of the neighborhood is based on agriculture and animal husbandry. Its population in 2016 is 656. Dedeköy neighborhood is an important settlement in terms of natural and historical values. Groves of natural stone pine are in its vicinity. There is Cihanoğlu Mosque built in the neighborhood between 1763 and 1764

The theme of design of square of Dedeköy neighborhood is local culture and local development. In the design of the square, natural and local structural and plant materials and local architectural figures was used. The square was designed to serve as a venue for events such as holidays, ceremonies and sales of local products. It is aimed to design a space that reflects the natural and cultural values of Dedeköy and contributes to the economy of the local people.

Keywords: Village square, Village market, Local tourism, Organic farming, Aydin



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Abstract 27

Uninterrupted Tourism from Landscape Architecture Perspective

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Presentation Preference: Oral

Abstract

Nowadays, when a significant part of the society is faced with disability, it is necessary to make the necessary regulations in each area in order to provide the basic rights of disabled people and to improve their living standards. Each individual needs nutrition, accommodation, education, social, cultural and recreational facilities, it is seen that disabled people do not participate adequately in social life in particular. In this context, improvements in landscape arrangements in touristic areas and its facilities, in addition to improving the quality of life of these people and their families, activities done in these areas generates income that income that these activities generate increases employment and the country's economy will get better .

In this study, the arrangements that should be made in the environmental regulations of hotels, holiday villages and tourist areas for unimpeded tourism were examined and suggested.

Keywords: Landscape Architecture, Disabled Persons, Unhindered Tourism, Recreation in Touristic Areas



Abstract 28

Consumers' views on shopping malls

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Presentation Preference: Oral

Abstract

Shopping malls have emerged as a necessity for life in today's societies, where living is a preliminary plan to consume rather than consume and to be treated as a leisure activity. These venues are not only for shopping, but also for participating in artistic and sports events such as cinema, theater, concert, eating, spending time with friends, etc. Especially in big cities, shopping malls have attracted consumers more and more and the need for these spaces is increasing because of the fact that there are heavy traffic, buildings are very close together and the green areas are getting smaller. Many factors such as architectural structure, appearance, location and leisure activities are effective at preferred shopping malls. Today, shopping centers are the most visited and long-lasting place. For this reason, this study was planned and carried out with the aim of determining the point of view of consumers on shopping malls. 7 shopping malls in Ankara have created the universe of research. A questionnaire form prepared by the researcher was applied to a total of 760 people who came to these shopping centers and agreed to participate in the research. Through the questionnaire, consumers were asked about the reasons for coming to shopping centers, the reasons for choosing these places, the frequency of arrivals and how long they spent in these places, the opinions and thoughts about shopping centers. These data were compared in terms of gender, age, marital status and educational background.

Keywords; Shopping malls, shopping, consumer behaviours



Abstract 29

**Evaluation of Gastronomic Products for Geographical Marking:
The Sample of Erzurum-Olur**

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Presentation Preference: Oral

Abstract

The agro-industrial nutritional structure, which consumes the one-way, unhealthy and small producers used up by globalization, increases the demand of people for local products. Today's consumers are more sensitive and selective about the origins and qualities of the products they consume. In this context, in recent years, establishing a system of Geographical Signs in order to protect the local products in our country, valuing local products, supporting rural development, preserving cultural and biological diversity gains importance. The gastronomic products identified with the region in the rural areas are brought to the forefront with geographical marking and help to ensure that the region develops economically and socially. In this context, the subject of the study is the evaluation of the gastronomic products, which are evaluated in the scope of geographical indication of Olur districts and villages in the rural areas of Erzurum province and which may be important contributions to the region, and to be evaluated in terms of rural development and rural tourism. Olur of Erzurum province has a number of cultural and gastronomic products that can be geographically marked today thanks to its historical background, nature, climate and intangible cultural heritage. As of today (15.09.2017) the geographically marked product of the Erzurum Olur district is only Carnival molasses (2005). The virgin countryside and the high altitude and the district situated on the border of Artvin have a rich vegetation and gastronomic diversity due to the influence of the Black Sea climate. Given the gastronomic potential of the site in this context, it is noteworthy that geographical marking is inadequate. In this direction, this study was carried out in the province of Olur in order to draw attention to the authorities / relevant person about the geographical marking. In the study, conceptual information was given by searching the related literature, then gastronomic products having identified and registered applications were registered in the Turkish Patent Institute, and gastronomic products were suggested to be registered in the first stage. The research also identifies the gastronomic products in the region and explains the possible effects of these products on gastronomy tourism, rural tourism, local economy and promotion.

Keywords: Geographical marking, Rural development, Gastronomic tourism, Olur



Abstract 30

Absorptive Capacity: An Empirical Study on Turkey's Hotel Companies

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Presentation Preference: Oral

Abstract

Absorptive capacity plays a key role in determining a firm's capability to access and make use of external knowledge. It also refers to the ability to locate new ideas and to incorporate them into an organization's processes, and this is widely seen as a major contributor to organizational performance. It includes organizational routines and strategic processes by which a firm acquires, assimilates, transforms, and exploits knowledge.

In this study, absorptive capacity was examined in terms of hotel operations in Turkey. The study aimed at uncovering the effects of the dimensions of absorptive capacity (acquire, assimilate, transform, exploit) on firm performance and determining if there was a difference in the dimensions of absorptive capacity according to the hotel's star and hotel age. Data were collected using a questionnaire and 124 applicable questionnaires were gathered at the end of the study.

According to results of regression analysis, it was found that the dimensions of acquire, assimilate and adoption of absorptive capacity had a significant effect on firm performance. In contrast to expectations, no significant effect of the transform dimension of absorptive on firm performance was determined. Anova analysis was used to determine whether if there was a difference in the dimensions of absorptive capacity according to the hotel's star and hotel age. According to the analysis results, no difference was detected.

Keywords: Absorptive Capacity, Hotels, Firm Performance



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Abstract 31

Analysis of the Turism Unification Feature on the Practice of Language Tourism in Bosnia Herzegovina

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Presentation Preference: Oral

Abstract

Possible feasibility study of language training in BH and the contribution of tourism were analyzed. Why language training can be done in BH that has been evaluated. Also emphasized the Bosnian immigrants living in Turkey. This issue has also been worked out in Bosnia-Herzegovina. Particularly, the presence of Bosnian in the Slavic language group is close to the same degree as Croatian and Serbian, and because it is a close language with Macedonian, Bulgarian and Russian, it is possible to learn any of these languages and easily learn other Slavic languages. On the other hand, for By Bosnaklar and others in Anatolia; Balkan countries are special place partically BH and also all of the Turkish people is finding the common heritage so that that tourism potential makes it so attractive for Turkish people. This cultural collaboration and the unifying aspect of tourism will allow for increased multidimensional relationships. Thus, Bosnia and Herzegovina's tourism and therefore the economy, even Bosnia and Herzegovina's own citizens of the peace and stability can offer a large positive impact. Regarding this, four central pilot regions can be selected and work can be done through these centers. These are Sarajevo, Mostar, Travnik and Banya Luka. Courses can also be arranged in connection with these languages, as they are very close to Bosnian with Croatian and Serbian. Attention was drawn to the necessity of conducting these courses in connection with the courses given in the Bosniak associations in Turkey and explanations were made for the reasons.

Keywords; Language Education, Tourism, Bosnian Language, Bosnian, BH



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Abstract 32

Reverse Innovation: Can Innovation Flow From Turkey to Developed Countries?

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Çanakkale Onsekiz Mart University
Presentation Preference: Oral

Abstract

The term of innovation; is defined as the application of a new product, concept or known principle in a way that will create economic added value again presently. According to Porter (1991): a nation's competitiveness depends on the capacity of its industry to innovate and upgrade. Companies gain advantage against the world's best competitors because of pressure and challenge and achieve competitive advantage through acts of innovation. The term of "reverse innovation" which is a very new phenomenon, precisely emerges at this point. Govindarajan & Trimble (2012) simply define reverse innovation as "any innovation that is adopted first in the developing world. Reverse innovation is a special category of innovation. Particularly noteworthy is the fact that "innovation" is not contrary to the basic theories, but instead introduces a new action framework based on the same theories. Innovation will be an important opportunity and impetus in the development of poor countries. Moreover, the poor countries are megamarkets with micro-consumers. The purpose of this paper is to explore the potential of reverse innovation ability of Turkey and propose alternative techniques to penetrate new markets.

Keywords: Reverse Innovation, Competitive Advantage of Turkey, Reverse Innovation Advantages



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Abstract 33

The Using of Cheese and Cheese in Abkhazia and Adige Culture in Anatolia

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Presentation Preference: Oral

Abstract

Abkhaz and Adige's cheese came to Anatolia and the Abkhaz and Adyghe were exiled from the Caucasus. Despite the great cultural similarity between the two cultures, cheeses vary in taste, flavor and use. In this study, the difference between the making of Abkhaz and Adige cheese and the differences between the two cheeses was emphasized and its using in Caucasian food was evaluated. The using of cheese and cheese in Abkhazia and Adige Culture in Anatolia Sakarya and Kocaeli illiterates living in Abkhazia and Caucasus muhacirs and the making and using of the cheese were interviewed. As a result of the interview; despite the fact that the two communities belonged to Caucasian culture, the differences between them were noted and similarities and differences were evaluated between the two cheeses.

Keywords: Abkhaz, Adige, Abkhazian Cheese, Circassian Cheese



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Abstract 34

Assessment of Positive Contribution of Georgia's EU Relations to Ahıskalı Turks*

Ersin UĞURKAN

Kocaeli University

Presentation Preference: Oral

Abstract

Three important elements were identified in the study. What the Georgian government has to do is researched. In particular, the obligations to be made in the context of citizenship have been evaluated in the EU context. The application of membership of Georgia to the European council and the Ahıska Turks were analyzed for the first time that Ahıskalılar had the right to be accepted officially for an exile and to have the ECHR be sued on this issue. The reasons for the reluctance of the Georgian government regarding the return, and the criteria for restricting return on citizenship have been examined. What Turkey can do to speed up the returns is analyzed. Suggestions for Turkey's integration of Ahıskalı Turks in the Diaspora and formation of organic bonds are presented. At the same time, the possibility of entering a positive and faster process within the framework of human rights related to the return of Ahıskalı Turks has been analyzed in order to enter into the integration process within the EU and Georgia "East Partnership" framework. What Turkey has to do for this has been evaluated. At the same time, the diaspora residents of various countries have been evaluated for their willingness to return to their homeland and to make them more attractive. In addition, the proposal for a solution for the establishment of organic ties with the conservation of the Ahıskalı identity and the diaspora has been envisaged.

Keywords: Georgia, Ahıskalı Turks, EU, Exile



Abstract 35

Organizational Behavior and Socio-Biological Approach

Glten GMŐTEKİN, zge BYK
Çanakkale Onsekiz Mart University
Presentation Preference: Oral

Abstract

Employees will continue to be the most important and valuable assets of organizations until utterly unmanned organization utopia becomes real. The individual characteristics, knowledge, skills and abilities of the employees play a substantial role in the success of the organization as the most important, valuable resource of them.

In this respect: it will be beneficial to utilize multidisciplinary methods at the point of understanding behavior, organizational behavior and their origins. Socio-biological approach has the basic idea that: all social behaviors have biological basis and they should be examined systematically. Socio-biological approaches and ecological methods will help to develop new paradigms and solutions for basic problems of business management. Approaches and theorems produced from these similarities will give a new perspective to the business science by analyzing resemblances between human and animal behaviors within the socio-biological perspective.

The increasingly sophisticated technology and globalization phenomenon in the developing world have led to changes in many functions of businesses. Enterprises have begun to shift towards the advanced technologies, as cyborgs, artificial intelligence, etc. in the course of their production processes. It is remarkable that even cybernetic theorems have modeled animal behaviors. In this study, concepts of behavior and organizational behavior were evaluated by socio-biological approach in terms of business functions.

Keywords: Behavior, organizational behavior, socio-biological approach



Abstract 36

**Impedient Factors That Effect Taking Part Of Local Foods In Restaurant's Menus:
Sample Of Cappodocia**

Ayla AYDIN, Cihan CANBOLAT, Melek YAMAN
Gazi University

Presentation Preference: Oral

Abstract

The aim of this study is to investigate the relationship between restaurant owners perception of the impedient factors that effect taking part of local foods in restaurant's menus and their intention to giving place to local food in their resturant's menu. In the study, both qualitative and quantitative research approaches are used. The data was collected and analysed at four successive stages. The first stages of study was the analyze of documents on impedient factors that taking part of local foods in restaurants menus by using content analyses. The second stage of the study was to organize a focus group interview for developing a survey instrument. The third stage of the study was to collect data by the survey instruments developed on answers of focus group interviewed. 90 questionnaires were distributed to restaurant owners and managers in Cappodocia. (Ürgüp, Avanos ve Göreme) on 10-12 April 2017. Within a convenient sampling method, 84 questionnaires were obtained and these were included in the subsequent analyses. The instrument was found to be a reliable and valid measurement to be used in the study. The results showed that extra costs of local foods, inadequate support given by the agencies, the poor communication between restaurants owners and suppliers, failure to arrive required local food making of national cuisine was negatively correlated with restaurants owners' intention to give a place local food in their restaurants menü. The findings of the study showed that negative perceptions of restaurant owners' on productions ,costs of local foods, the relationships between stakeholders and inadequate support of the tourism acencies was negatively effecting the restaurant owner's intention of local food servings.



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Abstract 37

Short-term economic costs on promoting tourism and its benefit in long term

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Presentation Preference: Oral

Abstract

Tourism can be seen as the main segment, which produce incomes in state level. This statement is valid for those countries that have already spent preliminary investments on the field of tourism. In bold lines, the relation between economic cost and tourism benefits is positive. In this case we will be analyzing, what is matching point where costs of promoting will be justified by the benefits of tourism in the future. To verify these thoughts and hypethesis, the author will be using different methods of scientific research as: normative, comparative, empiric, historical and statistical methods.

Keywords: tourism, investments, benefits, promote.



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Abstract 38

A research on corporate social responsibility perceptions of maritime faculty students

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Presentation Preference: Oral

Abstract

Corporate Social Responsibility (CSR) concept has attracted considerable interest in recent years by researchers and practitioners. Due to an increased awareness of the need for CSR this study examines corporate social responsibility perceptions of maritime faculty students (MFS). MFS were chosen for this research since these students are usually employed by an international organization and have difficulties in interpreting ethical issues in a business context because of cultural differences. Owing to the multicultural nature of shipboard work, it is important for every seafarer to be ethically sensitive toward shared values and virtues worldwide. Self-reported data was collected through a structured questionnaire from 120 undergraduates in Maritime Faculty of Kocaeli University. Students consider that “legal responsibilities” as the most important CSR component, followed by the “economic responsibilities”, “ethical responsibilities” and “philanthropic responsibilities”. Furthermore, findings show that women gave higher priority than men to two components of CSR including “legal responsibilities” and “philanthropic responsibilities”.

Keywords: Corporate social responsibility, economic responsibilities, legal responsibilities, ethical responsibilities, philanthropic responsibilities



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Abstract 01

Bilgi Toplumu Düzeyinin Belirlenmesi Üzerine Bir Araştırma: Türkiye Örneği

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Kocaeli Üniversitesi, Gölcük M.Y.O
Presentation Preference: Poster

Abstract

İş yaşamı ya da kişisel yaşam için önemli olan bilgi günümüz toplumunda hızla artan bir ihtiyaç halini almıştır. Yaşamı kolaylaştırabilen internet kullanımı ile de bilgiye ulaşılması daha rahat olabilmektedir. Bu çalışmada Türkiye’de bilgisayar kullanımı, internet kullanımı ve internet erişimi üzerine çalışma yapılmıştır. Türkiye İstatistik Kurumu (TÜİK) tarafından yayımlanan 2004-2016 yılları arasındaki Bilgi Toplumu İstatistikleri kullanılarak analizler yapılmış ve Türkiye için bilgi toplumu düzeyi belirlenmeye çalışılmıştır.

Anahtar Kelimeler: Bilgi Toplumu, İnternet, Bilgiye Ulaşım



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Abstract 02

Hidden Paradise: Evaluation of Istanbuldere Village in Terms of Eco-Tourism (Sakarya/Turkey)

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Presentation Preference: Poster

Abstract

Within the context of natural environment and sustainable tourism, Eco-tourism is increasingly important. Especially since the 1990s, changes in the structure of international tourism demand, increased education levels, increased interest and consciousness towards environmental issues have increased demand for ecotourism travels. There are many areas that are evaluated in terms of eco-tourism in Turkey. This study was carried out in order to emphasize the importance of Istanbuldere Village in Sakarya province in terms of eco-tourism. İstanbuldere Village is very important in terms of ecology and tourism, with its natural trout creeks, rich vegetation and fresh air. In order to utilize the region's natural resources more efficiently and sustainably, comprehensive ecological and biological scientific studies should be carried out in coordination with local governments and local people.

Keywords: Environment, Eco-Tourism, Natural Resources, Sustainability

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