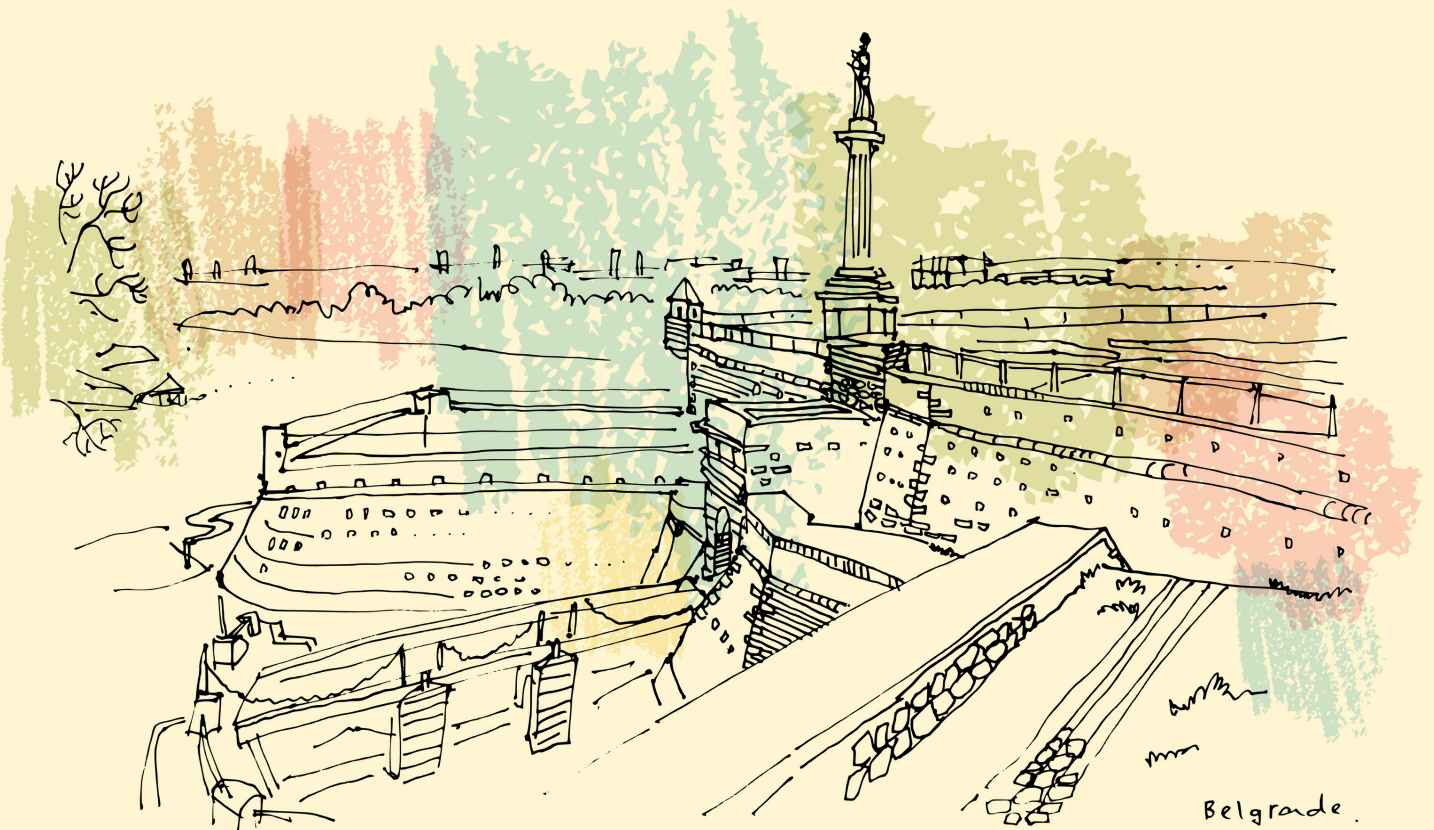


# I T H M C

3rd International Tourism and Hospitality  
Management Conference

## BOOK OF ABSTRACTS 2017



**BOOK OF ABSTRACTS**  
**ITHMC 2017**



### **3<sup>rd</sup> INTERNATIONAL TOURISM AND HOSPITALITY MANAGEMENT CONFERENCE**

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# OUTSOURCING PRACTICES IN HOSPITALITY INDUSTRY

**Halil Akmese**

**Tevfik Eren**

**Sercan Aras<sup>1</sup>**

**Ekrem Damar**

**Abstract:** Outsourcing is a management strategy that is often preferred by businesses operating in the hospitality industry. Outsourcing can provide the accommodation businesses the chance of giving more attention to their core business activities. In this study, the perceptions of four and five-star hotel managers about the outsourcing strategies of upper grade accommodation facilities operating in Konya and Ankara are going to be investigated. Findings of the research questionnaire which is structured by means of literature review on the previous studies carried out will be analyzed. Valid and reliable responses are going to be analyzed by means of statistical software, SPSS. The relationships between determined factors within the scope of study which are considered as effective on the adoption of outsourcing activities and hotel managers' evaluations on outsourcing activities are examined and interpreted.

**Keywords:** hospitality industry, outsourcing, hotel managers.

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# GREEN CERTIFICATIONS WITHIN THE HOTEL INDUSTRY

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Jovana Đurić

**Abstract:** A blooming hotel industry has the downside of an increased negative environmental impact. At the same time, many hotel guests and employees have become conscious of eco-friendliness and green practices. In addition, 2017 has been declared for International Year of Sustainable Tourism for Development by United Nation with the emphasis (among other elements) on resource efficiency and environmental protection. A hotel that has green certification(s) promises more green services, products, and operations, and has thereby (potentially) an important strategic asset, when it comes to attract customers and employees. Many green certifications are offered within the hotel industry, such as for example Green Globe and Green Key. However, which certificate(s) to choose, is a strategic choice for the hotel management. In this paper, we examine green certifications in order to determine similarities and differences among them. As part of the research, we analyze the usage of the certificates in different regions (e.g. Southeast Europe). Even though, many of the certifications are offered internationally, clear differences in dissemination across regions are identified. In addition to region, the belonging to a hotel chain/brand seems to highly influence the choice of certificate(s).

**Keywords:** Green certification; eco-friendliness; sustainability; hotel industry; strategic asset; strategic choice.

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# OSTRACISM, SELF-ESTEEM, AND EXTRA-ROLE BEHAVIOR IN HOSPITALITY EMPLOYEES: A MODERATED MEDIATION

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Jéssica Braojos  
F. Javier Lloréns-Montes

**Abstract:** In hospitality, excellence in serving customers sometimes involves employees going the extra mile. Extra-role behavior is the discretionary behaviors of contact employees in serving customers that extend beyond formal role requirements. The self-esteem level that employees have clearly influences this extra-role behavior. However, some workplace factors, such as workplace ostracism, can negatively affect the employee's self-esteem, as previous studies evidence. We seek to highlight the potential for organizational interventions designed to generate psychological empowerment among employees in order to bolster an individual's self-esteem level to potentially counteract ostracism's negative effects on self-esteem. The variance-based structural equation modelling (SEM) technique was used. The partial least squares (PLS) method of estimation was employed to test the hypotheses and to examine the mediation and moderation effects involved in the proposed model. 340 hotel workers volunteered to participate in this study conducted in Spain. The empirical analysis suggests that self-esteem positively affects extra-role customer service; also, that workplace ostracism negatively impacts on a global self-esteem level. Moreover, in the presence of psychological empowerment, the negative relationship between ostracism and self-esteem decreases. All hypotheses are confirmed. Results provide thus support to the fact that empowering workers can improve their self-perception, and hence the final service given to customers. Our results contribute to current nascent ostracism literature. It provides useful findings for managers and HR managers in the hospitality industry who seek to counteract employees' ostracism in their working places. In addition, this study explains some possible internal mechanisms that influence employees' performance in hospitality organizations. Identifying factors that influence employees' self-esteem can provide guidance to hospitality managers to enhance practices fostering employees' wellbeing. Implications of the results are discussed and avenues for future research are offered.

**Keywords:** ostracism, psychological empowerment, self-esteem, extra-role behavior, hospitality.

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# CRISIS MANAGEMENT STRATEGIES OF TURKISH HOTELS IN A LARGE SCALE TOURISM CRISIS

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**Nazmi Taslaci**  
**Yaşar Sari**

**Abstract:** This study investigated the effectiveness of Ritchie’s Crisis Disaster Management Framework (CDMF). It applied this framework to some hotels in Turkey in a large scale tourism crisis in 2016. This framework suggests six major phases in a well-planned crisis management application. Although much research has been conducted regarding crisis management in the relevant literature, the number of researches examining hospitality industry with this regard is limited in the relevant literature. This study examined some hospitality organisations from different geographic regions of Turkey aiming to find out what forms of crisis management strategies were used during a large scale tourism crisis. 24 specific questions were developed adapting from Ritchie’s CDMF. The questions directed to the respondents explored all the six phases of the adapted framework. Semi-structured in-depth interviews were conducted with a selection of Turkish hotel managers. The results obtained from the interviews carried out in this study identified a range of recommendations for hospitality industry, which was found to be deficient in appropriate crisis management measures. Of the recommendations given with this study, one of the key suggestions was for hotels in Turkey to develop a formal crisis management plan for future crisis in tourism sector and to face less risk in a similar tourism crisis in Turkey.

**Keywords:** Crisis Management Strategies, Hospitality Industry, Tourism, Turkish Hotels

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# INTERNATIONAL ADVANTAGE IN TOURISM MARKETING VIA TEXT MINING TO ANALYZE ONLINE TOURISTS' ASSESSMENTS WITH BIG DATA

**Bilge Karamehmet<sup>1</sup>**

**Abstract:** Big data has become a hot topic recently. With the rapid increase of data accumulated online the amount of valuable information hidden within the big data has increased as well. So, we are sure that from medicine to mechanical engineering, from agriculture to tourism a great deal of valuable information may be extracted from big data. Ranking or Review portals under the name of Vertical Social Networks may be considered as a sub-cluster of general social networks. They have not only become popular but also have become an important research area for academics and business. That's because all these sites may be used for vertical marketing and customer relations management thanks to data they contain. On the other hand, it's known that Ministry of Culture and Tourism has focused on the issue of tourism diversification strategies. Therefore it's necessary to establish alternative tourism markets in case of a possible crisis to determine the behaviors of consumers in the targeted tourism markets. An analytical determination for targeted markets has strategic prerequisites to improve ways of gaining international competitiveness. This study aims to collect User Generated Data (UGD) from blogs and portals operating on tourism and then organize the data under specific key attributes and analyze it to extract information about travellers' behaviors, demands, expectations and satisfaction about facilities and sites in tourism sector. The data will be collected from booking.com, tripadvisor.com, yelp.com and agoda.com where user comments and reviews are publicly shared. All UGD in Turkish and English will be analyzed in the scope of the study. The goal of the study is to learn the hidden facts behind travellers' behaviors, demands and satisfaction in tourism. Minimum 1.000 entries or cases will be collected for the data warehouse. To do this, API services, Bots or crawlers will be used through open source software.

**Keywords:** tourism, tourism marketing, marketing, big data, online tourism, customer behaviour in tourism, data mining, social networks.

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# MAIN FACTORS LIMITING THE RECOGNITION AND USE OF KEY MANAGEMENT ACCOUNTING TOOLS AND ISSUES IN HOSPITALITY INDUSTRY

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**Tevfik Eren**  
**Sercan Aras**  
**Aysegul Ilhan**

**Abstract:** As it is in the world, tourism in Turkey has the potential for rapid development and it provides opportunities for many different sectors to develop. It is necessary for accommodation establishments which have a considerable share in tourism sector to provide productivity and efficiency within the internal process of an establishment in order to reach their expected profit goals and continue their existence because they have a labor-intensive structure, they encounter many different cultures, demands of consumers continually differ and they carry on a business in a dynamic environment. To manage this purpose, managers of accommodation establishments want to use proper and reliable financial information in the decision-making process in order to protect the existence of an establishment, minimize errors or remove them and evaluate activities of an establishment. In this context, an effective management accounting system supports the decision-making process and enables financial information which is required to minimize cost in further periods, increase sales revenues and provide a competitive advantage for an establishment. The purpose of this research is to investigate management accounting and its applications in accommodation establishments, detect problems and determine to what extent applications of management accounting are benefitted.

**Keywords:** Management accounting, hospitality industry, management accounting tools.

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# HYGIENE STATUS OF KITCHEN PRODUCTION AREAS OF HOSPITALITY FACILITIES

Eren Canbolat<sup>1</sup>

Ayşe Nur Songur

Funda Pınar Çakiroglu

**Abstract:** Tourism sector is service sector. Food and beverage department is one of the important departments in the hospitality facilities. Service quality of this department attracts people to facilities apart from the purpose of the accommodation. Guests who stay in hospitality facilities may face food poisoning if hygiene and sanitation rules are not obeyed in food and beverage services. Therefore, cleaning in the kitchen is absolutely necessary. In this study, it is aimed to determine the hygienic conditions of the production areas of kitchens of hospitality facilities in Ankara. Seven different hospitality facilities in Ankara were visited, kitchen production areas were examined and hygiene evaluations were made by taking photographs. It has been observed that in the kitchen production areas there were no suitable materials for hygiene in the floors and walls in five facilities and cracks, breaches, slits were found and height of the ceiling was low in four facilities. It has been determined that the work benches were made of suitable materials (steel-marble) in terms of usage but inappropriate in terms of cleanliness and order. It has been determined that the tools used for production were not clean, the work areas were not separated from each other except for three facilities, the garbage cans in the kitchen were not covered, the tops of the prepared food were kept open, the dirty-clean materials were kept together and the lighting and ventilation was not good in most of the kitchens. The most of the kitchens surveyed bear the risk of cross-contamination. In the event of any food poisoning or dissatisfaction, facilities can also harm economically by losing reputation. Hygienic food production is an important issue that needs to be emphasized because of its significance to both public health and economic prosperity in international trade. In food and beverage services, specialists should be available to provide hygienic qualities. Hygiene audit lists should be developed and continuously checked at the hospitality facilities.

**Keywords:** Hygiene, Hospitality Facility, Food Production.

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# INVESTIGATION OF KITCHEN STORAGE OF HOSPITALITY FACILITIES

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**Abstract:** Food and beverage service in the hospitality facilities is not for meeting only one physiological requirement for the guests. Preparing food and drink with good quality materials in accordance with hygiene regulations and offering them nicely ties the guests more to operation. Safe food production and services can be performed in a healthy way by providing some conditions. Storage of food in suitable conditions is one of the important steps in the food safety chain. In this study, it is aimed to examine kitchen storage of hospitality facilities in Ankara. Seven different hospitality facilities in Ankara were visited, kitchen storages were examined and storage conditions were evaluated by taking photographs. At the end of the study, the following results were observed: The shelves used in storage were not properly placed, the materials on the shelves are irregularly placed, the air conditioners were not maintained and the ventilation system was not working well, there was no system in storage and materials were hoarding, containers used were not suitable for storage, the foods stored were not covered, raw and cooked food was stored together, cleaning of the storages was not taken care of. It has been determined that the necessary technical and hygienic conditions to ensure the safe storage of food in the hospitality facilities are insufficient. Inadequacies of physical properties of storage areas and storage of foods as it will be leading to contamination are an important threat to safe food production. In order to be able to provide a safe food and beverage service in hospitality facilities, the necessary physical conditions of the stores, the proper storage of the food with hygienic rules should be ensured and supervised..

**Keywords:** Food Storage, Hospitality Facility, Food Safety.

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# EVALUATION OF MENU PERFORMANCE WITH FINANCIAL AND NON-FINANCIAL DATA

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**Abstract:** Menu is located in the activity center of the restaurants and affects almost all business decisions significantly. For this reason, it is important to clearly determine menu performance. Within this respect, the main purpose of the study is to explore the efficiency of the menu items more comprehensively and accurately through financial and non-financial data. In the research, a case study was conducted in a fine-dining restaurant in Antalya and a monthly activity period covering September was taken into consideration. The data was collected using observation, face-to-face interview, document review and visual recording techniques. In the measurements made with input-oriented Data Envelopment Analysis (DEA), input set includes price, cost and activity duration while output set consists of sales amount, gross profit and food consumption. Unlike the existing menu analysis in the related literature, in the study, food consumption was used as a different variable for the first time. Thus, not only an operating point of view but also a guest point of view was included in the menu evaluation process. As a result, it was determined that 16 of the menu items were efficient while 14 were not. The three menu items with the highest efficiency were found to be B3, C9 and A4 respectively. On the other hand, the least efficient menu items were determined to be B7, B6 and A3. These results show that the food items in the menu have a competitive structure within themselves. At the end of the research, it is recommended to take a sample of such features of the most referenced foods as the location of the menu card, fonts, plate arrangement and service patterns in addition to their input targets.

**Keywords:** Menu Analysis, Data Envelopment Analysis, Financial Data, Food Consumption

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# THE FOOD CULTURE IN DEVELOPMENT OF RURAL TOURISM IN HERZEGOVINA

Željka Šiljković<sup>1</sup>

Marica Mamut

Jelena Putica

**Abstract:** Gastronomy is an important part of rural tourism and in all its authenticity is a part of the immaterial cultural heritage of a particular region or a local community. Gastronomic tours are specific tourist products that represent some areas in the international tourist market, for example cheese, wine and olive roads. Among the numerous tourists visiting Herzegovina and the Adriatic coast every year, there are so-called Existential tourists whose aim is to taste and feel the authenticity of the Herzegovinian area and its gastronomic culture. Tasting food in authentic rural areas is a kind of ritual for getting to know the history and cultural heritage of the local community. Each dish has its own story and origin. Modern rural tourism promotes specific food and wine destinations through the Internet, specialized travel agencies, smartphone applications and the media. Electronic media, like television, play a big role in promoting the gastronomy and the culinary world, through special programs and channels. Herzegovina has preserved numerous traditional meals, primarily by word of mouth, but in reality only a few meals (japra and dolma, pancakes, sour polenta, meals under the sač) are recognizable. The authenticity of the area represents a significant tourist potential by incorporating traditional meals into the restaurants offer, family farms and the opening of food and wine roads, as well as the tourist's active participation in the preparation of food. The article analyzes the existing conditions of gastro tourism in the rural areas of Herzegovina. The survey was conducted at the level of owners of touristic facilities, tourists and local residents. By using the interview method it was attempted to determine if the local population was preserving the tradition of autochthonous food.

**Keywords:** gastronomy, rural tourism, traditional meals, promotion, Herzegovina.

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# STEĆCI-MEDIEVAL TOMBSTONES AS A GREAT POTENTIAL FOR DEVELOPMENT OF TOURISM IN WEST HERZEGOVINA REGION

**Edita Vučić<sup>1</sup>**  
**Jelena Putica**

**Abstract:** Stećci – medieval tombstones, in all aspects of their appearance, represent a specific segment of the cultural and historical heritage of Bosnia and Herzegovina, the western parts of Serbia and Montenegro and the central or southern parts of Croatia. The paper analyzes the present state of the necropolises of tombstones in the area of western Herzegovina in order to point out the insufficient valorization in the tourist offer, despite the fact that this cultural heritage is on the UNESCO World Heritage List. The current situation of their preservation leads to the conclusion that cultural and historical heritage is not particularly appreciated in the regional or wider context. Due to the insufficient knowledge on the same matter, collective awareness of the need for protection of this cultural and historical heritage is at a low level. Medieval Tombstones „disappear“ every day because of the inadequate legal protection, climate change and atmospheric action. This research was conducted with the local population, which is considered a key factor for a higher degree of valorization in the analyzed area. The main goal was to educate and get acquainted the population about the importance of the medieval tombstones which left a significant trace in the culture and tradition of modern times.

**Keywords:** Medieval tombstones, Culture, Herzegovina, tourism.

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# FACTORS AFFECTING TOURISTS' PREFERENCES FOR URBAN OR NATURE DESTINATIONS

Sharon Teitler-Regev<sup>1</sup>  
Hon-snir Shlomit

**Abstract:** UNWTO describes urban tourism as trips to cities or places with high population density. Because these trips are usually short (one to three days), urban tourism is closely linked to the short break market. The current research focuses specifically on comparing the factors affecting tourists' preferences for urban destinations or for nature trips in international and domestic tourism. The dependent variable is preferences for nature vs. urban destination, measured on a Likert scale. The independent variables include socio-demographic variables, type of residential setting—city or other type of setting, such as village or communal community (kibbutz)—and type of tourist. The data were collected using questionnaires distributed during 2016 among students at different academic institutions in Israel. Of the entire sample of 199 respondents, 164 respondents (86.4%) reported traveling abroad, with an average of 1.3 trips per year (among those that traveled abroad). 179 respondents (96.2 percent) reported going on vacation in Israel, with an average of 4.2 vacations per year (vacation includes one-day trips). The results point to some similarities between domestic and international tourism. In both cases, those that live in cities prefer urban tourism and those that search for novelty prefer nature destinations. The results demonstrate that preferences for urban or for nature tourism may change depending on the circumstances. Further research should consider the effects of factors such as length of stay, potential travel companions, and other characteristics of the destination (modern or developed country) on destination preferences. In addition, conducting similar research in other countries may help in determining whether the results are local or global.

**Keywords:** Tourist typology, urban tourism, nature tourism.

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# VIRTUAL REALITY IN TOURISM PLANNING: A CASE STUDY ON HAGIA SOPHIA

**Cem Kirlangicoglu<sup>1</sup>**  
**Mehmet Fatih Doker**

**Abstract:** Cultural heritages are a national treasure keeping the ancient memories of the society inherited from past generations. It is significantly important to transfer this accumulation of knowledge to the children of computer age who use technology skills for communicating, investigating, accessing and using information about everything. Therefore, we need new and technology based methodologies to reach these people. The aim of this study is to take advantage of 3D game technologies to prepare a virtual museum platform which will be used as an interactive guide by millions of people all around the world. This paper describes the integrated methods for generating the required platform using 3D modelling techniques and game engines. Hagia Sophia Museum, which was chosen as a World heritage site by UNESCO in 1985, is selected as the case study area for this study. The result of the study is a life-like and realistic real-time 3D virtual museum not only giving visual materials but also informative media including texts and sounds.

**Keywords:** Virtual Museum; Virtual Reconstruction; Cultural Heritage; Virtual Reality; Hagia Sophia, Istanbul.

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# THE ROYAL OPERA HOUSE AND COVENT GARDEN: A SYMBIOTIC AND COMPLEX TOURISTIC RELATIONSHIP

Adrian Guachalla<sup>1</sup>

**Abstract:** Covent Garden is a popular and central area firmly established in London's urban landscape. It is characterised by a strong commercial sector, the provision of a wide range of performing arts, distinctive architectural heritage and the UK's leading Opera House located at its core. There has been a working theatre at this site for over 250 years and it has witnessed the area's organic development as a hub for leisure and tourism. The Opera House itself was also redeveloped a number of times, with the last major completed project at the turn of the 20th century aiming to improve its facilities for visitors and enhance its visual contribution to the area in line with current trends in urban design. In spite of this, its attractive main entrance does not face the area's popular market place and therefore does not have the exposure that other grand theatres enjoy around the world given the area's dense urban clustering. This paper aims to understand the influence that the Royal Opera House exerts in the perception of Covent Garden as an area for tourism and culture. For this purpose, a flexible social constructivist approach was adopted and 306 semi-structured interviews were conducted in a variety of locations throughout the area including daytime visitors inside the theatre not attending a performance. Findings indicate that the Royal Opera House does not tend to be perceived as an architectural artefact such as other Opera Houses with monumental architecture as free standing buildings. Instead, it is the quality of its productions, the attraction of a diverse set of visitors leading to a cosmopolitan ambience and a strong sense of civic pride that root the historical attachment between the Royal Opera House and Covent Garden.

**Keywords:** Urban tourism, cultural flagships, cultural tourism.

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# THE INFLUENCE OF THE TRACES OF ART ON THE TEXTURE OF THE CITY

Asuman Soylu<sup>1</sup>

**Abstract:** It is important to foreground the esthetic dimension in addition to the planning and designing the functionality and practicality of a city. Urban design is the strongest instrument that strengthens the notion that a city has been planned. The inhabitants of a city help grasp this notion with their life styles. The first thing that crosses our minds when we mention the name of a city is actually a reflection of the identity of that city. The identity of a city, which is formed not only with its architecture but also with the relationships of architecture with their environments, appears as a result of planned and sensitive development. The identity of a city, which is also the profile and image of the city, is gradually formed in a long time. The living spaces of the city are the urban spaces, which assign meaning to and gain identity to the city. In addition to possessing some features peculiar to the city such as conventional behavioral and thought patterns, political preferences and social relationships, with their physical structures, architecture, and peculiar esthetic values, cities mean more than physical surroundings where human beings live. Its living spaces and history is a chief element that has the quality to form the identity and culture of a city. In order for cities, with their cultural, religious, sociological, artistic values intact, to become appealing touristic places, it is necessary for their artistic traces to gain value in architectural texture and culture. Artistic traces like mural painting, sculpture, relief and so on enable the texture and culture visible can make these spots as appealing touristic destinations.

**Keywords:** Urban texture, identity, culture, artistic traces, and touristic places.

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# HUNGARY IN THE CONTEXT OF TOURIST VISITS FROM SLOVENIA – SPATIAL DISTRIBUTION OF TOURIST TRAFFIC AND INTERNET TOURIST OFFER

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Miha Koderman

**Abstract:** Hungary established itself as a major tourist destination decades ago, when it became renowned for its thermal spas and rich cultural and architectural heritage of the former Austro-Hungarian monarchy. In the recent years, the country has attracted tourists and daily visitors with a diverse tourism offer, which ranges from activities in natural protected areas with high levels of biodiversity to international festival events and famous traditional culinary and wine products. In 2015, the country recorded over 10 million tourist arrivals, among which foreign tourists prevailed. Due to geographical vicinity, as well as historical, social and political similarities, Hungary also represents a popular destination for visitors and tourists from Slovenia. According to the Statistical office of the Republic of Slovenia, about 46,000 tourists from Slovenia visited Hungary in 2014. This number is based on the criterion of at least one overnight stay in Hungarian accommodation establishments and is therefore underestimated in the aspect of Slovenian visitors, since many Slovenians visit this country in a single day. In the paper, authors analyze the spatial distribution of tourist traffic and present the main characteristics of (organized) Slovenian tourist visits to Hungary. The main part of the research is focused on the analysis of the internet-based tourist offer, provided by Slovenian travel agencies. The offer was subjected to a detailed review that concentrated on its spatial distribution, types of advertised tourist activities, financial value and duration of travel.

**Keywords:** Hungary, tourists from Slovenia, organized travel packages, analysis of the internet-based tourist offer, travel agencies.

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# ANALYZING PERCEIVED RISK OF INDEPENDENT FOREIGN TOURISTS VISITING THAILAND

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**Abstract:** Tourism is an important economic sector of Thailand as it contributes approximately 10 percent of Thailand GDP value. There are more than 30 million foreign tourists visit Thailand every year and more than 50 percent are independent tourists. Risk perception is one of the main topics in tourism literature. Literatures indicated perceived risk influence decision making and intention to visit/revisit a particular destination and to attend tourism activities. Also perceived risk is related to feeling, mood, and satisfaction of tourists while visiting a destination. Even the importance of risk perception in tourism is obvious, however, little effort has been devoted to measuring perceived risk from independent foreign tourists who were visiting Thailand. This study aimed to investigate 1) risk perception of independent foreign tourists who were visiting Thailand, 2) the relationship between past travel experience to Thailand and risk perception, and 3) the different risk perception level between independent tourists with different characteristics including gender, age, education level, income level, and nationality. Target population in the study was independent foreign tourists from 5 countries namely Australia, France, Germany, UK, and USA. A sample of 400 tourists was drawn by convenience sampling technique. Self-administration questionnaire was used as data collection instrument. Data was analyzed by frequency, percentage, mean, standard deviation, and factor analysis. Hypothesis testing was conducted using t-test, F-test, and LSD. Utilizing factor analysis, the findings revealed 4 perceived risk factors: destination and activity related risk, time and social risk, being threatened risk, physical and communication risk. The results form hypothesis testing indicated that independent tourists with different gender, age, education level, income level, self-perception and nationality had significantly different perceived risk while traveling in Thailand. In addition, a significant relationship between past experience of independent tourists and risk perception level was found. The study has implications for both marketing strategy and academic research.

**Keywords:** Perceived Risk, Independent Tourist, Thailand

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# VOCATIONAL SCHOOL TOURISM LECTURERS' PERSPECTIVES ON EDUCATION PROGRAMS IN TOURISM EDUCATION

Soykan Uysal<sup>1</sup>

**Abstract:** Referring to the fact that the tourism sector offers a lot of job opportunities, tourism undergraduate programs have an important place in the tourism education system in the world. Due to the importance of tourism education it is very necessary to do some researches on education programs, teaching models, methods and the perspectives. As it is known that for an effective teaching and developing teaching skills, lecturers' attitudes and perspectives on education programs are very important. So in this study, it is tried to be determined tourism vocational school lecturers' perspective on tourism education programs. This study was carried out in three different vocational schools in Turkey. To determine the perspective of the lecturers, face to face interviews were done with 20 lecturers who are currently working in tourism departments. The interview questions were prepared by the researcher and before the face to face interviews, a pilot interview was done with two different lecturers from two other pilot vocational schools and the interview questions were corrected according to the pilot interviews. and the at the end. Data collected by the interviews were analyzed by content analysis and results are presented by graphics and tables and also the results are interpreted. Most of the lecturers think that education program development in tourism vocational education is a must and must be done immediately. Also there are some suggestions from the lecturers how to develop the education programs and these suggestions are indicated in the study. At the end, some suggestions are given for the further studies.

**Keywords:** Tourism Education, Education Programs, Tourism Education Development.

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# **ANALYSIS OF CONTEMPORARY TRENDS IN TOURIST MOVEMENT IN SARAJEVO CANTON WITH A SPECIFIC FOCUS ON THE TOURISTS FROM EU AND EUROPEAN COUNTRIES**

**Ranko Mirić<sup>1</sup>**  
**Nusret Drešković**  
**Boris Avdić**  
**Edin Hrelja**

**Abstract:** Sarajevo Canton is by far the most visited tourism region in Bosnia and Herzegovina, considering that it has a share of over one third (35,6% in 2016) of all registered tourists in Bosnia and Herzegovina. Sarajevo is a leader also in the context of percentage of foreign tourists (over 85% in 2016). In the paper, certain elements of contemporary tourism movement are taken for analysis from the aspect of quantitative indicators, by method of dynamic temporal comparison. Special focus was put on tourists from EU and other European countries. For the purpose of getting valid indicators of tourist movement trends, authors applied the analytical approach based on monthly quantitative data. Papers objective is to point out temporal dimension of these elements within the taken period, through analysis of monthly values of number of tourists and nights during the five-year tracking of specific trends, as well as to determine annual tourist distribution. Besides comparison of monthly and annual data about tourist movement, the paper is peculiarly oriented toward recognition of trend related to tourists from Europe.

**Keywords:** tourism, Sarajevo Canton, tourist movement, tourism trends.

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# TOURIST MOVEMENT IN BOSNIA AND HERZEGOVINA- STATE AND DEVELOPMENT PERSPECTIVE

Nusret Drešković<sup>1</sup>

Ševkija Okerić

Ranko Mirić

Amina Sivac

**Abstract:** Basic characteristics of contemporary tourism development of Bosnia and Herzegovina and its administrative-political organization units are essentially linked to still insufficient infrastructure and legislative-institutional tourism organization. Regardless of the fact that in most development strategies of all administrative and political-organizational units in Bosnia and Herzegovina tourism is recognized as one of the basic strategies, the development level of tourism industry towards all indicators is significantly lagging behind at the level of the entire European tourist market. According to data from the Travel and Tourism Competitiveness Report of the World Economic Forum (WEF), Bosnia and Herzegovina is only 113 out of total of 136 countries, according to tourism traffic, out of a record number of 1,235 billion. Of international tourists arrivals, which were taken worldwide in 2016, Bosnia and Herzegovina has averaged less than 0.1%. The total number of tourist arrivals was around 1.149 million in 2016, of which international arrivals accounted for about 62.6%, while the remaining 37.4% were domestic arrivals. The total number of nights spent in Bosnia and Herzegovina during the year 2016 was 2,377 million. In relation to the above mentioned indicators, positive trends in the number of tourists have increased in the past 10 years with an average annual rate of about 2.5%. These data indicate that Bosnia and Herzegovina, with the improvement of institutional and infrastructure capacities, should significantly improve the overall tourist traffic and achieve a significantly better position within the regional European market in the next ten year period.

**Keywords:** Bosnia and Herzegovina, tourist development, World economic forum, international tourist arrivals, year-on-year growth rate.

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# A CONSUMER TENDENCY SURVEY ON RURAL TOURISM IN ANKARA, TURKEY

Coskun Serefoglu<sup>1</sup>

Emine Gokkaya

Alper Demir

**Abstract:** Rural areas of Ankara with its underground resources, rich flora and natural beauties are one of Turkey's outstanding rural areas. Yet, these beauties are recognized by neither natives nor foreigners. The main aim of this research is to determine the factors which affect the visits of the population who lives in Ankara city center to rural areas and shopping centers. Ankara city center population is assumed approximately 5 million and with 99% confidence interval and 5% error margin the sample size is found as 661. Before the surveys are applied in the field they are shared with 10 people and the feedbacks received. Face-to-face interviews with 661 people are applied. During the process of the data's evaluation, surveys which contain missing and inconsistent data are not included to the sample size. Missing and inconsistent surveys which is 7% of total are removed and ultimately with 616 surveys analyses continued. Probit model is preferred due to the small sample size. The model in which independent variables affecting decisions of people who visit Ankara rural biweekly are investigated, whereas people who prefer guide and have a connection with current rural settlement have a positive effect and birthplace has a negative effect, when the factors which affect visit to the shopping malls at least once every two weeks are considered birthplace and gender have a positive effect and number of child has a negative effect. In consequence of the survey research it came out that citizen's awareness level about rural and tourism destinations in Ankara is low. To increase awareness it is needed that institutions and organizations conduct collaborative work for coordinated area. As continuation of the research, people living in the country side and their expectation from tourism are going to determine more reliable deductions.

**Keywords:** Rural tourism, rural areas, rural visitors, shopping malls, Ankara

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# TYPES OF CAMPSITES IN CROATIAN TOURISM SUPPLY – A CASE STUDY OF THE TOWN OF KRK

Vid Dorić  
Vuk Tvrтко Opačić<sup>1</sup>

**Abstract:** The paper presents the main features of camping tourism in Croatia through the stages of its development, as well as its significance in recent Croatian tourism supply. The goal of the research is to contribute to the development of the campsites' typology in contemporary tourism supply of Croatian coastal tourism destinations, based on differences in the capacity of campsites, location factors, spatial impacts and the consequences, characteristics of supply in campsites as well as motivations, attitudes and habits of camping tourists in each of the types of campsites. Krk, the largest settlement on the island of Krk, was chosen as an representative case study. Krk is a tourism destination with traditionally developed camping tourism. Campsites, as a type of accommodation capacities that occupy the largest areas in the town, have had a significant impact on its spatial and economic development, primarily through changing the usage and the value of land, socioeconomic and socio-cultural transformation of the local population, changes in the structure of tourism supply and environmental implications. In the example of the town of Krk, three types of campsites that can be distinguish in the contemporary tourism supply in Croatia and wider, are identified: a) traditional camp, b) exclusive camp, and c) small family camp. In addition to literature overview, the interpretation of quantitative data, mainly of tourism statistics, and continous field research, the methodology of direct questionnaire survey in July 2017 was conducted. A nonprobabilistic occasional sample included a total of 127 camping tourists in camps "Ježevac" (example of a traditional camp), "Krk" (example of an exclusive camp) and "Bor" (example of a small family camp). In order to identify differences in the motivation, attitudes and habits of respondents in different types of camps, the results of the survey are processed using standard descriptive statistics methods.

**Keywords:** camping tourism, typology of campsites, traditional camp, exclusive camp, small family camp, Krk, Croatia.

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# COMPARISON BETWEEN SPATIAL DISTRIBUTION OF SECOND HOME PHENOMENON AND OTHER LEISURE MOBILITY FORMS IN KOPRIVNICA-KRIŽEVCI COUNTY

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**Abstract:** Unlike other forms of leisure spatial mobility (tourism, excursions, outdoor recreation), the second home phenomenon includes elements of habitation or place attachment into the receiving area. Although all leisure activities are generated by the desire for temporarily change of the dwelling place and escape to recreational amenity rich areas, the leading second home and tourism-recreational areas do not fully coincide. The goal of the paper is to examine the spatial overlapping of the second home phenomenon and other forms of leisure spatial mobilities in Koprivnica-Križevci County to provide scientific contribution to the research of spatial (non)matching of the mentioned phenomena in rural areas. The Koprivnica-Križevci County was therefore chosen because it is a typical rural area in the Peripannonian region of Croatia, which does not stand out on a national level either according to a large number of second homes, or according to more prominent tourism flow, but in the near future it is realistic to expect a stronger development of leisure spatial mobilities. The spatial overlapping of the second home phenomenon and other forms of leisure spatial mobilities in Koprivnica-Križevci County was examined through the following steps: a) identification of the leading second home areas in the County according to the number of second homes at the level of the settlement in 2011; b) identification of leading tourism-excursion areas in the County at the level of the settlement according to four indicators: number of overnights in 2016, number of tourist beds 2016, number of catering facilities in the function of tourism in 2017, number of tourist attractions 2017; and c) analysis of spatial overlapping of second home phenomenon and other forms of leisure spatial mobilities.

**Keywords:** second home phenomenon, tourism, excursions, recreation, Koprivnica-Križevci County, Croatia.

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## ARE THERE LIMITS FOR TOURISM DEVELOPMENT IN MEĐUGORJE?

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**Željka Šiljković**  
**Nusret Drešković**  
**Amra Banda**

**Abstract:** From prehistoric times people had proclaimed certain places as holy, where they went to seek help and mercy from their gods and saints. These pilgrimages were usually small villages, like the Catholic Fatima, Lourdes, Nazareth and Marija Bistrica. With time, these religious places and shrines became tourist attractions, actually destinations that annually got tens of thousands of tourists who were pilgrims, “classic” tourists or merely just inquisitive visitors. One of the most famous and most visited shrines in the Christian world is the Marian shrine of Međugorje, located in the southern part of Bosnia and Herzegovina, in western Herzegovina. Before the apparitions in Međugorje, it was a karst agricultural region in which its population mostly lived off agriculture, namely cultivating tobacco and grapes. Despite the fact that the official Catholic church does not recognise Međugorje as the place of the Marian apparition, that has never prevented religious people from all over the world to visit. The village greatly expanded in buildings and the landscape is transformed beyond recognition. Nowadays, tourism is the dominating activity – agriculture is becoming rare, apart from viticulture and, only recently, growing olives. This paper analyzes characteristics of tourism and urban development of Međugorje that generated a series of negative consequences, since it completely ignored the need for destination management and spatial planning.

**Keywords:** pilgrimages, religious tourism, Međugorje, tourism development

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# THE EFFECTS OF EXPORTED TURKISH TV SERIES ON TURKEY'S TOURISM

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**Abstract:** With the beginning of exports of Turkish TV series, they have gained a large audience in many countries around the World. Especially, in Arab countries, Balkan states and South America Turkish soap operas are very popular. The popularity of TV series give the possibility of making a presentation of Turkey within its cultural heritage and value. Because of the upward trend of Turkish TV series, Turkey's tourism sector gains momentum. Tourist numbers from exported countries have increased every year. The aim of this study is to measure the effects of Turkish TV series on tourism sector. In this context, Turkey's tourism by Republic Of Turkey Ministry Of Culture And Tourism's data has been analyzed. In addition to that, making an interview with Turkish actor who has played a role in 'Muhteşem Yüzyıl' which is the most popular exported TV series. As a result of this research, Turkish TV series have possitive effects on tourist numbers. In recent years agencies especially in Arab and Balkan countries have organized 'series tour' to show around the TV series locations. Turkish TV series are exported to 142 countries around the World. In terms of exporting TV series, Turkish TV series market has powerful effect among Arab countries, Balkan states, South Amerika, Eastern Europe, North Africa and Middle Asia. Thus the interest of viewers increase in Turkey. This study shows that Turkish series are important tools to promote Turkey.

**Keywords:** film tourism, TV series, cultural export,tourism.

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# ENERGY SAVING AND EFFICIENCY PROPOSALS FOR SUSTAINABLE TOURISM DEVELOPMENT AND CONTINUATION: TURKEY EXAMPLE

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Mustafa Aktas<sup>2</sup>

**Abstract:** The concept of sustainability emerging within the environmental movement is closely related to the tourism sector as it is to many sectors. In this study, suggestions are given to reduce harmful emissions in Turkey, especially by facilities based on mass tourism. In addition, renewable energy-based energy performance enhancing technologies that can be applied to the energy efficiency and efficiency of tourism facilities are also proposed to reduce carbon footprint. Considering the incentives and discounts applied by the Ministry of Culture and Tourism of the Republic of Turkey for "environmentally sensitive accommodation facilities", the studies that the facilities have done are examined and the technological solutions for the development of these studies are discussed. The aim of this study is to shed light on the energy savings and efficiency issues in terms of improvements that can be made both for the new facility projects and for the facilities in operation, taking into account the discounts and incentives that the tourism ministry will receive from the tourism ministries in Turkey "in order to sustain natural capital" (Goodland, 1995). The energy consumption of the tourism facilities in Turkey and the studies they have done are examined by the related ministry data. The deficiencies were determined and an attempt was made to eliminate the shortcomings with minimum input. A significant reduction in people's impact on the ecosystem is another important point in terms of environmental sustainability. (Daly, 1990) The adverse effects of tourism facilities in Turkey have been identified for the sake of continuing environmental sustainability and the reasons for these effects have been identified. Suggestions on how to improve these problems with optimal inputs are presented. Advantages of these technologies have been discussed for bringing new technologies to tourism facilities. Considering the aesthetic concerns, maximizing the use of renewable energy resources that tourism facilities can use according to the region they are located in must be the most important target that the tourism sector has to realize in order to reduce harmful emissions. Discussed and proposed energy performance enhancing technologies also support the realization of this goal.

**Keywords:** sustainable tourism, energy efficiency, renewable energy.

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# RECOGNITION OF TRADITIONAL HANDICRAFTS AS CULTURAL VALUES TO TOURISM: A MODEL SUGGESTION FOR AFYONKARAHISAR

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Ali Avan

**Abstract:** From 2000s onwards, product diversification initiatives in tourism has gained momentum based on ever-changing context of tourism experiences. Such experiences spotlighted respect to nature and traditional culture, instead of mass tourism activities has become focal point both for tourism supply and demand. Within this development trend, culture tourism is one of the most increasing-developing tourism activity among others. Culture tourism which is underpinning to serve natural and cultural attractions, cultural activities and popular artworks as a tourism value, is also offers an opportunity to gain economic value for traditional handicrafts for developing destinations. Thus, certain handicrafts rarely use in daily life could be marketed as a cultural value and generate economic income for the region. From that, in this research, it is aimed to carry out a model in order to make the traditional handicrafts of Afyonkarahisar into touristic assets. Afyonkarahisar have wide range of characteristic handicrafts such as making felt, harness craft for horses, making horse carriage, blacksmithing and copper craft, hand-printed head-scarve making and etc. After all, most of this crafts are produced very few, due to the absence of craftsmen. But, all this handicrafts are valuable to serve as a part of culture tourism. So within this scope, firstly, it is planning to make an inventory consisting handicrafts and craftsmen in the region. Then, it is planning to determine main steps in the context of tourism product development and present a model consisting strategic planning.

**Keywords:** Culture Tourism, Tourism Product Development, Marketing, Traditional Handicrafts.

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# NATURAL GEOGRAPHICAL TOURISM ATTRACTIONS OF PRENJ MOUNTAIN

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Amra Banda

Haris Jahić

**Abstract:** Prenj mountain is located in the southern part of Bosnia and Herzegovina, in the area of the high karst of Bosnia and Herzegovina. Administratively, it belongs to the municipalities of Konjic, Mostar and Jablanica. Geological, geomorphological and biological diversity identify this area as a representative example in Bosnia and Herzegovina. Magnificent landscapes, exceptional relief characteristics, specific karst areas, glaciation marks, marked hiking trails, excursion sites, numerous endemic species, etc. present potential tourist attractions for the development of mountain, alpinistic and excursion tourism, as well as the stay of scientific expeditions and field research. Along with the favorable traffic-geographical position and the richness of tourist attractions, Prenj has been recently established as a tourist destination, of mainly adventurous tourism, and in 2012 this mountain was chosen as the best destination for mountain biking according to National Geographic. Bike park Prenj consist of 360 km of mapped and field-marked forest and uncategorized trails intended primarily for cycling but also for other types of recreation and sports. Via Dinarica, an adventure and hiking path that connects tourist attractions in seven countries (through which the mountain range of the Dinaric Alps stretches from Slovenia to Albania), has also contributed to the development of this tourism type. The White Trail (Bijela staza) represents the main path that stretches along the entire length of the Via Dinarica and links the mountains of Prenj and Čvrsnica in the research area. This paper presents geographical analysis of the natural segment of Prenj mountain tourism attraction base and gives a brief overview of tourism development from the aspect of adventure tourism.

**Keywords:** Prenj, tourist attractions, natural geographical sights, mountain tourism, adventure tourism, Via Dinarica.

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# WEB AND MOBILE GIS APPLICATION FOR SAKARYA TOURISM INFORMATION SYSTEM

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**Cem Kirlangicoglu**

**Abstract:** Tourism industry has become one of the most significant economic activities all around the world and it is continuously growing in Turkey, too. Today, web based applications as a part of communication technologies have a special place in accordance with the touristic activities of people. Internet is the unique and fastest platform for relaying information about tourism destinations to travelers. Therefore, a web based and mobile assisted tourism information system is required for each touristic destination to attract the tourists by presenting their historical and cultural places, natural beauties and various activities. Graphical User Interface of this kind of application must be helpful for the possible needs of travelers such as finding the most proximate hospital, pharmacy, car mechanic and etc. in addition to the basic functions like locating a suitable hotel or a restaurant. The aim of this study is to develop a web and mobile GIS application for the visitors of Sakarya city. Users will be able to query all spatial and non-spatial information about tourism related activities in the city. The database has been developed on ArcGIS Desktop 10.4 platform and published by ArcGIS Server 10.4 as online. Sakarya tourism information system is integrated with the online map services of ESRI to get benefits of cloud computing technologies and to reach the most up to date basemaps. ArcGIS Server based analysis and query services are enriched with Open Layers. The end user interfaces are prepared on Lodash and HTML5 in addition to the Apache Cordova and Phonegap platforms which has been used to finalize the mobile application.

**Keywords:** GIS, Tourism, Web Application, Mobil Application, Sakarya.

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# GIS APPLICATION IN THE ANALYSIS OF BJELAŠNICA MOUNTAIN RELIEF CHARACTERISTICS

**Amina Sivac<sup>1</sup>**

**Amra Banda**

**Aida Korjenić**

Abstract: Olympic Mountain Bjelasnica (along with Igman) represents a significant mountain tourist destination in Bosnia and Herzegovina. Relief evaluation is significant for the future development of new economic activities through the sustainable development. Based on the certain area relief morphological characteristics, different types of tourism can be developed, such as winter mountain tourism, winter sport tourism, recreational tourism, etc. Hypsometric characteristics, slopes and vertical relief dissection affect the development of agriculture, tourism and traffic development as well as settlements layout. In winter mountain tourism, the advantage is given to areas with a higher altitude and a favorable terrain configuration. Mountain tourism based on the ski disciplines has traditionally been developed at Bjelašnica since the Winter Olympic Games in 1984. Evaluation of the relief features in this paper is based on the application of the bonitization or grading method, which allows the evaluation of the analyzed space for tourism development in a quantifiable way. Quantitative analysis of the morphometric characteristics of the relief will be performed using GIS and presented on thematic maps. Relief characteristics influenced development of sustainable winter tourism in various ways as a stimulating or limiting factor. The aim of this paper is to determine which parts of Bjelasnica are the most valuable from the aspect of use in winter sports and tourism purposes.

**Keywords:** mountain relief, morphometric characteristics, Bjelašnica, Igman, geographic information system (GIS), Bosnia and Herzegovina.

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# MERGING ARTIFICIAL NEURAL NETWORKS AND GENETIC ALGORITHMS IN ORDER TO MINIMIZE CUSTOMER DISSATISFACTION IN TOURISM

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**Abstract:** Artificial Neural Networks and Deep Learning has been exercised for many business and financial problems, since they are good learners. Parallel to the rise in the speed of computers and the Internet, their popularity has grown as well. On the other hand, when it comes to text data collected from online sites and social media, the data to be processed increase and this has made deep learning learn more slowly. In order to circumvent this drawback, Genetic Algorithms may be applied to help Deep Learning algorithms or models learn faster. In this way, not only the learning process will be shorter but also there will be no need to a special software to achieve deep learning process. In this study, we propose an Artificial Neural Network-Deep Learning and GA Model to reduce customer retention in tourism sector. Our study consists of three separate models: Data Model, Problem-Solution Matrix Presentation, and ANN- Deep Learning & GA Model. Data model includes how to collect data from online sites and social media, data cleaning, Information Retrieval, Information Extraction processes, artificial personalization of data and turning text data into a matrix which will be a part of the Problem Solution model. Problem Solution matrix consists of extracted information, personalized data and possible actions which may be taken by management. It also includes penalties and merits of these actions. The third model is the solution and learning steps which will yield valuable information to support decision maker. Although the proposed learning model has been implemented for different purposes such as Customer Relationship Management (CRM), Regency Frequency Monetary value (RFM) analysis, and Customer Life Time Value (CLTV), our study is probably the first in tourism area. Because customer frequency and loyalty is much lower in tourism sector in comparison with other retailing sectors, it is hard to pursue customers and collect data. We have overcome this obscurity via personalization of social data.

**Keywords:** Deep Learning, Genetic Algorithms, Customer Dissatisfaction, Tourism

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# IMPACT OF REPUTATION ON REVENUE MANAGEMENT AT HOTELS

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Akimichi Aoki <sup>1</sup>

**Abstract:** Recently, revenue management has become more common in all types of hotels due to the rise of Online Travel Agents in Japan. Moreover, due to the spread of the Internet and Consumer Generated Media, reputation such as “Word of Mouth” has begun to exert a big influence on hotel conversion rate and room rate. Therefore, when formulating their sales strategy, hotels must consider not only factors such as the facilities, brand, competitors, and sales channels but also status of their reputation. There are some articles on the relationship between reputation and hotel performance. However, it is not clear how reputation affects revenue management practices at hotels. This paper examines the impact of reputation on revenue management at hotels. First, we classified the characteristics of reputation by media (human, organization, Internet) and considered its function. After that, we conducted the questionnaire survey and interviewed five hotels about following three points while considering the characteristics of reputation; reputation response policy, use of reputation of the status quo, intent to use reputation in the future. Based on our surveys, we found that most of the hotels recognized the importance of reputation which influences the purchasing behavior of customers. Moreover, we found that reputation was used not only as an indicator of improvements in their facilities and services, but also as KPI (Key Performance Indicator) to measure their room rate appropriately. From these surveys, we concluded that the reputation has the following three roles for the hotels; (1) Indicator to improve their facilities and services, (2) open communication tool for both customers and hotels, (3) KPI to formulate their sales strategy. Moreover, reputation affects not only the conversion rate but also the room rate directly. Therefore, to implement revenue management successfully, it must be necessary to consider the reputation as major KPI.

**Keywords:** Revenue Management, Reputation, Hotel, CGM, Word of Mouth.

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# MODERN TIMES – WORKING CONDITIONS OF ANIMATION WORKERS IN THE HOLIDAY VILLAGES ON THE SOUTHERN COAST OF TURKEY

Hüseyin Yener Erköse<sup>1</sup>

**Abstract:** This paper elaborates on the working conditions of animation (entertainment) workers in the holiday villages (i.e. resort hotels) in Turkey. Analyzing their working conditions, the paper argues that the within a general economic environment of intensifying competition, hospitality service is becoming industrialized as service production comes under tighter control, tied to scripts and routines while task discretion of the animation workers is reduced over the years. Animation workers lose their earlier relatively stronger positions of bargaining. They toil for long hours in the seasonal, temporary, and insecure jobs in return for little remuneration and diminishing chances for a career in tourism. Tourism is seldom considered from a work and labor perspective. The condition of frontline entertainment workers is of particular importance because of their shouldering the larger share of emotional and aesthetic labor within the division of labor of hospitality workplaces. Animation workers enter into intimate, interactive service relationships with customers. On account of this high touch service with their sexualized bodies, they stand at the center of the enterprises' endeavor to turn customers into repeat guests. The qualitative data of the paper comes from my field research that I carried out in the Summer of 2012 in two holiday villages serving international customers on the southern coast of Turkey, one in Antalya and the other in Muğla. Doing ethnographic research for three months as part of my doctoral studies, I was also formally employed in the latter hotel. I recorded sixty-six in-depth interviews and numerous small and long talks with experienced, old time and relatively younger workers and managers, including those from the entertainment department of the holiday villages I visited.

**Keywords:** labor, industrialization, Turkey, resorthotel, animation, emotional, frontlineservice, ethnography

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# THE ROLE OF LEADERSHIP IN THE MOTIVATION OF HOTEL EMPLOYEES

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**Vanja Marković**

**Abstract:** This paper explores the role of leadership in motivating the staff in hotels, since it significantly influences the quality of work and achievement of better results. Also, the paper analyzes the material and non-material remuneration of employees, examines the role of leadership and its importance for the hotel business, i.e. for achieving desired business results and providing better service to customers. Also, the paper should answer questions such as: What factors influence the motivation of employees in providing better customer service? What is their “shelf life”? Are employees happy with organizational policy, working atmosphere and rewarding system? The aim of the paper is to determine ways to improve employee motivation by analyzing their attitudes, needs and wishes, emphasizing the importance of employee motivation and rewarding system. The paper focuses on the motivation of employees in selected hotels in Vojvodina (Serbia) and how it is implemented. The data used for the purposes of this research were obtained through a survey conducted in several hotels in Vojvodina in 2016, and 75 employees participated. Based on the results of the survey, it can be concluded that the majority of respondents gave the affirmative answer that the best ways to motivate are through days off, wages, bonuses and benefits, as well as flexible working hours. Employees are the core of each company and their productivity depends on their behavior and work, in this regard management should pay attention to employee satisfaction programs that will significantly help employees to stay motivated and satisfied over a longer period of time. Suggestions for motivation improvement are discussed.

**Keywords:** Leadership, Motivation, Hotel, Employees.

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# THE IMPORTANCE OF GEOGRAPHICAL INDICATION PRODUCTS IN SUSTAINABLE TOURISM: SAMSUN PROVINCE CASE

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Eren Canbolat  
Funda Pınar Çakiroglu

**Abstract:** Sustainability in tourism is expressed as preserving and developing the attractiveness and continuity of the regional, cultural or natural wealth which is the source of the tourism concept. At this point, the concept of 'Geographical Indication' provides the legal protection of natural and cultural products specific to the region. This study was carried out in order to introduce the products registered as geographical indication peculiar to the Samsun province and districts. Products registered by the Turkish Patent Institute (TPE) with the geographical indication specific to Samsun province and districts until 21.07.2017 and in the application phase were determined by means of data provided on the web page of TPE. As a result of the research, it was determined that 209 products had the geographical registration certificate and 321 products were found to be in the application phase. It was determined that the provinces with the most geographical indication are İzmir (10), Gaziantep (9), Kayseri (8) and Erzurum (8) respectively. It was found that Samsun province and districts of Bafra Pidesi, Bafra Zembili, Samsun Simidi, Samsun Goose Tiridi, Terme Pidesi five provincial products were registered. Apart from these products, it was understood that Bafra Nokulu, Çarşamba Pidesi, Vezirköprü Samovar, Yakakent Mantısı have been also applied for Geographical Indication application. Geographical indication contributes to a region or destination in terms of naturalism, conventionalism, sustainable quality, economic development and competitiveness in the world market. France, for example, provides € 6 billion revenue in exports of geographically indicated products, accounting for 30% of the food industry's total annual exports. In addition, geographical indication also keeps the preservation of traditional forms of these products under control. For this reason, as in Samsun province, the registration of local products is very important in terms of recognition of locality-specific cultures and economic gains. Therefore, it is clear that geographical indicated products should be evaluated within alternative and sustainable tourism.

**Keywords:** Sustainable Tourism, Samsun Cuisine, Geographical Indication.

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# **TOURISM FOR ALL: ATTITUDES TOWARDS ACCESSIBLE TOURISM AND PEOPLE WITH SPECIAL NEEDS**

**Sanja Božić<sup>1</sup>**

**Anđelija Ivkov Džigurski**

**Aleksandra Dragin**

**Abstract:** More than 27 percent of the European population, or 127 million people, require a special type of approach in providing tourist services. The value of the market for this kind of accessible tourism is 80 billion euros annually. Accessible tourism refers to the provision of services to people with disabilities, problems with sight and hearing, elderly people, and those who need a special diet. People with special needs also take part in holidays, sports and tourism, and it is assumed that all segments in these areas must be accessible - transport, services and personal services, infrastructure. Based on this, the main aim of the paper was to explore how people comprehend the term “responsible and accessible tourism” and the categories of people this type of tourism refers to. Also, the paper tends to explore tourists’ attitude towards people with special needs as a part of their tourist group. The paper also puts an emphasis on the respondents’ perception on how tourism facilities are adapted to people with special needs in Serbia and abroad. The results indicate that almost all respondents consider that people with special needs should travel, but they should have their own tour guides. Moreover, the paper indicates the population groups that respondents consider as people with special needs (Persons with disabilities, Older people, pregnant women, Mothers with little children, Persons with vision and hearing problems, those who need a special diet), but majority of respondents indicate that all of the above groups are people with special needs. Also, the results indicate that respondents in general have the feeling that they are obliged to help people with special needs when they are on trip. Respondents’ attitudes towards people with special needs and accessible tourism are discussed in the paper.

**Keywords:** responsible tourism, accessible tourism, people with special needs, tourist attitudes.

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# A STUDY ON LOCAL MEALS IN SAMSUN PROVINCE IN GASTRONOMY TOURISM FRAMEWORK

Eren Canbolat<sup>1</sup>

Ayşe Nur Songur

Funda Pınar Çakiroglu

**Abstract:** The place and importance of culinary culture is increasing day by day in introducing the tourism potentials of the countries. Thus, gastronomy, which is defined as the conversion of food and drink into consciousness and art, has begun to take an active role in country promotion by integrating with tourism. This study was carried out in order to introduce local foods belonging to the towns and provinces of Samsun which is the largest and most developed city of the Black Sea region with its natural beauties and rich culture.

In the study local food belonging to the towns and provinces of Samsun were collected by face to face interview with the local people and Samsun Provincial Culture and Tourism Directorate examined the publications belonging to Samsun's local cultures and examined whether they are being made today and the tariffs is still in use. As a result of the research Haluçka Soup from the soups, Sirken Braise, Green Bean Pickle Braise, Kırçan Grass Braise and Lowland Beet Meal from vegetables; Goose Tirit and Vezirköprü Oymaağaç Kebab from meats; Çakallı Menemeni from egg meals; Katık Böreği, Pide, Yakakent Mantısı from pastries and Çarşamba Kivrması, Kocakarı Gerdanı, Bafra Nokulu ve Bafra Kaymaklı Lokumu from deserts are determined to be local food specific to the provinces and towns of Samsun. It has been determined that some of these local foods are still made in the houses and some of them are made in bakeries, pastry shops and restaurants and are served to the guests who come to both local people and for tourism purposes. Gastronomic tourism is shortly referred to as "food tourism", "tasting tourism" and "kitchen tourism". According to Gastronomy experts, Turkish Cuisine is one of the three richest cuisines in the world and evaluated as the most nutritious cuisine, it is thought to contribute to regional tourism by studying and promoting regional and regional kitchen products in view of the deserved interest of Turkish Cuisine.

**Keywords:** Gastronomic Tourism, Culinary Culture, Samsun Cuisine.

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# INFLUENCE OF INNOVATIONS ON THE SERVICE ORIENTATION OF EMPLOYEES IN THE HOTEL INDUSTRY

**Ivana Blešić**  
**Milena Stanić**  
**Milan Ivkov<sup>1</sup>**  
**Jelena Tepavčević**

**Abstract:** Management of innovation and service orientation is widely recognized as a key factor contributing to the improvement of business in the hotel industry. The introduction of innovations in the hotel industry contributes to the greater competitiveness of the hotel company. Their significance in achieving business profits is obvious. Hotels that adapt their business activities to consumer demands are more willing to undertake innovative and necessary changes. For the purpose of this paper, the research of the effect of innovations on the service orientation of employees in selected hotels in Serbia was carried out. The survey was carried out between January and July 2016 in the 3\*, 4\* and 5\*hotels. The standardized questionnaire was used for the research purpose. The results of the research show how and to what extent the introduction of innovations in hotel industry affects the work and motivation of employees in providing services to consumers. Also, the results show how innovations facilitate the work of employees and what impact they have on the level of commitment to business.

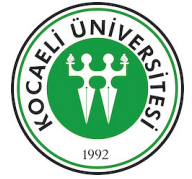
**Keywords:** Service orientation, Innovations, Hotel management, Serbia.

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