

A Research on The Rating of Satisfaction Perceptions of Tourism Management Distance Education Students with The Entropy Method

Şerif Ahmet DEMİRDAĞ^a

^a Giresun Üniversitesi, Bulancak Kadir Karabaş UBYO, Turizm İşletmeciliği Bölümü, Giresun / Türkiye
(serif.demirdag@giresun.edu.tr)

Extensive Summary

Education has a direct or indirect effect on the development level of countries. Regardless of the type of activity, the success of every sector is based on education. With the education given in educational institutions to be employed in the sectors, it is aimed to train skilled, conscious, qualified people with broad perspectives. At this point, besides the quality and competence of the education provided, it is important that the students who receive education are willing and satisfied with the education provided. This study aims to rate the distance education satisfaction perceptions of the students who are educated at Giresun University, Bulancak Kadir Karabaş School of Applied Sciences, Tourism Management Department and whose grade point averages are 3 and over 3 out of 4. Especially in the COVID-19 pandemic process, the distance education process, whose importance is understood more, was also evaluated as a multi-criteria decision-making problem and the Entropy method was used in the solution of this problem. While determining the decision criteria, expert opinions and detailed literature reviews were used and, in this direction, it has been determined that these criteria are “*Personal Suitability*”, “*Effectiveness*”, “*Learning*”, “*Program Evaluation*”, “*Technology*”, “*Material*”, “*Evaluation*” and “*Support Services*”. According to the analysis results obtained from the Entropy method, which is one of the Multi Criteria Decision Making methods, the most important criteria were “*Technology*”, “*Effectiveness*” and “*Learning*”. According to the study, the least important criterion was found to be the “*Evaluation*” criterion.

The New Coronavirus Disease Covid-19, which first appeared with respiratory symptoms (fever, cough, shortness of breath) in Wuhan Province, China at the end of December 2019, the year it was named, and was identified on January 13, 2020 as a result of the studies

(Turkish Ministry of Health, 2020a), affected the whole world negatively. Many sectors such as health, production, travel, tourism, marketing and education, especially the economy of the countries, were also highly adversely affected by the epidemic. Covid-19 pandemic has been declared by the World Health Organization (WHO) as of March 11, 2020, the date that also first Covid-19 case was appeared in Turkey (Turkish Ministry of Health, 2020b). With this process, many different practices have been initiated worldwide within the scope of dealing with epidemic diseases. Transition to distance education is just one of these applications. Although education has not been interrupted and education continues, the transition to distance education has been met as an unexpected situation for both students and educators. Fortunately, Turkey was also able to keep up quickly with these new normal in this process of rapid change in many aspects such as many developed countries. According to the results of this study, in which the entropy method was used, it was determined that the most important criteria for the satisfaction perception criteria of distance tourism education students were "Technology", "Effectiveness", "Learning", "Support Services", "Program Evaluation", "Material", "Personal Suitability" and "Evaluation" criteria, respectively.