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BENCHMARKİNG (COMPARATIVE) STUDY IN THE CONTEXT OF THERMAL TOURISM: BİNGÖL AFYONKARAHİSAR MODEL

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EXTENSIVE SUMMARY

The purpose of this study is to clarify how to improve the quality and efficiency in the enterprises that serve in the thermal tourism area in Bingöl by taking advantage of the benchmarking technique. Based on this purpose of the study, the enterprises which are located in Bingöl province and serve for thermal purposes were compared with İkbal Thermal Hotel & Spa located in Afyon province in terms of evaluation and development of thermal tourism potentials using Benchmarking method. The research universe constitutes two enterprises located in Ilıcalar Municipality bound to Bingöl Province and one 5-star enterprise affiliated to Afyon Province. Relevant thermal establishments serve men and women and are open all the year round, including summer and winter periods. Qualitative research method was used in the study and data were obtained by interview questions, observation technique and literature review. In this context, the structured interview questions, the relevant thermal operating systems and the data to be obtained were analyzed and interpreted with the method of descriptive analysis.

The results of the research revealed that the planning and organizing points of thermal activity in Bingöl province have serious deficiencies and also they carry out publicity activities behind modern marketing approach. In this aspect, at the point of making easier to keep pace with change, that they actively adapt the planning and organizing processes which are the management functions of İkbal Thermal Hotel & Spa enterprise to their organizational structures in accordance with their organizational cultures are very important in terms of today's business manner. When determining their goals and objectives and specifying their vision and mission statements, modern management processes of the being modeled enterprise such as strategic management process as well as total quality management should be accepted as the best applications in terms of adapting

management cultures and perspective of the enterprises that serve in thermal and health priority service in Bingöl province to the world, and modern management process applications should be adapted to thermal enterprises in Bingöl province. While in terms of the marketing process, that adaptation of the promotion, price and distribution activities of benchmarked enterprise to the enterprises which made benchmark and together with the adoption of customer oriented marketing approach by abandoning mass marketing approach are important in the point of increasing the success of thermal enterprises in Bingöl province.