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DETERMINATION OF SECTORIAL PERSPECTIVES OF STUDENTS WHO HAVE TOURISM EDUCATION AT UNDERGRADUATE LEVEL: SAKARYA UNIVERSITY EXAMPLE

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EXTENSIVE SUMMARY

Literature Review

For those who are receiving vocational and technical education, the employment of the skilled workforce in the relevant sector and the increase in the service quality related to the sector is important for the effective and efficient use of the resources allocated for that area (ÇativeBilgin, 2013: 24). In this rapid development phase of the industrial sector, the diversity of services provided by the increased accommodation facilities and bed capacity led to the problem of finding a qualified workforce with vocational training. Due to the fact that the tourism industry is a labor-intensive industry, there is a need for qualified workforce in service delivery (Emir, vd., 2008:3). Countries wishing to gain more share from the international tourism market need to place greater emphasis on quality of service and qualified workforce in a competitive environment. Careful attention should be given to the level of vocational and technical education of the personnel employed in the service quality considering the human factor (Cömert, 2014: 51).

Methodology

In this study, it was tried to determine the students' viewpoint to the tourism industry and the intention of studying this industry. Quantitative research methods were used in the study. Survey was preferred as a data collection tool. The questionnaire used in the study consists of two parts (Pehlivan, 2008; Ulama, vd., 2015). The universe of this research is the students who are studying at Sakarya University Tourism faculties. The questionnaire was applied on the basis of volunteerism to the student's undergraduate education at the Faculty of Tourism with easy sampling method. In the implementation of the surveys, care was taken to collect samples from all classes from the first year to the fourth year. During the implementation of the questionnaire, it was thought that it would represent the working universe of 1008 people (Coşkun, vd., 2015: 137) 300 students were reached and data were obtained. As a result of the preliminary evaluation, 300 questionnaires were deleted from the questionnaires and analyzed through 225 questionnaires. For the study; Reliability analysis was performed and the Cronbach Alpha coefficient for the work expressions was 0.84. This rate is acceptable for social sciences (Coşkun, 2015).

Research Findings

Statistical analyzes were carried out as appropriate for the purpose of the study. For this purpose, frequency analysis of research explanations and demographic variables was done. Differences analysis of demographic variables related to sector perceptions were made. Reliability analysis was performed, and the Cronbach Alpha coefficient for the work expressions was 0.84. This rate is acceptable for social sciences (Coşkun, 2015).

Approximately 55% of the participants were female. However, It is seen that about 21-25 age group is around 80%. The study uncovered such an end in the study that the universe is undergraduates. Participants' mothers generally appear to be housewives. From the point of view of fathers, it seems that there is a concentration in the category of other occupations in which occupations such as pensioner, worker, self-employed occupy. It has been determined that the vast majority of the participants did not have a university with their parents. This rate is higher for participating mothers. They emphasized that about 60% of the participants preferred it as their decision. In those who did not choose to make their own decision, it was determined that the direction was generally made by the family.

It is seen that the sectorial perspective of the students is generally positive. "There is more opportunity to meet new people in the tourism sector." The most positive opinion with an average of 4,21 means that the expression has come to the forefront. Nevertheless, "the possibility of discovering new places in the tourism sector is over." 4,05 was the foreground as the second expression of positive opinion with the average. In these two expressions, there is a right increase in total participation.

In terms of negative expressions, "The society is negative about the perspective of the tourism sector." The demonstration is at the forefront as the expression of the lowest participation with an average of 3.00. While this is the case in many destinations, this situation can be more evident in developing societies such as Turkey and in closed societies linked to traditional values. "Employees in tourism enterprises can be arbitrarily removed from the work." Statement was the foreground as the second expression with the lowest participation with an average of 3.07. Legal arrangements that protect employees in spite of some sectoral difficulties here can bring about such a result. In these two expressions, tightness values generally focus on "I disagree" and "I agree or disagree" options.

Conclusions and Recommendations

It can be said that the students have a positive perception about the tourism sector in general. However, there is a high level of positive opinion on issues such as meeting new people and discovering new places. Nevertheless, students state that the working hours in the sector are long and irregular. Participation level is low, especially when it is negative about the perspective of the tourism sector. They also expressed a negative opinion that the students' promotion was easier than other sectors. In other words, the students think that the promotion in the sector is difficult.