



## **Journal of Recreation and Tourism Research**

Journal home page: [www.jrtr.org](http://www.jrtr.org)

ISSN:2148-5321

### **A STUDY ON PERSPECTIVES AND PERCEPTIONS OF TOURISM STUDENTS ON WINTER TOURISM: SAKARYA UNIVERSITY SAMPLE**

Nazlı KARDEŞ<sup>a</sup>

Said KINDİR<sup>b</sup>

<sup>a</sup>Sakarya Üniversitesi Sosyal Bilimler Üniversitesi, Sakarya, Türkiye (nazlikardes@hotmail.com)

<sup>b</sup>Sakarya Üniversitesi, Turizm Fakültesi, Sakarya, Türkiye (kingir@sakarya.edu.tr)

#### **EXTENSIVE SUMMARY**

Winter tourism as a kind of alternative tourism in Turkey is seen as a new market opportunity and is projected to be developed. Within this period, it is expected that any individual or establishment at every level support tourism. Organizations that offer tourism education are important factors that can play an important role in shaping the tourism future. In this study, perspectives and perceptions of tourism students studying for an undergraduate are analyzed with the aim of making a contribution to the development of winter tourism. Population is composed of 160 students who are studying at Sakarya University. A questionnaire technique was used for this research and winter tourism perceptions have been measured. This article was first introduced with a conceptual framework. In this section, basic concepts of research, tourism education and winter tourism are explained.

#### Tourism education:

- Teaching the tourism event and economy to the public,
- Development of conservation awareness of tourism resources,
- Develop equal and honest service idea for tourists,
- And, activities that aim to train educated workers are called tourism education.

#### Winter tourism:

Winter tourism is an activity consisting of visits to areas where snow conditions and slope areas are appropriate. And also, rest, amusement, eating and drinking, accommodation activities.

The main purpose of this research is to reveal the perspectives of undergraduate students of tourism education to winter tourism. The other purposes,

- Is there an effect of gender for participation in winter tourism?
- What are the thoughts of the students about working in winter tourism enterprises?

It is expected that the results of the study will guide the realization of creative ideas and activities for tourism development in winter tourism regions. Population is composed of 160 students who are studying at Sakarya University. There are 160 surveys replicated but 147 surveys were considered valid. And surveys were analyzed for this study.

#### Analysis of data:

The research data were recorded in a computer environment and the appropriate statistics for the purpose of the research were analyzed using data analysis techniques. Factor analysis and reliability methods have been used to determine the perspectives of students on tourism in winter tourism. The t-test was used to measure the effect of gender on students. The one way anova test was used to measure the effect of family education of students. As a result of the analyzes; the following were found to understand the motivation of the students

- The entertainment and excitement factor is most effective when students prefer this tourism.
- The most ineffective is the concept of luxury.

Again according to the results of this survey;

- Most students said they would like to participate in skiing and ice skating events.
- Student's thoughts about working are to work as boss and manager.

When it comes to winter tourism, it is thought that it is a type of tourism based on a more luxurious tourism type or a sport. But in the survey, the concept of luxury is not very important. But as a result, it is seen that the students have an interest in sports activities and that winter tourism motivations are the concept of entertainment and excitement. Again according to these results the demand for students to work in winter tourism is rather high.

#### **RESULT:**

Winter tourism as a kind of alternative tourism in Turkey is seen as a new market opportunity and is projected to be developed. In this period, it is expected that any person or organization will support tourism in every level. Organizations that offer tourism education are important factors that can play an important role in shaping the tourism future. Therefore, tourism education students should be encouraged to alternative tourism types and it is important to train for alternative tourism types. While students prefer this tourism, they are considering about the concept of entertainment, excitement, skiing and ice skating. These conclusions can be interpreted in such a way that young people consider winter tourism areas to be an important attraction. Another result, majority of students were unstable when answering questions at the economic dimension. This situation shows that students do not have enough knowledge about alternative tourism types and cannot decide on this issue.

In the context of training activities, Orientation of students to winter tourism areas during internship, arranging school visits to winter tourism regions, establishment of tourism-related clubs can lead to awareness by the students and to the training of conscious individuals.