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### **A CONCEPTUAL EXAMINATION FOR RESEARCHES THE SCOPE OF SKI CENTERS**

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#### **EXTENSIVE SUMMARY**

The aim of this study is to analyze the domestic and foreign studies conducted within the scope of ski centers by content analysis. From this view point of research, local and foreign studies are examined on ski resorts which have an important place in terms of winter tourism. As a result of the literature survey, 63 foreign and 22 indigenous researches are classified within content analysis which are obtained from different sources.

Research results, it has been determined that the main foreign researches related the ski resorts are focused on the topics of climate and environmental issues, quality of service, customer satisfaction and loyalty. On the other hand, it has been found out that the main domestic researches related the ski centers have been mainly focused on conceptual studies on the importance and promotion of the ski resort. Therefore, local researches related the ski resorts have been limited to a conceptual level in general, and these researches should be supported by quantitative researches.

As a result of the literature review, it is found that the foreign researches related the ski centers are applied (quantitative) researches predominantly, whereas the local researches are predominantly conceptual or qualitative researches. Therefore, local studies to be conducted specifically for consumer behavior in the ski resorts rather than the destination potential may be useful for all stakeholders in the sector. It is important that the needs be accurately determined so that the service can be tailored to the wishes and needs of the consumers. Accordingly, local researches to be carried out within the scope of ski centers should be directed more towards consumer behavior. Thus, operators, intermediary institutions (agencies, tour operators, etc.), destination managers and all other stakeholders in the ski centers will be able to act in line with the customer's wishes.