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THE BOARDING HOUSE TENDENCY IN THERMAL TOURISM: KIZILCAHAMAM EXAMPLE

Saida Nur ÖZDEMİR^a

Gamze TEMİZEL^b

^aSelçuk Üniversitesi, Sosyal Bilimler Enstitüsü, Konya, Türkiye (saidanur_13@hotmail.com)

^bSelçuk Üniversitesi, Turizm Fakültesi, Konya, Türkiye (gamzetemizel@gmail.com)

EXTENSIVE SUMMARY

Boarding houses are small accommodation units, mostly family-run type, suitable for long-term accommodation and also foreating and drinking if desired. Cheaper hostels due to the fact that they do not operate on a safeand paid basis do meet a significant need in small residential areas where hotels and similar accommodation facilities are not available and / or in major tourism centers where bed capacity is insufficient in the face of intense tourist demand and constitute a source of income for the people of the region. In this study, it is aimed to investigate whether there is a significant difference in the behavioral intentions of tourists according to individual variables (gender, age, educational status, occupation, income status, marital status) by comparing the current situation with the expectations of the hostels in Kızılcahamam district.

The survey was conducted as a data collection tool. The questionnaire consists of three parts. In the first part, expressions for determining the demographic characteristics of the tourists staying at the board and expressions for determining travel preferences are included. In these cond part, Service Quality Scale developed by Mr. Allahyari Sami (2011) was used to determine the anticipation of hostel tourists staying in boarding houses. 22 expressions of the scale are listed Service Quality Dimension (1, 2, 3, 4, 5, 6, 7 and 8 expressions), Physical Infrastructure Dimension (9, 10, 11, 12, 13, 14 and 15 expressions) and Personnel Attitude Dimension (16, 17, 18, 19, 20, 21 and 22 expressions). In the third chapter, pensioners are asked to evaluate the present situation according to the service quality scale in order to determine the satisfaction level of the tourists staying at the board. In addition, in the third part of the questionnaire, the scale developed by Zeithaml et al. (1996) was used to determine the behavioral intentions of tourists staying on board (23, 24 and 25 expressions). Positives were graded correctly from negative (I do not Participate) to positive (I definitely Participate) using the five-point Likert scale. Analysis of the obtained data was done with SPSS 16 statistical package program.

As a result of the research, significant differences were found between the boarding houses customers' demographic characteristics with Service Quality Dimension, Physical Infrastructure Dimension and Personnel Attitude Dimension. In addition, there was a statistically significant relationship between the satisfaction level of the tourists staying at the board and the behavioral intentions ($p = 0.00$, $p < 0.01$), a high, a high and medium relationship ($r = 85$, $r = 88$, $r = 56$).