



Journal of Recreation and Tourism Research

Journal home page: www.jrtr.org

ISSN:2148-5321

RECREATION ACTIVITIES IN WINTER TOURISM CENTERS: A RESEARCH ON THE INTERNET PAGES OF ACCOMMODATION OPERATIONS

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EXTENSIVE SUMMARY

Recreational activities are one of the most important factors that attract tourists to a region and/or business. Today, recreational activities, which is great importance for mass tourists, is also great importance for winter tourism tourists. Because, recreation activities, which make a significant contribution to the promotion, and marketing activities of the accommodation enterprises are becoming more sought after by tourists. So that recreation activities most important success factors and high level of guest satisfaction in terms of accommodation management.

Today, businesses are promoting their businesses, mass media, travel agencies, tour operators and online distribution channels. However, at the same time they have been trying to promote their businesses through their websites in recent years. Therefore, it is important to inform the recreational activities of the accommodation enterprises from their web pages in terms of reaching the customers.

There for, the aim of this study was to determine recreation activities status in winter tourism centers accommodation enterprises. Within the scope of the study, the general characteristics of the accommodation enterprises in the winter tourism centers and the place of recreational activities on web pages, which are an important marketing tool, have been evaluate. Content analyze was used for identify accommodation enterprises' recreation activities. The universe of work all winter accommodation enterprises which announced by Ministry of Culture and Tourism. In the scope of the study, 58 accommodation enterprises' web pages scanned and collected data related to the recreational activities.

End of the study, it has been found that half of the accommodation enterprises don't give information about recreation on their web pages, the enterprises that use them use different names other than recreation and the recreational activities in winter tourism centers are extremely limited.