



Journal of Recreation and Tourism Research

Journal home page: www.jrtr.org

ISSN:2148-5321

DOI: 10.31771/jrtr.2018.0

A RESEARCH ON APPAREL AND EQUIPMENT USAGE FOR OUTDOOR RECREATION AND TRAVEL INDUSTRY

İlke BAŞARANGİL^a

^aKırklareli Üniversitesi, Turizm Fakültesi, Dr. Öğr. Üy., Kırklareli, Türkiye (ilkekaya33@hotmail.com)

EXTENSIVE SUMMARY

Outdoor recreation activities are beneficial for individuals on a psychological, physical and mental level and have some social benefits. Since the 2000s, many people have become more involved and employed in outdoor recreation activities thanks to the retail giants in the outdoor recreation and travel industry. Some factors such as changing societies, increasing income levels and increasing leisure time have led to an increase in the demand for recreation and nature tourism. Outdoor recreation activities include camping, hunting, hiking, scouting, picnics, gardening, outdoor art activities, outdoor sports activities, fishing, theme park entertainment, carnivals, festivals. In outdoor recreation activities and travels, today people can find suitable backpacks, sneakers, camping equipment (tents, camping stoves, etc.), picnic equipment, clothes that make travel easier, ski equipment and clothes, and so on. Young people, especially the potential travelers of the future, buy outdoor recreation clothing and materials from giant retailers. The aim of this study is to investigate the trends of outdoor recreation and travel participation of young people who are the potential travelers of the future and to evaluate their consumption and usage in terms of clothing and equipment they buy in these participations.

According to the results of the study, the outdoor activity where the participants most frequently participate is walking and the second one is the trip / travel. The annual budget for outdoor recreation and travels used for clothing and materials is between 101-500 TL. Participants stated that they participate in outdoor recreation activities weekly. Participants stated that they have global brands such as Nike and Adidas in outdoor recreation and travel. Participants stated that the brand, which is the most familiar brand of the 11 upper-segment brands, is Columbia, and the least familiar brand is Fjallraven. Nike brand is the brand that is most loyal to outdoor recreation and travel brands. Participants expressed that the motivation to purchase material for outdoor recreation and travels is due to the need.

According to the other results of the study, the participants stated that they bought the clothing and materials for outdoors recreation and travels after the shopping centers. Social media is one of the most effective factors when buying materials for outdoor recreation and travel. The participants responded to the question of how best to participate in an outdoor recreation activity. This study is based solely on descriptive statistics and does not aim at any competition or benchmarking for the identification of brand names, but only for the answers given by the participants. The results are intended to reveal the current situation. Future research may study a similar study with larger samples and different age groups.