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THE EFFECT OF TRUST TOWARD MANAGERS ON ORGANIZATIONAL IDENTIFICATION IN TRAVEL AGENCIES

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EXTENSIVE SUMMARY

As in almost every sector in developing, changing, and transforming social life, the commitment of employees to their organizations is important for conducting business, doing business better, and the continuity of this process in the travel agencies which are one of the most important building blocks of the tourism sector. One of the sources of motivation to ensure this commitment is the trust of subordinates toward their manager. In this context, all studies on the subject will play a crucial role in the development of related processes; businesses which improve their structure by appreciating these studies and refreshing their energies will be more likely to be successful.

In line with this information, the purpose of this study is to determine the influence of trust toward managers on organizational identification in A group travel agencies. The population of the study consists of the employees of A group travel agencies operating in Istanbul. In the study sampling method is utilized instead of the whole population. Accordingly, 393 employees from 21 A group travel agencies constitute the sampling group by using cluster sampling method. The questionnaire was used as the data collection technique. In the analysis of data, frequency, percentage distribution, mean, standard deviation, unpaired t-test, single factor analysis of variance, and Pearson correlation analysis were utilized.

As a result of the research, it is found that the level of both the trust toward managers and organizational identification is above the medium value (positive) which equals to 3 in Likert-type Scale. On the other hand, it is found that the level of trust toward managers and organizational identification shows significant differences according to some personal characteristics. Moreover, meaningful relationships are determined between the scales and sub-scales (dimensions), and it is concluded that 1 unit increase in the trust toward manager will create a 0,449 increase in the organizational identification levels.