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### **A NEUROTOURISM APPROACH TO HOSPITALITY MANAGEMENT: A STUDY ON DOMESTIC AND FOREIGN TOURIST PERCEPTIONS**

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#### **EXTENSIVE SUMMARY**

In the present age, except leading the tourists to specific types of tourism, it is important to reveal true perception of tourism in their minds in becoming a leader in the tourism sector. Rather than focusing on specific types of tourism, tourists are more prone to ones that appealing their point of interest. It enables selection of destinations strongly addressing special interest types of tourism. From this point of view, the aim of this study is to reveal the true perception of tourism shaped in the minds of tourists by using brain imaging method, and to guide the related institutions in the promotional activities that are evaluated under the scope of the country's special interest tourism types. The sample of the research composes of Russian, German, Dutch as well as local tourists who stayed in Antalya in the year 2018. In this study, EEG (electroencephalography) method is used among neuro-imaging techniques and a total of 40 tourists; each group having 10 people.

Two different methods were used to analyze the data. While Nvivo 10 program is used in order to test the perceptions of the tourists who expressed their interest verbally as the qualitative method, the EEG analysis method is used among neuro-imaging techniques to reveal the mental perceptions related to special types interest tourism. After these two steps of analysis, the qualitative and quantitative data are compared with each other and interpretations are made.

In the literature, although there is a lot of research in the field of neuroscience, there is not enough research about neurotourism. This research in the field of neurotourism has contributed to the theory largely because it has not been done before in the domestic and foreign literature. From this point of view, neurotourism has a strategic importance in terms of diversifying consumer preferences through special interest tourism and determining which target group should be directed to which type of tourism.

The research is significant in terms of bringing the literature research one step ahead and providing the data related to the field. With such researches, what individuals actually want is measured and an approach with real results emerges. The mind does not lie, it gives answers away from concerns and prejudices.

The use of the EEG analysis method is important in that it is a pioneering study to fill the gap in the literature due to its practical application and provides a resource to guide other researchers.