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MEASUREMENT OF SERVICE QUALITY IN RECREATIONAL AREAS BY SERVQUAL METHOD: ILGAZ MOUNTAIN NATIONAL PARK SAMPLE

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EXTENSIVE SUMMARY

Recreation is a frequently used concept in which many meanings are loaded and a wide variety of activities are taken. According to Simmons (2000), recreation can be considered a pleasurable and social activity that works to restore the individual by means of the experience of leisure (Brey and Lehto:161).

The recreation word is derived from the word 'recreate', which means renewal in Latin is refreshment. In later years, in various dictionaries, "spiritual power or spirit revival, rebirth" has been expressed in the sense. In reality, recreation corresponds to a regeneration experience, revival and change(Jensen and Guthrie, 2006:17).

Parasuraman, Berry and Zeithaml (1985: 42) express the quality of service as a comparison of expected service and perceived service performance, Yücel (2013: 83) defined the general impression that a firm and its services leave relatively to consumers.

Recreation quality has been one of the primary goals of recreation resource managers for more than four decades. In one of the earliest relevant publications, Wagar (1966) posed the question "What is quality in outdoor recreation?" He stated that recreation quality is a concept based on subjective criteria, depending upon the satisfaction of needs which are mostly learned and therefore extremely varied. Wagar went on to explain that quality is a highly personal matter that means different things to different people.

SERVQUAL, also known as the Expected and Perceived Quality of Service model developed in the 1980s for measuring service quality, is the most widely used and most comprehensive model (Savaş and Kesmez, 2014: 3). SERVQUAL is the measure of the difference between customers' wishes or expectations and perceptions.

In recent years, a number of studies have been conducted to measure service quality, customer satisfaction and intention to revisit.

Gümüş and Sabırlı (2016) examined the service quality of recreational activities of users participating in thermal tourism. Nietos, Zournatzi, Koustelios and Costa (2015) investigated the effect of perceived service quality on satisfaction and revisit intentions. Göktuğ and Arpa (2015) aimed to determine the value of recreation experience quality in Ilgaz Mountain National Park. Şimşek (2013) investigated the effect of recreational activities in shopping malls on the service quality (staff characteristics, program features and environment and equipment) they perceive. Baker and Crompton (2000) investigated there currence of participation in recreational activity with the perception of quality and satisfaction.

This study investigates the quality expectations and quality perceptions of the students at Çankırı Karatekin University Vocational School about the services offered at Ilgaz Mountain National Park recreation area and investigates the level of satisfaction of expectations.

As a result of the study it was determined that there was a statistically significant difference between the genders of the participants and the service quality perception. It was determined that the students perceived the quality of the services they received from the Ilgaz Mountain National Park recreation areas at a high level but the expectations were not met because the expectations were higher.

In order to increase the perceived service quality the equipment used in the field of recreation needs to be modernized. In addition; Recreational activities must be carried out in the stated time periods and visitor demands should be given importance, training programs should be organized for the employees.

This research is open to sample development. It may be advisable to keep the sample wider in subsequent studies and to conduct studies to different groups with specific time intervals. It is hoped that the findings obtained in this study will constitute data for the next researches on 'Ilgaz Mountain National Park and quality of service'.