A Research on Determining The University Students’ Perception Levels of The Images and Slogans That The Destinations Use For Promotional Purposes

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EXTENSIVE SUMMARY

1. Introduction

This research aims to determine the perception levels of university students, who benefit from the highest level of education services in the country about the images and slogans that the Republic of Turkey Culture and Tourism Ministry-the top destination management organization in Turkey- uses in the promotion of the country at national and international levels. It is anticipated that the research will provide important contributions to eliminating the theoretical framework and application-based result deficiency felt in the related literature by subject and scale of it.

2. Method

2.1. Data Collection Tool of the Research

Questionnaire technique was used in the data collection process of the research. In the research, a questionnaire consisting of two parts was used. The first part of the questionnaire consisted of five questions to determine the demographic characteristics of the participants and statements that the respondents can choose related to these questions. In the second part of the questionnaire, a total of 25 Likert-type statements were included in the range of 5-Strongly Agree and 1-Strongly Disagree to determine the perception levels of the participants about the touristic images and slogans. In the creation of questions and Likert-type statements in the questionnaire, the study of Tsaur et al. (2020) was utilized.

2.2. Field Selection Process of the Research

The Turkey destination was chosen as the research field since it has a rich gastronomic culture, unique handicrafts, a history and cultural history of 12 thousand years, an extensive and comprehensive transportation network, tourism enterprises that offer high quality service and tourist destinations that have competitive advantage and since it is home to beauties, charms and events. Turkey was also chosen as the research field since a lot of images, videos and slogans are used in its promotion and because of its location in the world tourism markets (ranked 6th in the world in terms of tourist arrivals as of the end of 2018) and because of the
absence of a previous study that had the scope of this research’s subject at the scale of university students.

2.3. The Universe and the Sample of the Research
The universe of the research was the whole (451 students) of the students studying and enrolling at Kırklareli University Pınarhisar Vocational School (Pınarhisar Vocational School Annual Report, 2019). The research sample consisted of the students continuing education at Pınarhisar Vocational School in the spring semester of 2019-2020 academic year. Questionnaires were applied to all students attending the courses at the vocational school during the data collection process of the research (3-6 February 2020). The convenience sampling method, which is not based on probability was used to collect data from the students. During the data collection process, a total of 281 questionnaire forms were delivered to students through face-to-face communication. All of the questionnaires that returned were found to be sufficient and suitable for the relevant research analyzes and the rate of return of the questionnaires was 100%.

2.4. The Analyzes of the Research
The data obtained from the questionnaires were recorded on the computer and a dataset was created. The relevant dataset was analyzed by use of the SPSS statistical data program. The data related to the demographic variables of the students were analyzed with percentage and frequency values. After the frequency analysis, the reliability of the Likert-type statements in the scale was analyzed. Alpha model was used for the reliability analysis of the variables. After the reliability analysis, explanatory factor analysis was performed to test the construct validity of the scale.

3. Conclusion and Discussion
According to the results of the analyzes conducted within the scope of the research, it was determined that the majority of the participants were male and between the ages of 18-21. Also it was determined that the majority of the participants were first grader and had education at cookery and computer programming programmes. The vast majority of the participants stated that they found the promotional images and slogans that are used for the promotion of Turkey sufficient; however a significant part of the participants found them insufficient. According to the results of the factor analysis conducted on the Scale of the Evaluation of Destination Images and Slogans by Tourists used within the scope of the research; it has been determined that the university students perceived and evaluated the destination images and slogans in five dimensions: natural elements, symbolic elements, emotional elements, creative elements and spiritual elements. The result of the factor analysis was similar to the literature (Tsaur et al., 2020). The perception and evaluation levels of the students of the symbolic elements ($\bar{x} = 4.61$), emotional elements ($\bar{x} = 4.58$), creative elements ($\bar{x} = 4.51$), natural elements ($\bar{x} = 4.45$) and spiritual elements ($\bar{x} = 4.34$) were high and positive. It is thought that this research will contribute to the related literature, destination management organizations and future studies. The research has importance since it contributes to eliminating the deficiency felt in the related
topic in Turkish literature and because of the lack of studies that deal with the perceptions of university students about the promotional tools of Turkey. In addition, although various studies have been carried out in Turkish and foreign literature on destination promotion tools (Seçim, 2014; Ulama, 2015; Morçin Erdoğan ve İşler Büyüker, 2017; Eroğlu, 2018; Özsevgin ve Ünlüönen, 2018; Köşker et al., 2019; Aymankuy et al., 2019), studies measuring the levels of perceptions of relevant promotional tools are almost nonexistent (Tsaur et al., 2020). On the other hand, it is thought that the results obtained from the research analyzes will benefit the planning and marketing efforts of the destinations (Ulama, 2015; Köşker et al., 2019; Aymankuy et al., 2019). Because, it should be taken into consideration that the means of promotion, images and slogans affect the quality, image, loyalty and difference perceptions of tourists in their destination choice processes and in their intentions to revisit the destination (Eroğlu, 2018; Tsaur et al., 2020).