

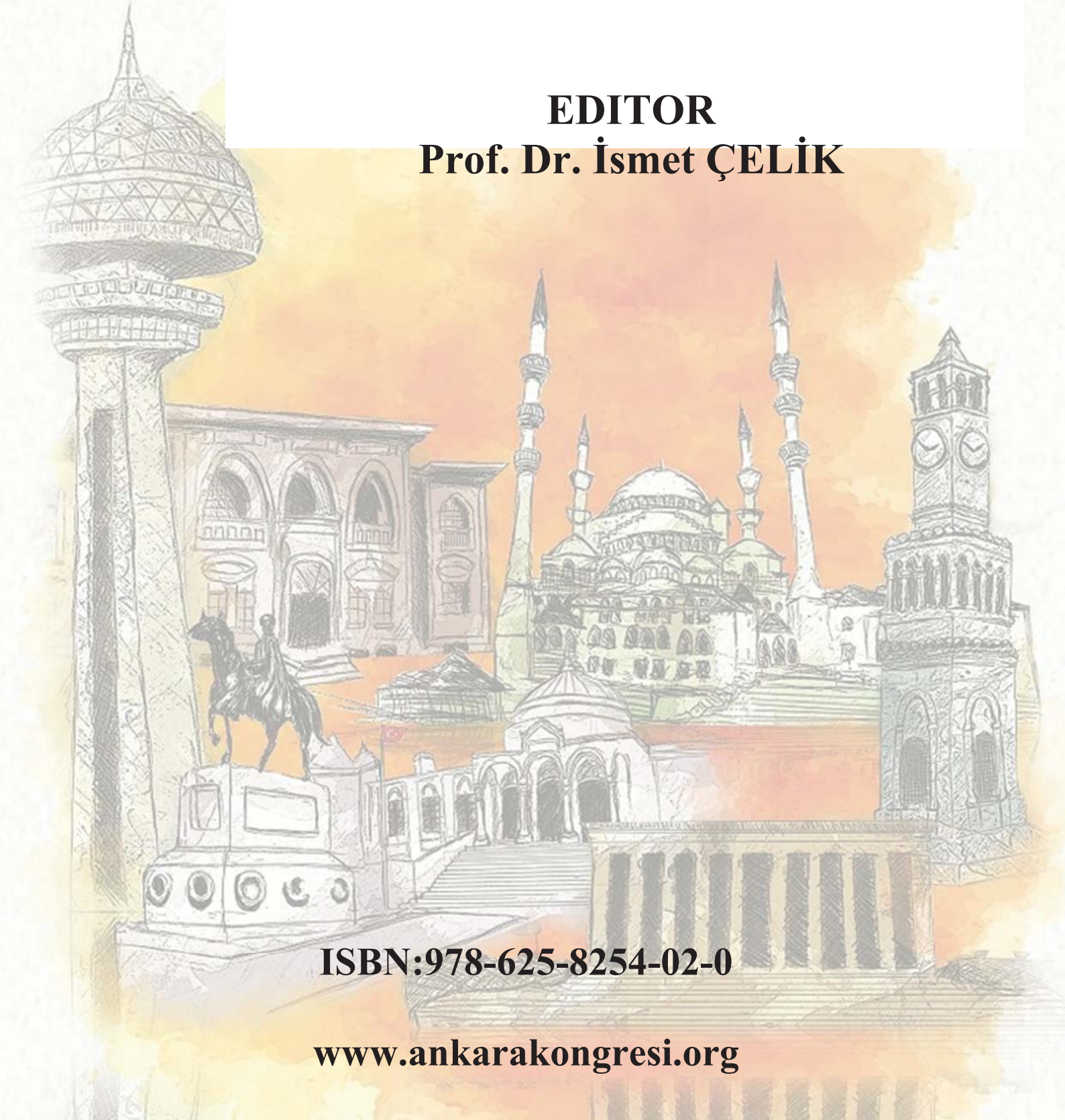
ANKARA INTERNATIONAL CONGRESS ON SCIENTIFIC RESEARCH-VII

December 02-04, 2022 / Ankara, TÜRKİYE

EDITOR
Prof. Dr. İsmet ÇELİK

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CONGRESS PROGRAM

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Lect. Dr. Fatma ŞENER FİDAN	<i>Abdullah Gül University</i>	A CONCEPTUAL REVIEW FOR SUSTAINABILITY CERTIFICATIONS
Lect. Dr. Fatma ŞENER FİDAN Prof. Dr. Emel KIZILKAYA AYDOĞAN	<i>Abdullah Gül University Erciyes University</i>	EVALUATION OF WASHING MACHINES' CONSUMPTION BY LIFE CYCLE ASSESSMENT
Lect. Dr. Sibel ÖZDEMİR	<i>Yozgat Bozok University</i>	EXAMINATION OF TRIPADVISOR USERS' COMMENTS REGARDING RESTAURANTS THAT PROVIDE LOCAL FOOD AND BEVERAGE SERVICE: THE EXAMPLE OF SİNOP
Lect. Dr. Sibel ÖZDEMİR Assoc. Prof. Dr. Ebru GÜNEREN	<i>Yozgat Bozok University Nevşehir Hacı Bektaş Veli University</i>	INVESTIGATION IN TERMS OF DEMOGRAPHIC VARIABLES OF THE SATISFACTION AND BEHAVIORAL INTENTIONS, EXPERIENTIAL VALUE OF TOURISTS STAYING IN CAPPADOCIA ROCK CARVING HOTELS
Assoc. Prof. Dr. Çiğdem ÖZKAN	<i>Çanakkale Onsekiz Mart University</i>	GREEN KEY PRACTICE IN TOURISM INDUSTRY: A KEY STUDY
Assoc. Prof. Dr. Çiğdem ÖZKAN	<i>Çanakkale Onsekiz Mart University</i>	THE FUTURE OF CANAKKALE TOURISM
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Assoc. Prof. Dr. Melike KURTARAN ÇELİK Lect. Fegan MUTLU	<i>Trabzon University</i>	ALTERNATIVE TOURISM TYPES

(All speakers required to be connected to the session 10 min before the session starts)

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**KAPADOKYA KAYA OYMA OTELLERDE KONAKLAYAN TURİSTLERİN
DENEYİMSEL DEĞER, MEMNUNİYET VE DAVRANIŞSAL NİYETLERİNİN
DEMOGRAFİK DEĞİŞKENLER AÇISINDAN İNCELENMESİ**

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ÖZET

Bu çalışmanın amacı, turistlerin cinsiyet, yaş, medeni durum, meslek, milliyet ve eğitim durumu değişkenlerinin deneyimsel değer, memnuniyet ve davranışsal niyet düzeylerinde anlamlı bir farklılık olup olmadığını tespit etmektir. Bu amaç doğrultusunda, Kapadokya kaya oyma otellerde konaklama yapmış turistlerden anket yöntemi ile toplanan veriler, SPSS programı ile analiz edilmiştir. Çalışmada tanımlayıcı istatistikler, güvenilirlik analizi, t testi ve ANOVA analizi yapılmıştır. Çalışma sonuçlarına göre, dört faktörden oluşan (hizmet mükemmelliği, estetik, eğlence, kaçış) deneyimsel değer, her bir faktör bakımından incelenmiştir. Buna göre deneyimsel değer algısının hizmet mükemmelliği faktöründe cinsiyet (sig=,001), yaş (sig=,000) ve meslek (sig=,048) değişkeni açısından anlamlı bir fark içermektedir. Buna göre, kadınların Kapadokya kaya oyma otellerde deneyimsel değer algısı erkeklere göre daha yüksektir ($\bar{x}=4,31$). Estetik faktörüne göre, cinsiyet (sig=,000), meslek (sig=,020) ve milliyet (sig=,017) değişkenleri açısından anlamlı farklılık var iken, yaş (sig=,248), medeni durum (sig=,145) ve eğitim durumu (sig=,386) değişkenleri açısından anlamlı bir fark tespit edilmemiştir. Eğlence faktörüne göre, yaş (sig=,020), meslek (sig=,001) ve milliyet (sig=,021) değişkenleri açısından anlamlı bir farklılık tespit edilmiştir. Fakat cinsiyet (sig=,0345), medeni durum (sig=,411) ve eğitim durumunda (sig=,745) anlamlı bir farklılık çıkmamıştır. Kaçış faktörü açısından incelendiğinde ise, değişkenlerin tamamında anlamlı bir farklılık tespit edilmiştir, (cinsiyet (sig=,023), yaş (sig=,048), medeni durum (sig=,029), meslek (sig=,014), milliyet (sig=,005) ve eğitim durumu (sig=,009)).

Kapadokya kaya oyma otellerde konaklama yapmış turistlerin memnuniyet düzeylerinin belirli bazı demografik değişkenlere göre farklılık göstermekte midir? sorusuna dair yapılan analiz sonuçlarına göre, cinsiyet (sig=,068) ve eğitim durumu (sig=,095) açısından anlamlı bir fark tespit edilememiş; yaş (sig=,000), medeni durum (sig=,043), meslek(sig=,000) ve milliyet(sig=,013) açısından anlamlı bir fark tespit edilmiştir. Yaş açısından incelendiğinde memnuniyetin 46 ve üzeri yaş değişkeninde en yüksek olduğu; medeni durum açısından incelendiğinde ise en yüksek memnuniyet algısının bekar turistlerde olduğu tespit edilmiştir. Meslek açısından memnuniyet algısı en yüksek avukatlık mesleğinde en düşük memnuniyet algısı ise emeklilerdedir. Milliyet açısından ise, en yüksek algı sırasıyla Özbek, İran ve Hollandalılardır

Kapadokya kaya oyma otellerde konaklama yapmış turistlerin davranışsal niyetlerinin belirli bazı demografik değişkenlere göre farklılık göstermekte midir? sorusuna dair yapılan analiz sonuçlarına göre, cinsiyet (sig=,376), medeni durum(sig=,295) ve eğitim durumu(sig=,365) açısından anlamlı bir fark tespit edilememiş; yaş (sig=,000), meslek (sig=,000) ve milliyet(sig=,000), açısından anlamlı bir fark tespit edilmiştir.

Yaş açısından incelendiğinde en yüksek davranışsal niyet 46 ve üzeri yaş grubunda, meslek açısından, iş insanlarında ve milliyet açısından ise en yüksek davranışsal niyet sırasıyla Nijeryalı, Hint ve Hollandalılardadır

Anahtar Kelimeler: Deneysel Değer, Müşteri Memnuniyeti, Davranışsal Niyet, Kapadokya Kaya Oyma Oteller

INVESTIGATION IN TERMS OF DEMOGRAPHIC VARIABLES OF THE SATISFACTION AND BEHAVIORAL INTENTIONS, EXPERIENTIAL VALUE OF TOURISTS STAYING IN CAPPADOCIA ROCK CARVING HOTELS

ABSTRACT

The aim of this study is to determine whether the variables of gender, age, marital status, occupation, nationality and educational status of tourists differ in their perceptions of experiential value, satisfaction and behavioral intention. For this purpose, the data collected by the survey method from the tourists who have stayed in the rock-cut hotels in Cappadocia were analyzed with the SPSS program. Descriptive statistics, reliability analysis, t-test and ANOVA analysis were performed in the study. According to the results of the study, experiential value consisting of four factors (service excellence, aesthetics, entertainment, escape) was examined in terms of each factor. Accordingly, there is a significant difference in the service excellence factor of the experiential value perception in terms of gender (sig=.001), age (sig=.000) and occupation (sig=.048) variables. Accordingly, women's perception of experiential value in rock-hewn hotels in Cappadocia is higher than men (\bar{x} =4.31). According to the aesthetic factor, there was a significant difference in terms of gender (sig=.000), occupation (sig=.020) and nationality (sig=.017) variables, while age (sig=.248), marital status (sig=.145) and educational status (sig=.386) variables, no significant difference was found. According to the fun factor, a significant difference was determined in terms of age (sig=.020), occupation ((sig=.001) and nationality (sig=.021) variables, but gender (sig=.0345), marital status (sig=.021) ,411) and educational status (sig=.745), there was no significant difference when analyzed in terms of escape factor, a significant difference was found in all variables (gender (sig=.023), age (sig=.048), marital status (sig=.029), occupation (sig=.014), nationality (sig=.005) and education (sig=.009)).

Do the satisfaction levels of tourists who have stayed in Cappadocia rock-cut hotels differ according to certain demographic variables? According to the results of the analysis for the question, no significant difference was found in terms of gender (sig=.068) and educational status (sig=.095); A significant difference was found in terms of age (sig=.000), marital status (sig=.043), occupation (sig=.000) and nationality (sig=.013). When examined in terms of age, satisfaction is highest in the age variable of 46 and over; When examined in terms of marital status, it was determined that the highest satisfaction perception was in single tourists. The highest perception of satisfaction in terms of profession is in the lawyer profession, and the lowest perception of satisfaction is in retirees. In terms of nationality, the highest perception is respectively Uzbek, Iranian and Dutch.

Do the behavioral intentions of tourists who have stayed in Cappadocia rock-hewn hotels differ according to certain demographic variables? According to the results of the analysis for the question, no significant difference was found in terms of gender (sig=.376), marital status (sig=.295) and educational status (sig=.365); A significant difference was found in terms of age (sig=.000), occupation (sig=.000) and nationality (sig=.000).



Certificate

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THIS CERTIFICATE IS PROUDLY PRESENTED TO

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CAPPADOCIA ROCK CARVING HOTELS

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