



THE VIEWS OF TOURISM STUDYING STUDENTS ABOUT BENEFITS PROVIDED BY TOURISM

TURİZM EĞİTİMİ ALAN ÖĞRENCİLERİN TURİZMDEN SAĞLANAN FAYDALARA İLİŞKİN GÖRÜŞLERİ

Gülseren ÖZALTAŞ* , Sadık SERÇEK** , Azize HASSAN***

ABSTRACT: Tourism is a service sector based on customer satisfaction and is searching conditions for providing satisfaction and quality of service. In tourism, the provider and the receiver of service are in the focus. The profession of tourism requires a dedication and sacrifice because it is stands over a superior and perfect base and dealing with different cultures and nations and has a heavy work conditions and smiling faces and tolerance. The staff in tourism sector can show this dedication and sacrifice just only in the case when they see their professions useful and so that they love it.

This study was conducted with a purpose of determining the recognitions of the students who are receiving tourism education in the secondary and undergraduate education in the cities of Diyarbakır, Mardin and Ankara towards the benefits provided by tourism's profession. It was seen that the views of men were more positive than those of women with no difference was seen between the groups in terms of all dimensions according factor of sex. According to the cities where they are receiving education, the views of students about benefits of tourism showed differences in terms of social and physical dimensions but didnot show difference in economic dimension. According to the cities where they are living, the views of students about benefits of tourism showed differences in terms of social, physical and economic dimensions. A difference was seen in terms of social and economic dimensions in the views of students about benefits of tourism according to their working experience in tourism sector but with no difference was seen in terms of physical dimension, the views of students who worked before in tourism sector is more positive than those who never worked in tourism in terms of all dimensions.

Keywords: Tourism, Tourism effects, Physical Benefit, Social Benefit, Economic Benefit.

ÖZET:Turizm, müşteri memnuniyetini temel alan, memnuniyeti sağlamada ve hizmet etmede şartların zorlandığı, bir hizmet sektörüdür. Turizmde hizmeti alan da veren de merkezdedir. Üstün ve kusursuz bir hizmet esasına dayanması, farklı kültür ve milletlere hitap etmesi, ağır çalışma koşulları, güler yüz ve hoşgörü temelli olması gibi nedenlerden ötürü turizm mesleği büyük bir özveri ve fedakarlık istemektedir. Turizm sektöründe çalışanlar da bu fedakarlık ve özveriyi ancak mesleklerini faydalı gördükleri takdirde ve sevmeleri koşulu ile yapacakları bir gerçektir.

Bu araştırma, Diyarbakır, Mardin ve Ankara illerinde ortaöğretim ve önlisans düzeyinde turizm eğitimi alan 388 öğrencinin turizm mesleğinin sağlayacağı faydalara ilişkin görüşlerini tespit etmek amacıyla yapılmıştır. Cinsiyet değişkenine göre tüm boyutlar açısından gruplar arasında fark görülmemekle birlikte erkeklerin görüşlerinin kadınlarınkinden daha olumlu olduğu saptanmıştır. Öğrencilerin turizmin faydalarına ilişkin boyutlara yönelik görüşleri eğitim durumuna göre farklılık göstermektedir. Öğrencilerin turizmin faydalarına ilişkin görüşleri okudukları illere göre sosyal ve fiziksel boyutta farklılık göstermekte; ancak ekonomik boyutta fark göstermemektedir. Öğrencilerin turizmin faydalarına ilişkin görüşleri yaşadıkları illere göre ekonomik, sosyal ve fiziksel boyutta farklılık göstermektedir. Öğrencilerin turizmin faydalarına ilişkin görüşleri turizm sektöründe çalışma durumlarına göre ekonomik ve sosyal boyutlarda farklılık göstermekte; ancak fiziksel boyutta fark göstermemekle birlikte, tüm boyutlarda turizm sektöründe çalışmamış öğrencilerin, turizm sektöründe çalışmış öğrencilerin görüşlerine göre daha olumludur.

Anahtar Kelimeler: Turizm, Turizmin Faydaları, Fiziksel Fayda, Sosyal Fayda, Ekonomik Fayda.

1. INTRODUCTION

In the 21st century tourism became one of the largest sectors in the world. With the acceleration of globalization, removal of the geographical borders between the countries, the

* Okutman, Mardin Artuklu Üniversitesi, g.ozaltas@gmail.com

** Araş. Gör., Dicle Üniversitesi, serceks@hotmail.com

*** Prof. Dr., Gazi Üniversitesi, azize@gazi.edu.tr

investments becoming multinational, meeting of people from different cultures and sharing their cultural values ensure international tourism development (Çeken, 2003).

It is not possible for a person to be happy if he/she does not like his/her job nor respects it even he/she becomes successful to a degree. The job a person chooses, defines his/her life, the meaning of the persons life, person's identification, potential, self-respect, social support, financial gain and the way of spending time (Ehtiyar and Üngüren, 2008: 175). Working without these benefits makes the person do his/her job unwillingly. As a result the quality and satisfaction in these services decreases.

Tourism, with its ever-growing importance in the world, is one of the most important sectors that effects peoples physical, social and psychological needs. As the main reason for the countries to invest in tourism is economical, it also contains the fact that it helps social welfare level to rise up (Gürbüz, 2002: 50).

Tourism, as containing many functions such as social, economical, cultural, environmental functions, is becoming an important factor in our country as well as all around the world (Aleaddinoğlu, 2007: 2). These effects are examined in detail below.

1.1. Economical Effects of Tourism

Tourism is seen as a job-creating model in the countries with a high unemployment rate. Tourism is considered as a sustainable resource for increasing the income of the people living in rural areas (Esengün, Akça and Saygılı, 2002).

The positive effects of tourism on the economy are listed below (Kozak,N., Kozak, M., and Kozak, M. 2008: 77) ;

- Effect on balance of payment,
- Income generating effect,
- Effect on the development of infrastructure and superstructure,
- Effects on other economical sectors,
- Employment creating effect,
- Decreasing the economical imbalance between regions.

1.2. Social Effects of Tourism

The changes tourism makes in the value systems, personal behavior, family relations, mutual life styles, security levels, moral rules, traditional rituals and organization of the society are the social effects of tourism (Ahişapoğlu and Çeltek, 2006).

Tourism is considered as a social event that constitutes a specific side of people living together in society. For this reason, as a result of the travels and relations established in the accommodation places, interactions with different social and cultural structures results in change for the knowledge, manners, customs, and culture. Tourism can be seen as an event related to human life as well as a social event that constitutes a specific side of people living together in society (Berber, 2003: 205).

According to Rogers (2002); some writers argue that by serving rural areas and life styles as a commodity for tourism, originality of local life tales and identities are lost in time.

The contribution of tourism to the change in personel behaviour, family relations, mutual life styles, security levels, moral rules, traditional rituals and organization of the society happens with its social and cultural effects. In other words, direct and indirect relations are the effects of the host society to the visitors. (Özdemir, 1992: 86).

Another effect of tourism on socio-cultural structure makes itself seen in the traditions, manners and convictions. Tourism damages the traditions. Because the human factor is served as a touristic service, it changes the morally and physically and integrates to another image rather than itself. This is, in fact, a cultural pollution. Cultural pollution can be observed through apparel to dining styles (Berber, 2003: 212).

Tourism can be an important activity for different cultures to be known, however, if different cultures are not coherent, it can serve as a negative actor for the cultural structure's corruption. When

enough concern is not given to cultural values and the focus is on the economical side, in time, it may lead to losing the importance of cultural values. In order to avoid this, awareness should be raised among the society about the importance of cultural values. In addition, it should be stated that as using cultural values in tourism, more attention can be drawn.

1.3. Physical Effects of Tourism

Most of the activities of tourism come to life with the exhibition or serving of natural environment. Tourism activities have specific effect on physical environment. These effects may be negative like damaging natural and historical environment, as well as positive like the precautions taken for the conservation of these places (Kozak and others, 2008:98).

With the income generated by tourism, restoration activities occur in order to make this income sustainable; the natural environment is conserved, people living in rural areas who are generally not interested in archeological findings may not be unmindful of these findings. (Ahişapoğlu and Çeltek, 2006).

In literature, the positive effects of tourism in economics, social life and physical environment are examined in a general level. However there are very few studies on the benefit of these effects on the individuals. This research gains importance as it tries to understand benefits of tourism for the young students who are being educated on tourism. For this reason, in this research the opinions of these students about the benefits of tourism are examined.

In the research, the question “how do the opinions of the students about the tourism as a profession shall benefit them differ?” is going to be answered. Regarding this main question, these sub-problems below shall be answered;

- Is there a statistically meaningful distinction between the opinions of the students about tourism, as a profession shall benefit themselves and their gender?
- Is there a statistically meaningful distinction between the opinions of the students about tourism, as a profession shall benefit themselves and their education levels?
- Is there a statistically meaningful distinction between the opinions of the students about tourism as a profession shall benefit themselves and their place of education (as province)?
- Is there a statistically meaningful distinction between the opinions of the students about tourism as a profession shall benefit themselves and their place of living (as province)?
- Is there a statistically meaningful distinction between the opinions of the students about tourism, as a profession shall benefit themselves and their working status?

2. METHODOLOGY

Scanning method is used for this research. The opinions of the students who are in secondary education in Mardin, Diyarbakır and Ankara in the years 2011-2012 are collected, and statistically meaningful distinctions were tried to be found between their opinions and some variables. The acquired data is analyzed with “SPSS for windows 17.0”, a statistics programme.

2.1. Universe and Sample

As the size of the sample is affected by the method used, the size of the universe, the structure of the universe (homogenic or heterogenic) according to the research variables, the researcher should calculate the size of the sample taking all of these elements into consideration. In the related literature (Arıkan, 2000; Baş, 2001; Çil, 2003), there are many formulas created for calculating the size of the sample; however, in this research simple coincidental sample formula is used (Yamane, 2001: 116-117):

$$n = \frac{N \cdot z^2 \cdot p \cdot q}{N \cdot d^2 + z^2 \cdot p \cdot q}$$

The research universe consists of 2950 students who are in secondary education in Mardin, Diyarbakır and Ankara in the years 2011-2012. The above formula is used to calculate the sample size and it is seen that a sample of 340 students is enough. 394 students are interviewed for this research. The data for 6 students are considered as erroneous and 388 questionnaires are analyzed. This size of the sample is considered as representing the universe.

2.2. Data Collecting Tools and Analysis of the Data

A pilot study was implemented on 39 students who are being educated in Tourism and Hotel Management in the years 2011-2012. Some corrections and changes were made after this study, on question patterns and contents. After this, the questionnaire was finalized with validity and reliability analysis. In the pilot study, Cronbach Alpha value was calculated as 0.90, and the questionnaire was seen as a reliable survey.

The questionnaire consists of two parts. In the first part, the sexuality, education levels, working status, province student was educated, place of living in questioned; in the second part there were 25 statements in order to examine the student opinions on tourism's benefits. In the survey, Likert 5 scale is used. "I definitely agree", "I agree", "I'm neutral", "I do not agree", "I strongly disagree" statements are written as answers.

Table.1: The Distribution Of The Choices According To The Interval Values

Weight	Interval values of the arithmetic means	Choices
5	4,20 – 5,00	I definitely agree
4	3,40 – 4,19	I agree
3	2,60 – 3,39	I'm neutral
2	1,80 – 2,59	I do not agree
1	1,00 – 1,79	I strongly disagree

In the analysis of the data, tables for the frequencies and percentage for sexuality, education levels, place of living and working status are prepared. For the second part of the survey, frequency, standard deviation and arithmetic means are calculated for the level of agreement. Additionally, "t test" is used to test if there is a meaningful relation between the answers and the sexuality, education level and working status; One Way ANOVA Analysis is used to test if there is a meaningful relation between the place of living and place of education.

Expert view was taken in order to test the validity of the scope of the data collecting tools. Factor analysis was conducted in order to examine the structural validity, which indicates if an abstract is measured correctly (Büyüköztürk, 2010: 168). Before the factor analysis, the relevance of the data to the factor analysis was measured with KMO (Kaiser-Meyer-Olkin) and Bartlett Test. The KMO value and Bartlett Test results for the 25 statements in factor analysis is found as $\chi^2= 4494,959$ ($p \leq 0.05$). In order to make a factor analysis on the data, KMO value should be a minimum value of 0.60 (Büyüköztürk, 2012: 126). In this case, the KMO value found, 0,914, is above the offered value and shows that the data is convenient for the factor analysis. According to the factor analysis there 4 factors; however in the start of this research it is decided that these should be handled in 3 factors. As the weight of the factors are close to the extent of factors which are decided by the researcher, the research is maintained with 3 factors. These are; economic, social and physical benefits.

Cronbach Alpha value is considered for the reliability analysis of the statements in the data collection tool. Reliability is described as the consistency of the answers of the individuals (Büyüköztürk, 2010: 170). It is considered that the data collection tool is reliable if the α value is above 0,80. According to this statement, the Cronbach Alpha value is calculated as 0,921 and the survey is seen as very reliable.

3. FINDINGS OF THE RESEARCH

3.1. Finding on the General Features of the Participants

Table 2 shows the frequency and percentages of the participants according to gender, education, province of study and employment.

Table.2: Distribution Of Participants According To Gender, Education, Province Of Study And Employment

	N	%
Gender		
Male	232	59,8
Female	156	40,2
Education		
Middle School	152	39,2
Associate Degree	236	60,8
Province of study		
Mardin	196	50,5
Diyarbakır	93	24,0
Ankara	99	25,5
Province of Residence		
Mardin	152	39,2
Diyarbakır	113	29,1
Ankara	97	25,0
Other	26	6,7
Employment		
I have worked	229	59,0
I have not worked	159	41,0

59,8% of the participating students (n:232) are male and 40,2% of them (n:156) are female. In terms of education, 39,2% are (n= 152) graduates of middle school and 60,8% have associate degrees (n=236). In terms of province of study, 50,5% (n=196) studies in Mardin, 24,0 % (n=93) in Diyarbakır and 25,5 % (n=99) in Ankara. When their province of residence before was analyzed, it was found that 39,2 % (n=152) was residing in Mardin, 29,1 % (n=113) in Diyarbakır, 25,0 % (n=97) in Ankara and % 6,7 (n=26) in other provinces. The percentage of students that have worked in the tourism sector is 59,0% (n=229) and ones that have not worked in the tourism industry is 41,0% (n=159).

3.2. Findings on the Participants' Opinion about the Benefits of Tourism

Table 3 shows expressions that constitute the economic, social and physical dimensions of the research and participants' opinions on them.

Table.3: Expressions About Dimensions

	S.No	Expressions	Average
Economic	1.	Working in the tourism sector will prevent my economic problems.	3,1546
	2.	Working in the tourism sector will improve my family's standard of living.	3,2835
	3.	Choosing the tourism sector will prevent problems in finding a job.	3,3170
	4.	Working in the tourism sector will provide me a luxurious life.	3,0155
	5.	Working in the tourism sector will enable me to make more money then other sectors.	3,3428
	23.	Working in the tourism sector will make it easier for me to find a job in other service sectors.	3,4201
Social	6.	Working n the tourism sector will be beneficial in terms of my personal development.	3,9072
	7.	Working in the tourism sector will provide social acceptance.	3,6546
	8.	Working in the tourism sector will provide respectable social status.	3,3995
	9.	Working in the tourism sector will increase my quality of life.	3,5515
	13.	Working in the tourism sector will boost my social life.	4,0103
	14.	Working in the tourism sector will help me make friends.	3,9588
	15.	Working in the tourism sector will help me develop communicational skills.	4,3686
	16.	Working in the tourism sector will contribute to my cultural development.	4,2990
	17.	Working in the tourism sector will change my worldview positively.	4,0258
	18.	Working in the tourism sector will help me more positive towards people from different cultural backgrounds.	4,2912
	19.	Working in the tourism sector will increase my expectations for quality services in my daily life.	4,0129
	21.	Working in the tourism sector will improve my relationships with people.	4,1572
	22.	Working in the tourism sector will help me plan my life better.	3,7294
24.	Working in the tourism sector will have positive impact on my moral development.	3,5928	
25.	Working in the tourism sector is supported by my family.	3,8686	
Physical	10.	Working in the tourism sector will lead me to improve my personal hygiene.	3,9613
	11.	Working in the tourism sector will lead me to improve my appearance.	4,1907
	12.	Working in the tourism sector will lead me to be more careful about the environment.	4,0851
	20.	Working in the tourism sector will require me to be more careful about my physical stand.	4,1753

Answers were analyzed in terms of the question “Is there a significant statistical difference between the opinions of the students on the benefits of the tourism sector and their gender?” and the results are given in Table 4.

Table.4: The “T Test” Results Of The Opinions O The Students About Benefits Of Tourism According To Gender

Dimensions	Gender	N	Average	S	Sd	t	P
Economic	Male	232	3,3089	0,88376	0,05802	1,510	0,132
	Female	156	3,1763	0,79294	0,06349		
Social	Male	232	3,9647	0,75971	0,04988	1,326	0,185
	Female	156	3,8581	0,79891	0,06396		
Physical	Male	232	4,1692	0,98126	0,06442	1,651	0,100
	Female	156	4,0048	0,93173	0,07460		

p<0.05

The opinions of the students on the dimensions of benefits of tourism shows a significant difference according to gender. In terms of economic benefits, opinions of the male students ($x=3,30$) are more positive compared to female students ($x=3,17$). In the social dimension, opinions of male students ($x=3,96$) are more positive than female students' ($x=3,85$) opinions. Male students' ($x=4,16$) opinions on the physical dimension of tourism is more positive than female students' ($x=4,00$) opinions.

Answers were analyzed in terms of the question "Is there a significant statistical difference between the opinions of the students on the benefits of the tourism sector and their education levels?" and the results are given in Table 5.

Table.5: The "T Test" Results Of The Opinions O The Students About Benefits Of Tourism According To Education Level

Dimensions	Education	N	Average	S	Sd	t	P
Economic	Middle School	152	3,5735	0,86671	0,07030	6,192	0,000
	Associate Degree	236	3,0508	0,77414	0,05039		
Social	Middle School	152	4,0434	0,84147	0,06825	2,492	0,013
	Associate Degree	236	3,8435	0,72258	0,04704		
Physical	Middle School	152	4,2138	0,95616	0,07755	1,821	0,019
	Associate Degree	236	4,0318	0,96400	0,06275		

p<0.05

The opinions of the students on the dimensions of benefits of tourism shows a significant difference according to education level. Middle School students' opinions on the economic dimension of tourism is ($x=3,57$) more positive than opinions of the Associate Degree students ($x=3,05$). Middle School students' opinions on social dimensions of tourism ($x=4,04$) are more positive than Associate Degree students' opinions ($x=3,84$). Middle School students' opinions on the physical dimension of tourism ($x=4,21$) are more positive than Associate Degree students' opinions ($x=4,03$).

Answers were analyzed in terms of the question "Is there a significant statistical difference between the opinions of the students on the benefits of the tourism sector and their province of study?" and the results are given in Table 6.

Table.6: The "Anova" Results Of The Opinions O The Students About Benefits Of Tourism According To Province Of Study

Dimensions	Province of Study	N	Average	S	Sd	F	P
Economic	Mardin	196	3,2857	0,97329	0,06952	0,248	0,780
	Diyarbakır	93	3,2258	0,79424	0,08236		
	Ankara	99	3,2239	0,60943	0,06125		
Social	Mardin	196	3,8143	0,83879	0,05991	6,925	0,001
	Diyarbakır	93	4,1713	0,67326	0,06981		
	Ankara	99	3,9003	0,68746	0,06909		
Physical	Mardin	196	3,9656	1,10001	0,07857	4,164	0,016
	Diyarbakır	93	4,2177	0,92609	0,09603		
	Ankara	99	4,2677	0,61471	0,06178		

p<0.05

Opinions of students on benefits of tourism show a significant difference according to province of study in social and physical dimensions but not in the economic dimension. Opinions of the students in Mardin on the economic dimension of tourism ($x=3,28$), opinions of the students in Diyarbakır on the economic dimension of tourism ($x=3,22$) and opinions of the students in Ankara on the economic dimension of tourism ($x=3,22$) are all similar. There is a significant difference between

the opinions of the students in Mardin ($x=3,81$), in Diyarbakır ($x=4,17$) and in Ankara ($x=3,90$) on the social dimension of tourism. There is a significant difference between the opinions of the students in Mardin ($x=3,96$), in Diyarbakır ($x=4,21$) and in Ankara ($x=4,26$) on the physical dimension of tourism.

Answers were analyzed in terms of the question “Is there a significant statistical difference between the opinions of the students on the benefits of the tourism sector and their province of residence?” and the results are given in Table 7.

Table.7: The “Anova” Results Of The Opinions O The Students About Benefits Of Tourism According To Province Of Residence

Dimensions	Province of Residence	N	Average	S	Sd	F	p
Economic	Mardin	152	3,4178	0,96936	0,07863	7,996	0,000
	Diyarbakır	113	3,2301	0,79161	0,07447		
	Ankara	97	3,2148	0,61235	0,06218		
	Other provinces	26	2,5705	0,77484	0,15296		
Social	Mardin	152	3,8232	0,87518	0,07099	6,179	0,000
	Diyarbakır	113	4,1522	0,64626	0,06080		
	Ankara	97	3,9024	0,68476	0,06953		
	Other provinces	26	3,5692	0,77774	0,15253		
Physical	Mardin	152	3,9178	1,15438	0,09363	6,399	0,000
	Diyarbakır	113	4,2987	0,84638	0,07962		
	Ankara	97	4,2784	0,61648	0,06259		
	Other provinces	26	3,6827	0,98883	0,19393		

p<0.05

Opinions of students on benefits of tourism show a significant difference according to province of residence in economic, social and physical dimensions. There is a significant difference between opinions of students in Mardin ($x=3,41$), students in Diyarbakır ($x=3,23$), students in Ankara ($x=3,21$) and students in other provinces ($x=2,57$) about the economic dimension of tourism. There is a significant difference between opinions of students in Mardin ($x=3,82$), students in Diyarbakır ($x=4,15$), students in Ankara ($x=3,90$), and students in other provinces ($x=3,56$) about the social dimension of tourism. There is a significant difference between opinions of students in Mardin ($x=3,91$), students in Diyarbakır ($x=4,29$), students in Ankara ($x=4,27$), and students in other provinces ($x=3,68$) about the physical dimension of tourism.

Answers were analyzed in terms of the question “Is there a significant statistical difference between the opinions of the students on the benefits of the tourism sector and their employment status?” and the results are given in Table 8.

Table.8: The “ T Test” Results Of The Opinions Of The Students About Benefits Of Tourism According To Their Employment In The Tourism Sector

Dimensions	Employment Status	N	Average	S	Sd	t	p
Economic	Have Worked	229	3,1346	0,73974	0,04888	3,410	0,001
	Have not Worked	159	3,4298	0,96317	0,07638		
Social	Have Worked	229	3,7534	0,78430	0,05183	5,304	0,000
	Have not Worked	159	4,1644	0,69908	0,05544		
Physical	Have Worked	229	4,0262	0,98640	0,06518	1,892	0,059
	Have not Worked	159	4,2138	0,92214	0,07313		

p<0.05

Opinions of students on benefits of tourism show a significant difference according to their employment status in the tourism sector in economic and social dimensions, but not in the physical dimension. Opinions of students that have not worked in the tourism sector on the economic dimension of tourism ($x=3,42$) is more positive than students that have ($x=3,13$). Opinions of students that have not worked in the tourism sector on the social dimension of tourism ($x=4,16$), is more positive than students that have ($x=3,75$). Opinions of students that have not worked in the tourism sector on the physical dimension of tourism ($x=4,21$), is more positive than students that have ($x=4,02$).

4. CONCLUSION AND SUGGESTIONS

Tourism sector has many affects; these are economic, social and physical affects. These affects can be positive and negative. In this study individual affects, in other words, micro level impact on people that is relevant to these affects are analyzed. This impact has been only viewed from the positive aspect and considered as benefits.

Opinions of Middle School and Associate Degree tourism students studying in Mardin, Diyarbakır and Ankara have been collected as data and analyzed in order to study economic, social and physical benefits of tourism for individuals. As a result of the analysis, it is found that males in the gender classification, Associate Degree students in the education classification, students in Mardin in the province of study and residence classification and students that have worked in the sector in the employment classification constitute the majority.

While in terms of the gender variable, there are not any significant differences between groups in any of the dimensions; males' opinions were more positive than female students' opinions. Opinions of the students on the dimensions of the benefits of tourism vary according to education. For all dimensions, Middle School students have more positive opinions about benefits of tourism in comparison with Associate Degree students.

Opinions of students about benefits of tourism vary according to province of study in the social and physical dimensions, but not in the economic dimension. Opinions on the economic dimension of tourism are similar between students in Mardin, Diyarbakır and Ankara. Opinions of the students in Diyarbakır on the social dimension of tourism are more positive than students in Ankara and Mardin. Opinions of students in Ankara on the physical dimension of tourism are more positive than students in Mardin and Diyarbakır.

Opinions of students on the benefits of tourism vary according to their province of residence in the economic, social and physical dimensions. Opinions of students in Mardin on the economic dimension of tourism is more positive in comparison with students in Diyarbakır, Ankara and other provinces. Opinions of students in Diyarbakır on the social and physical dimension of tourism is more positive in comparison with students in Mardin, Ankara and other provinces.

While opinions of students on benefits of tourism vary according to their employment status in the economic and social dimensions, but not in the physical dimension; opinions of students that have not worked in the sector is more positive in all dimensions in comparison with students that have.

In conclusion, in order to prevent trained workforce from distancing themselves from the sector, it is very important to explain benefits of tourism to students, both during training by teachers and during internships by operators, and to prevent negative experiences during internships.

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Genişletilmiş Özet

Turizm, müşteri memnuniyetini temel alan, memnuniyeti sağlamada ve hizmet etmede şartların zorlandığı, bir hizmet sektörüdür. Turizmde hizmeti alan da veren de merkezdedir. Üstün ve kusursuz bir hizmet esasına dayanması, farklı kültür ve milletlere hitap etmesi, ağır çalışma koşulları, güler yüz ve hoşgörü temelli olması gibi nedenlerden ötürü turizm mesleği büyük bir özveri ve fedakarlık istemektedir. Turizm sektöründe çalışanlar da bu fedakarlık ve özveriyi ancak mesleklerini faydalı gördükleri takdirde ve sevmeleri koşulu ile yapacakları bir gerçektir.

Turizm sektörünün birçok etkileri bulunmaktadır; bunlar ekonomik, sosyal ve fiziksel etkilerdir. Bu etkiler olumlu ve olumsuz olabilmektedir. Araştırmada, bu etkilere bağlı olarak, bireysel etkileri incelemek yani mikro düzeyde kişileri etkileme düzeyleri incelenmektedir. Bu amaçla, turizm eğitimi alan öğrencilerin turizmden sağlanan faydalara ilişkin görüşleri analiz edilmiştir.

Bu araştırma, Diyarbakır, Mardin ve Ankara illerinde ortaöğretim ve önlisans düzeyinde turizm eğitimi alan 388 öğrencinin turizm mesleğinin sağlayacağı faydalara ilişkin görüşlerini tespit etmek amacıyla yapılmıştır. Veri toplama aracının kapsam geçerliliğini test etmek için uzman görüşüne başvurulmuştur. Veri toplama aracının yapı geçerliliğini incelemek amacıyla faktör analizi yapılmıştır. Faktör analizi yapılmadan önce verilerin faktör analizine uygunluğu KMO (Kaiser-Meyer-Olkin) ve Bartlett testiyle test edilmiştir. 25 maddenin faktör analizi için KMO değeri ve Bartlett testi sonucu $\chi^2= 4494,959$ ($p \leq 0.05$) olarak bulunmuştur. Veri toplama aracında yer alan ifadelerinin güvenilirlik analizi için, Cronbach Alfa değerine bakılmıştır. Buna göre Cronbach Alfa değeri 0,921 olarak hesaplanmış ve anketin oldukça güvenilir olduğu görülmüştür.

Cinsiyet değişkenine göre tüm boyutlar açısından gruplar arasında fark görülmemekle birlikte erkeklerin görüşlerinin kadınlarınkinden daha olumlu olduğu saptanmıştır. Öğrencilerin turizmin faydalarına ilişkin boyutlara yönelik görüşleri eğitim durumuna göre farklılık göstermektedir. Öğrencilerin turizmin faydalarına ilişkin görüşleri okudukları illere göre sosyal ve fiziksel boyutta farklılık göstermekte; ancak ekonomik boyutta fark göstermemektedir. Öğrencilerin turizmin faydalarına ilişkin görüşleri yaşadıkları illere göre ekonomik, sosyal ve fiziksel boyutta farklılık göstermektedir. Öğrencilerin turizmin faydalarına ilişkin görüşleri turizm sektöründe çalışma durumlarına göre ekonomik ve sosyal boyutlarda farklılık göstermekte; ancak fiziksel boyutta fark göstermemekle birlikte, tüm boyutlarda turizm sektöründe çalışmamış öğrencilerin, turizm sektöründe çalışmış öğrencilerin görüşlerine göre daha olumludur.

Turizmin kişilere olan ekonomik, sosyal ve fiziksel faydalarını incelemek için Mardin, Diyarbakır ve Ankara'da turizm eğitimi gören ortaöğretim ve önlisans öğrencilerinin görüşleri veri toplama aracıyla toplanmış ve analiz edilmiştir. Analiz sonucunda, cinsiyet değişkenine göre katılımcıların çoğunluğunu erkekler; eğitim değişkenine göre çoğunluğunu önlisans eğitimi alanlar;

okudukları ile ve yaşadıkları ile göre çoğunluğunu Mardin’de okuyanlar; turizm sektöründe çalışma durumuna göre çoğunluğunu çalışanlar oluşturmaktadır.

Cinsiyet değişkenine göre tüm boyutlar açısından gruplar arasında fark görülmemekle birlikte erkeklerin görüşleri kadınlarınkinden daha olumlu olduğu incelenmiştir. Öğrencilerin turizmin faydalarına ilişkin boyutlara yönelik görüşleri eğitim durumuna göre farklılık göstermektedir. Tüm boyutlarda, ortaöğretim öğrencilerinin turizmin faydalarına ilişkin görüşleri, önlisans öğrencilerinin turizmin faydalarına ilişkin görüşlerine göre daha olumludur.

Öğrencilerin turizmin faydalarına ilişkin görüşleri okudukları illere göre sosyal ve fiziksel boyutta farklılık göstermekte; ancak ekonomik boyutta fark göstermemektedir. Turizmin ekonomik boyutuna ilişkin Mardin, Diyarbakır ve Ankara’daki öğrencilerinin görüşleri benzerdir. Öğrencilerinin turizmin sosyal boyutuna ilişkin görüşlerine göre Diyarbakır’daki öğrencilerin görüşleri Ankara’daki ve Mardin’deki öğrencilerin görüşlerine göre daha olumludur. Öğrencilerinin turizmin fiziksel boyutuna ilişkin görüşlerine göre Ankara’daki öğrencilerin görüşleri Mardin ve Diyarbakır’daki öğrencilerin görüşlerine göre daha olumludur.

Öğrencilerin turizmin faydalarına ilişkin görüşleri yaşadıkları illere göre ekonomik, sosyal ve fiziksel boyutta farklılık göstermektedir. Mardin’deki öğrencilerin turizmin ekonomik boyutuna ilişkin görüşleri Diyarbakır’daki, Ankara’daki ve diğer illerdeki öğrencilerin turizmin ekonomik boyutuna ilişkin görüşlerinden daha olumludur. Diyarbakır’daki öğrencilerinin turizmin sosyal ve fiziksel boyutuna ilişkin görüşleri, Mardin, Ankara ve diğer illerde yaşayanlardan daha olumludur.

Öğrencilerin turizmin faydalarına ilişkin görüşleri turizm sektöründe çalışma durumlarına göre ekonomik ve sosyal boyutlarda farklılık görülmekte; ancak fiziksel boyutta fark görülmemekle birlikte, tüm boyutlarda turizm sektöründe çalışmamış öğrencilerin, turizm sektöründe çalışmış öğrencilerin görüşlerine göre daha olumludur.

Sonuç olarak gerek öğrenim görürken öğretmenler tarafından, gerekse staj yaparken turizm işletmecileri tarafından öğrencilere turizmin faydalarını anlatmak, özellikle staj yaparken öğrencilerin olumsuz deneyimler yaşamamalarını sağlamak, eğitilmiş işgücünün sektörden uzaklaşmasını engellemek adına oldukça önemlidir.