



Do the Positive Aspects of Tourism Affect Hotel Staff's Perceptions of Tourists? A Study in Antalya and Eskisehir

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Abstract

Tourism is a field of activity given importance by both the participants and the tourism investors. In addition to the environmental factors affecting tourism activities, there are economic, social and physical factors depending on tourism activities. As well as the positive aspects of these factors, there are negative ones, too. This study sets out to seek an answer to whether the positive social, economic and physical impacts of tourism affect the perception of tourist thought the opinions of hotel employees. The study data were obtained from hotels tourism establishment certificate in Eskişehir and Antalya in 2015. The total number of questionnaire form evaluated is 874. In order to test the relation among the variables under consideration structural equation model has been employed. The coefficients among the variables in the structural equation model are statistically significant. Considering the study on the whole, hotel employees have awareness of tourism and tourist concepts alike, and there is an inverse relationship between the social impacts of tourism on the perception of tourist in both cities. Besides, there is a linear relationship between the economic and physical impacts of tourism and the perception of tourist.

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