

Preface

Once again, welcome to the 4th World Conference for Graduate Research Conference in Tourism, Hospitality and Leisure that is organized under the leadership of the journal *Anatolia!*

The aim of this conference has been set to provide a research forum among graduate students and faculty members engaged in graduate teaching and research in tourism, hospitality and leisure with an opportunity to meet their counterparts from other universities in order to share their research experience, to receive feedbacks on their dissertations, and to update themselves with current issues and trends in the field. Both the students and faculty members in the entire World were invited to contribute to the conference where the interdisciplinary aspects of tourism and hospitality areas were emphasized. Authors were invited to submit papers across a wide spectrum not only in tourism, travel and hospitality but also in other relating areas on the condition that they had a close proximity with these subjects.

In this context, the participants have been allowed to submit a piece of their research for any of the following three categories: 1) The category of *thesis/dissertations* is open only for graduate students to reflect the summary of their thesis or dissertations in terms of the development of hypotheses and methodology and showing the way how it may contribute to the literature. In addition to those currently enrolled, the former graduate students (graduated since 2006) were also invited to submit their abstracts reflecting the scope of their thesis or dissertations. 2) The category of *research papers* is open both for graduates and faculty members who are encouraged to submit their regular conceptual or empirical papers together. 3) The category of *interdisciplinary papers*, which has been introduced recently as an additional category in this series, aims at gaining the contribution of those faculty members who have a background in a different discipline, but have the willingness to expand their research interests into tourism and so forth.

Through such a segmentation effort, the first category gradually gains much broader attention from young scholars from one meeting to another. The number of thesis abstracts submitted for this year's conference is 20 as opposed to a

total of 16 dissertation abstracts, reaching 36 abstracts altogether in this category. With the accumulation of submissions for the next two categories, the total number adds up to 104. As such, we can observe that the number of submissions is almost three times more than the prior conference in which 33 papers were presented in 2006. We would like to thank all young scholars and faculty members for their continual and promising support in this respect.

In this volume, you will find the proceedings including abstracts of those thesis and dissertations as well as the full texts of research papers that have been accepted for an oral presentation at the conference and dealing with a wide range of aspects related to tourism, hospitality, leisure and recreation. We are proud to emphasize that the methodologies of the contributing authors include both qualitative and quantitative methods of the scientific inquiry ranging from survey methods to case studies. With this collaboration, tourism and its major components are analyzed by both a culturally and geographically heterogeneous group of prospective and potential researchers affiliated with over 80 different public and private institutions and representing 30 countries: Aruba, Australia, Austria, Canada, China, Greece, Hungary, Israel, Mongolia, India, Iran, Italy, Jamaica, Korea, Lithuania, Malaysia, Nigeria, Pakistan, Poland, Portugal, Romania, Taiwan, Thailand, Serbia, Sri Lanka, South Africa, Spain, Turkey, UK, Uruguay, and USA.

We are very grateful for the contribution of many colleagues, speakers, track chairs, authors, reviewers, attendants and other staff and institutions who have contributed to this conference in different ways. We acknowledge the significant contribution of the keynote speakers, all those who have submitted their papers, and those who participate in the conference by sharing their knowledge with others. Last but not least, our many thanks extend to all the sponsors (TÜBİTAK, OTI Group, Ministry of Culture and Tourism, Inoksan, HRS (Hotel Reservation Services), Barut Hotels, IC Santai Hotel, Xanadu Resort, Interaktif, Rose Hotel, Detay Publications, www.turizm gazetes i.com, Association of Turkish Journalist and Writers) and institutional partners (e.g. Bournemouth University, University of Las Vegas-Nevada, University of South Caroline, Hong Kong Polytechnic University, Sheffield Halam University) . We are also thankful both to Hüseyin Yıldırım and Aytac Ulusoy for their ongoing support and assistance through the organisation of this conference series and specifically to Çağıl Hale Kayar and Deniz Yüncü of Anadolu University for their great efforts to play an active role on a volunteer basis while designing the format of this conference book.

From an academic perspective, we certainly believe that this conference will enable academically-young scholars to meet their mature counterparts to share experiences in order to advance their research knowledge and contribute to the dissemination of tourism research in wider settings. We hope that the conference attendants will return to their academic institutions and home countries feeling intellectually enriched and will also continue to contribute to this growing field by making further progress in producing much richer research outputs to open new horizons for future generations of both the academia and the industry. From the social and cultural perspective, in addition to various activities, the best research papers and theses/dissertations are awarded with a package including free vacations, books and journal subscriptions with the courtesy of our sponsors.

We wish you fruitful discussions and a pleasant stay in Belek, Antalya, Turkey, and look forward to seeing you in 2010 once again!

Metin Kozak
&
Nazmi Kozak
The Editors, April 2008