

- | | | |
|----------|--|-------|
| ES100104 | <p>The analysis of the burnout level of travel agencies' employees</p> <p style="text-align: center;">M. Sahin, A. Ates, C. C. Kilinc</p> <p>Abstract: Burnoutsyndrome which is a set of undesirable behaviors of employees towards their job and environment that they developed mentally and physically is one of the major problems faced by the organizations recently. It has negative effect on both personal and organizational dimensions. One of the factors effecting the efficiency and health of employees is burnout degree, which is defined as emotional burnout, insensitivity, low personal success feeling and also called professional exhaustion. The aim of this study is to find out the level of burnout in travel agencies employees. The sample chosen for the research comprises travel agencies employees in Konya/Turkey. To find out the born out in this research Maslach Burnout Inventory (MBI) was used. The data were analyzed in SPSS 20.0 computer program.</p> | 21 |
| ES100105 | <p>Relative efficiency of healthcare systems: evidence from European regions</p> <p style="text-align: center;">A. Aristovnik</p> <p>Abstract: In the paper, a non-parametric methodology is applied to evaluate the relative efficiency of 151 regions in old EU member states (EU-15) and 54 regions in new EU member states (EU-13) in the period 2007–2012. The empirical results show that efficiency differs significantly across the selected regions. In general, less developed regions show a relatively high level of efficiency whereas capital regions seem to be the least efficient regions since they mainly serve as national medical centres employing a disproportionately large amount of health resources.</p> | 22-26 |
| ES100106 | <p>Adoption and performance of websites by hotel industry in Botswana</p> <p style="text-align: center;">D. Garg</p> <p>Abstract: Internet has brought revolution in the way business is conducted. Hotel industry is one such industry that needs websites to promote the business and provide accessibility to tourists and other clients. However studies on the adoption and evaluation of websites are still at infancy stage. This paper provides one such study from Botswana hotel industry.</p> | 27-28 |

C. C. Kilinc, A. Ates, M. Sahin, H. Harbalioglu

Abstract: With the development and the spread of the technology internet usage rates in the world and in our country is increasing rapidly. This situation makes the tourism sector compulsory in using the social media and internet. This study aimed to determine the relationship with social media, mobile applications and services affecting the quality of the tourist destination of customer's choices. For this purpose, the survey was administered to hotel customers in Hatay. The results of the correlation and regression analysis of the data obtained from the survey that it was determined there is a very strong positive relationship between social media and service. It can also said that the service variable shape depending on the social variables. Also, we can say that the relationship between social media and the perception of service is statistically significant.