A STUDY ON CRITERIA CONSIDERED BY ACCOMODATION BUSINESSES ON TRAVEL AGENCY CHOICE

Birol ÖZTÜRK•
Emre ERGÜN**
Doğan KUTUKIZ***

Abstract

The purpose of this study was to determine the criteria considered by accommodation businesses on travel agency preference. The data was collected from the managers hired in Fethiye and Marmaris hotels using questionnaire technique and analyzed using the statistical package programs. The degree of the criteria affecting the choice such as the contribution of travel agency on hotel advertising, the price offered by travel agency, down payment of travel agency, relations between the hotel and travel agency, the nationality of travel agencies' guests visiting the hotel and so on were determined. This study aimed to contribute the travel agency managers on their marketing strategies needed in order to accomodate their guests.

Keywords: Tourizm, Travel Agency Choice.

Introduction

As the travel industry grows more competitive, travel agencies increase the quality and type of services they offer. Travel agents can arrange all types of domestic and international travel, from hotel and resort accommodations to air and ground transportation, including car rental needs and tour packages. They can provide assistance with travel insurance protection, passport and visa applications, inoculation procedures and other foreign travel requirements(travelsense.org).

Travel agencies play a significant role on the sales and marketing of the hotels (İçöz,1998:32). A lot of hotels in tourism industry prefer to sell their rooms usingtravel agencies. On the other side, clients also prefer travel agencies to buy theirholidays including hotel rooms (Dönmez, 2008: 82). Approximately 70% of hotelsales were made by travel agencies in USA (İçöz, 1998: 32). Some factors as the contribution of travel agency on hotel advertising, the price offered by travel agency, front payment of travel agency,regular payment of travel agency, the number of guests visited the hotel through travel agency, good relations between the hotel and travel agency,extra payments of guests visited the hotel through travel agency,the number of travel agencies in region, the nationality of travel agencies' guests visiting the hotel and so on are considered considered by hotels on travel agency choice.

1.   Components Of Tourism Industry

Tourism industry is defined as consisting of all the activities assembling thetransportation, accomodation, food and beverage, entertainment and other needsof tourists during their holiday (Kozak,1997: 25). This period starts upon theirdepartures from their homes until their return. Producing and marketing theproducts and services, which are necessary to meet the tourists' accomodation,transportation and other needs, form tourism industry (Öner,1997:14). In otherwords tourism industry provides tourists with the services and products they needto make their trip, such as transportation to get them there and hotels andrestaurants to stay and eat in (Spilsbury,2012:6).

Considering the above mentioned cases, the components of tourism industry are;transportation companies, hotels, restaurants, travel agencies and recreationcompanies. These companies are all active in tourism industry, but as the aim ofthis study is to understand the criteriaconsidered by hotels on travel agency choice, we will examine travel agencies and hotels.

1.1.   Travel Agencies As A Component Of Tourism Industry

Travel agencies play an important role on preperation of package trips including transportation, accomodation andfood and beverage as a single product (Aleddinoğlu and Can, 2007).Travel businesses are consisting of tour operators and travel agencies. While travel agencies are expressed as the businesses which sells the package trips, tour operators are expressed as the businesses which produce the services called package trips. As there are not any tor operator in Turkey, all of the above services are managed by travel services.

• Öğr.Gör., Muğla Sıtkı Koçman Üniversitesi, Fethiye A.S.M.K MYO, bozturk@mu.edu.tr
** Öğr.Gör., Muğla Sıtkı Koçman Üniversitesi, Fethiye A.S.M.K MYO, emre1948@yahoo.com
*** Doç. Dr., Muğla Sıtkı Koçman Üniversitesi, Turizm Fakültesi, kdogan@mu.edu.tr

Travel agencies are active businesses in tourism industrywhich are related to the selling of traveling based products and services, speciallypackage tours, to enduser customers on behalf of third party travel suppliers, suchas airlines, hotels, tour companies and cruise lines (Singh,2008:1) Travelagencies earn commission from the principals whose products they sell. Thecommission payment is usually expressed as a percentage and varies according tothe product being sold and the commission policy of the principal (Youell,1995:97).

The services to be offered by Turkish Travel Agencies were informed by the Lawconcerning Turkish Travel Agencies and the Association of Turkish TravelAgencies. According to the Law 1618 effective as of 04.09.1996, the services oftravel agencies were; Organizing tours, transfer, reservation, information,organizing congress and conferences, renting out individual vehicles for tourpurposes, selling tickets for transport vehicles and selling the products of travelagencies (www.tursab.org.tr).

Travel agencies are legally divided into three groups according to the servicesthey perform. Group A agencies offer and perform all services specified above.Group B agencies sell tickets for international land, sea and air transport and toursarranged by (A) group travel agencies. Finally, group C agencies organise and selldomestic tours for Turkish citizens. Group B and C agencies can also carry out the services which are entrusted tothem by A group travel agencies (www.tursab.org.tr).

Travel agencies can functionally be divided into three categories as incoming, outgoing and ingoing agencies.

- Incoming agencies are the local travel agencies that serve the internationaltourists in agency's country. Incoming agencies represent foreign touroperators in their own country. Local incoming agencies are the businesses that are the source of foreign currency income and organize the trips andtransfers (Öner, 1997: 95).
- Outgoing agencies are the agencies that organize trips to abroad. The hotelbookings are made on behalf of the tourists. The outgoing agencies areresponsible to fulfill the procedures of tourists such as visa and so on. Theprofitability ratios of outgoing agencies might be a little more thanincoming agencies (Mısırlı, 2002: 51).
- Ingoing agencies are the agencies which organize the trips of tourists inside of their own countries. These agencies produce and sell the touristic products for their own citizens (Kozak, 1999: 16).

1.2. Hotels As The Other Component Of Tourism Industry

Hotels are the hospitality businesses whose main functions are to meet the lodgingneeds of tourists. Besides, they possess the complementary and auxiliary units tomeet their food and beverage and recreational needs (İçöz, 2007: 42). A hotel isnot simply a premises with rooms, food and beverage services, but a businessoriented towards a constantly changing clientele. In some countries, there hasbeen a rapid expansion of hotels into the fast growing health resort market (e.g.Iceland and Estonia). In other cases, the business of hotels has become highlycompetitive and independent (Page, 2007: 211).

The Official Hotel Guide (published in the US, and followed world wide) has itsown classification scheme that ranks hotels in nine categories as; ModerateTourist Class, Tourist Class, Superior Tourist Class, Moderate First Class,Limited Service First Class, First Class, Moderate Deluxe, Deluxe and SuperiorDeluxe (www.businessdictionary.com).

The Law 24101 concerning tourism managements in Turkey effective as of06.07.2000 classifies hotels into star categories such as 1,2,3,4 and 5stars (Official Gazette:2000). Although hotels are classified into star categories,there is no standard method of assigning these ratings, and compliance withcustomary requirements is voluntary. A hotel in US with a certain rating, forexample, may look very different from a European or Asian hotel with the samerating, and would provide a different level of amenities, range of facilities, andquality of service. Whereas hotel chains assure uniform standards throughout,non-chain hotels (even within the same country) may not agree on the samestandards. In Germany, for example, only about 30 percent of the hotels choose tocomply with the provisions of the rules establishedby the German Hotels &Restaurants association (http://www.businessdictionary.com).In Turkey,according to the Law 24101, the most comprehensive and luxury hotels are statedas 5 star hotels.

2. Tourism Marketing

Marketing mainly is an exchange process in order to meet the needs of people (Mucuk, 2004: 5). Tourism marketing is a whole process of transferring the touristic products and services from producer to consumer and creating and meeting the new touristic demands and needs (Barutçugil, 1989: 118).

Tourism marketing includes all the efforts to present and sell of products and services which will meet the needs and expectations of tourist(Oh, Kim and Shin, (2004: 430). In order to meet these needs a process should be followed. Youell(1998) defined the first step to meet the needs as determining the customer needs. (Figure: 1).According to Figure 1, the following steps are respectively; improving the products and presenting the products to customers.

Figure 1: Tourism Marketing Process
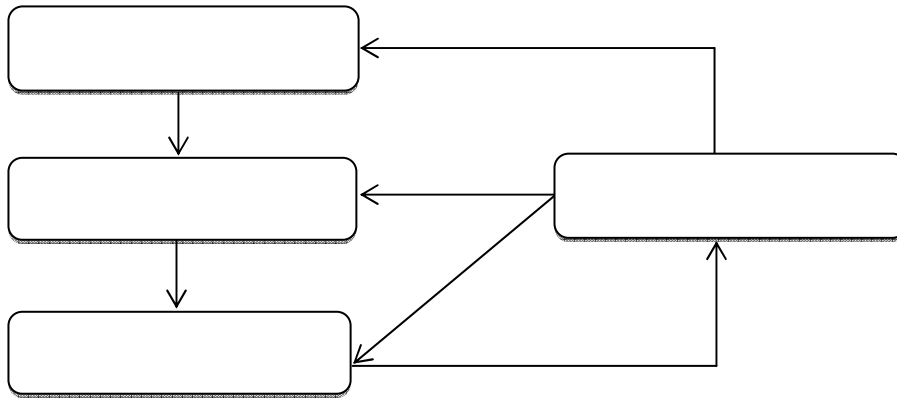
Ref.: Youell, R. (1998), Tourism: An Introduction. New York, Amerika: Addison Wesley Longman.

3. The Survey

Data for this study was collected from primary sources. Primary data wasobtained by means of questionnaires.The questionnaire was conducted on 334 hotel, aparthotel and boutique hotel managers including the general, front office, contract-sales andoperation managers. The first 15 questions of the questionnaire aimed to identify demographic characteristics of the hotels and managers.16th.question aimed to identify the satisfaction level of hotels which are working with travel agencies. Statements between 1-38intend to elicit information on determining the criteria considered by hotels on travel agency preference.

The statements were rated on a five point Likert scale as follows; 1-Strongly disagree, 2-Disagree, 3-Neither agree nor disagree, 4-Agree5-Strongly agree.

All the licensed hotels in Fethiye and Marmaris were invited to take part in the study. The fieldwork which started in April 2015 lasted February 2016. The data collected from the field was edited coded and processed using the Statistical Package forthe Social Sciences.

Frequency analysis, t-test, one way Anova, factor analysis and regression analysis were used on the study.

The hypotheses were as following.

H_1: Managers' evaluation of the factors effective on travel agency choice differs according to their genders.

H_2: Managers' evaluation of the factors effective on travel agency choice differs according to their positions.

H_3:There is a significant relation between managers'evaluation of the factors effective on travel agency choice and their satisfaction.

H_4: Managers' evaluation of the factors effective on travel agency choice differs according to hotel's working period.

H_5:Managers' evaluation of the factors effective on travel agency choice differs according to their education levels.

H_6: Managers' evaluation of the factors effective on travel agency choice differs according to their experience in tourism sector.

4. Findings

4.1. Demographic Findings

The demographic findings were as follows.

Table 1: Demographic Findings of Managers and Their Satisfaction Levels on Travel Agencies

	Number	%	Position	Number	%
High school	76	22,8			
Gender	**Number**	**%**	**Years of tourism work experience**	**Number**	**%**
Associate degree	83	24,9	General Manager	63	19,4
Female	99	29,6	Assistant General Manager	17	5,1
Bachelor's degree	191	43,6	Less than 1 year	12	5,4
Male	235	70,35	1-3 years	39	11,7
Postgraduate			Marketing & Sales Manager	39	11,7
Total	**334**	**100,5**	4-7 years	63	28,0
			Front Office Manager	63	28,0
Working Period	**Number**	**%**	8-11 years	47	20,2
Age	**Number**	**%**	Reservation Manager	47	20,2
Seasonal	202	60,3	12 years and more	145	43,7
18-25	28		Owner	145	43,7
All year	133	44,5	**Total**	**331**	**99,7**
26-35	143	44,5			
Total	**335**	**100**	**Their satisfaction level on travel agency**	**335**	**100**
36-45	102	31.8	**choice**	**Number**	**%**
46-55	40	12.5	Strongly agree	39	11,9
56-65	6	1.9	Agree	241	73,7
66 and more	3	0.9	Neither agree nor disagree	32	9,8
Total	**321**	**100,0**	Disagree	12	3,7
Education level	**Number**	**%**	Strongly disagree	2	0.6
Primary school	13	3,9	**Total**	**331**	**99,7**

Of the 334 respondents 70,35% were male, 29,6% were female. 143 managers (44,5%) were ranging in age from 26 to 35. Almost half of the managers(45,2 %) had a bachelor's degree. Most of theaccomodation managements (60,3%) were working seasonally. As the accomodation businesses in touristic resorts such as Fethiye and Marmaris were not open in winter times, they could only be able to work seasonally. Managers who had 12 and more years experine in tourism sector were consisting the highest ratio with 43,7%. Most of the managers(73,7%) were satisfied with their travel agencies.Front office managers were the highest ratio (28,1%) on filling the questionnaires.

4.2. Factor Analysis Findings

Factor analysis was used to determine the dimensions of statements effective on accomodation business managers choice of travel agency. First the statements were tested whether they were adequate for factor Analysis. Kaiser Meyer Olkin Scale and the results of Bartlett test were examined.

Table 2: Factor Analysis Results

Name of the Factor	Statement	Factor Weight	Factor Exp.	Eigen Value	α
Increase the sales	Provide finance	,656	12,183	7,293	0.808
	The client number	,634			
	Increase the occupancy rate	,614			
	Permanent client	,600			
	Continuality in sales volume	,584			
	Profit from agency sales	,515			
	Increase the sales of accomodation business	,511			
Communication	Take care of agency clients	,741	23,640	1,657	0,749
	Clients' duration of stay	,732			
	Build trust for clients	,677			
	Agency and accomodation relations	,567			
Promotion	Contribute the introduction of accomodation.	,822	33,812	**1,545**	0,804
	Contribute the introduction of accomodation products.	,762			
	The price offered to accomodation.	,732			
Market differentiation	Providing time and place for accomodation	,684	43.380	**1,314**	0,641
	Attractive products for clients.	,660			
	Produce products which the agency is expert in.(package trip, excursions).	,576			
	Accomodation's entrance to different markets.	,540			
Meet the market demand	Help the accomodation business on product improvement demanded by market.	,646	52,217	**1,122**	0,674
	Product produced by travel agency should meet the market demand.	,594			
	Harmonious relationship between hotel and travel agency.	,565			
	Let accomodation business know on market differentiations.	,395			
	Kaiser Meyer Olkin Scale Validity		,882	Sd	276
	Bartlett Test	Chi Square	2694.295	P value	,000

Both the results of KMO value (0,882) and Bartlett test (,000) signifies our variables are adequate for factor analysis (Durmuş et al.,2013).In order to measure the validity of statements, we used Principle Component Analysis(PCA) and Varimax Rotation.Because factor rotation is generally orthogonal and prevents the factors entering the correlation with each other Varimax (the maximum of variances) method could be preferred for orthogonal rotation (Akgül et al., 2005). As the commitments 4,5,16,17,18,25,26,27,31,33,34,36,37 and 38 were not normally allocated, they were not included for analysis.

Each factor consists of minimum two statements. As a result of factor analysis; for 24 statements, 6 factors were determined. The eigen values of 6 factors were more than 1. After determining the factors we measured the reliability analysis of each factor. The results of reliability analysis of each factor were as following.

Table 3: Reliability Analysis of Factors

Factors	Cronbach's Alfa	Number of Items
1	0.808	7
2	0.749	4
3	0.804	3
4	0.641	4
5	0.674	4
6	0.482	2

According to Sipahi, the measure will be considered as reliable when the value of Cronbach's Alpha is more than 0.70. On the other side if the number of questions are less, 0.60 and more value of Cronbach's Alpha will still be considered as reliable(Sipahiet al.,2010:89) Therefore even factors between 1-5 were considered as reliable, 6th factor could not be realized as reliable as the value of Cronbach's Alpha was 0.482. Since the 6th factor were not considered as reliable ,it was not included for future analysis (Sipahi et al.,2010:100).

The factors were named as increase the sales, communication, promotion,market differentiation and meet the market demand considering the literature research.

Table 4: The average factors of managers' choosing travel agency and standart variances

	Art. Mean	Standart Deviation
Increase the sales	**4.44**	
Provide finance	4,23	0,88
The client number	4,48	0,81
Increase the occupancy rate	4,49	0,74
Permanent client	4,54	0,74
Continuality in sales volume	4,51	0,69
Profit from agency sales	4,36	0,83
Increase the sales of accomodation business	4,45	0,72
Communication	**4.34**	
Take care of agency clients	4,34	0,85
Clients' duration of stay	4,19	0,98
Build trust for clients	4,53	0,79
Agency and accomodation relations	4,30	0,85
Promotion	**4.30**	
Contribute the introduction of accomodation	4,41	0,92
Contribute the introduction of accomodation products	4,30	0,91
The price offered to accomodation	4,20	0,90
Market differentiation	**4.15**	
Providing time and place for accomodation	4,11	0,85
Attractive products for clients	4,06	0,95
Produce products which the agency is expert in.(package trip, excursions)	4,22	0,93
Accomodation's entrance to different markets	4,23	0,84
Meet the market demand	**4.28**	
Help the accomodation business on product improvement demanded by market	4,22	0,81
Product produced by travel agency should meet the market demand	4,19	0,82
Harmonious relationship between hotel and travel agency	4,50	0,72
Let accomodation business know on market differentiations	4,20	0,89

According to Table 4, arithmetic mean of first factor(Increase the sales) was 4,44.The statement of "Permanent client." had the highest arithmetic mean with 4,54. On the other side the statement of "Provide finance"had the lowest arithmetic mean with 4,23. The accomodation businesses prefer agencies which bring permanent clients to their businesses.

Arithmetic mean of second factor was calculated as 4,34. The statement of "Build trust for clients" had the highest arithmetic mean with 4,54. On the other side the statement of "Clients' duration of stay"had the lowest arithmetic mean with 4,19. Keeping the promises of travel agencies against their clients was considered as an important factor on hotels' choice.

The "promotion" factor had the 4,30 arithmetic mean. Under the "promotion" factor; it was calculated the statement "Contribute the introduction of accomodation products" as the highest arithmetic

mean with 4,30 arithmetic mean. The service part of the hotel business will most likely always be the main "star" in the marketing strategy. Some of the most common marketed hotel services include convenience of booking, free breakfasts and free high-speed wireless Internet services. Luxury properties often advertise the numerous property amenities, such as water sports or onsite day spas. On the other side some hotels seek to sell the luxurious hotel experience to guests in the form of products. For example, many hotels offer bathrobes, bath products and even the in-room coffee maker. Others sell bedding and mattresses. Trendy hotels even offer music compilations and the in-room CD/MP3 player/alarm clock. Customers can purchase these items online without even being a hotel guest, or guests can simply take the items from their room and pay for them on their hotel bill (smallbusiness.chron.com). According to results, on accomodation businesses' travel agency choice, the introduction of the above services and products were considered as an important factor.

Arithmetic mean of "market differentiation" was calculated as 4, 15 and the statement of "Accomodation's entrance to different markets" wascalculated as 4,23 with the highest arithmetic mean under "market differention" factor. Welcoming guests from different nations was considered as an important factor on hotels' choice.

The last factor was determined as "meet the market demand" with 4,28 arithmetic mean and the highest arithmetic mean under the factor was "Harmonious relationship between hotel and travel agency" with 4,50 arithmetic mean. As mentioned above, a lot of hotels in tourism industry prefer to sell their rooms using travel agencies. Therefore the relations between hotels and travel agencies could bestated as payment and booking procedures.

5. TestingTheHypotheses

We used t test, One Way Anova and Regression Analysis on the factors which were obtained after factor analysis.

By using t test, we tried to determine whether there was any difference on factors of managers' opinions choosing travel agency according to their genders. Depending on the results of t test, as the significance value of all factors were less than 0.05, there was not any difference on managers' opinion on travel agency choice according to their genders. The results indicated that H_1hypothesis was reduced.

We also used t test to determine whether there was any difference on factors of managers' opinions choosing travel agency according to accomodation's working period. The results of which were less than 0,05 were as follows.

Table 5: Managers' Travel Agency Choice According to Accomodation Working Period

Statements	Seasonal Mean.	S.D.	All year Mean	S.D.	p*
Contribute the introduction of accomodation	4,50	,82	4,25	1,04	,015
Downpayment to accomodation	4,34	,84	4,09	1,02	,017
Ordinary payment to accomodation	4,60	,72	4,34	,84	,003
Permanent client to accomodation	4,62	,71	4,41	,76	,012
The number of clients	4,55	,75	4,35	,91	,31
To increase the sales of accomodation	4,51	,69	4,33	,75	,028
Continuality in sales volume	4,57	,63	4,41	,78	,038
Let accomodation business know on market differentiations	4,27	,81	4,06	1,00	,042

* p<0,05

As the significance value of the above statements were less than 0,05; we determined differences on the statements between seasonal and all year accomodation managers. According to t test results, our comments are as follows.

According to seasonal accomodationmanagers, travel agencies play more important role on the introduction of their accomodations. Seasonal hotel managers think travel agencies as an advertisement tool more than all year hotel managers.

Downpaymnet to accomodation was determined as a statement which makes difference on seasonal hotel managers travel agency choices. Due to seasonality problems, accomodations in some resorts of Turkey such as Marmarisand Fethiye are not be able to work in winter times. Therefore seasonal hotel managers would like to receive a downpayment from travel agencies by which they would be able to pay for their restoration, maintenance and so on before they open.

Compared to all year accomodation managers, seasonal hotel managers stated ordinary payments to accomodation was an important factor on their travel agency choice. The other differences between seasonal and all year hotel managers on travel agency choices were determined as permanent client to accomodation, the number of clients, increase the sales of accomodation and continuality in sales volume. If we need to generalize, all of the statements mentioned were related to sell the accomodation rooms and receive the payments. As the seasonal hotels are not open in winter season, it is an important factor for seasonal

managers to sell all of their rooms in summer time. Even one night vacancy in their accomodation was considered as a loss.

The last difference between seasonal managers and all year managers was determined on the statement of "Let accomodation business know on market differentiations".Compared to all year managers, seasonal hotel managers would like to be more aware of market differentiations.

The results of t test, which was used to test managers' travel agency choice according to accomodation working period, indicated thatH_4 hypothesis was accepted.

In order to test H2hyphothesiswe used One Way Anova. The results of which were lessthan 0,05 were as follows.

Table 6: Managers' Opinions on Travel Agency Choice According to Their Positions

Statements	F	P*
Contribute the introduction of accomodation products	2,386	,029
Product produced by travel agency should meet the market demand	2,861	,010

*p<0,05

As the significance value of "Promotion" and "Meet the Market Demand" factors were less than 0,05; there was a difference on the above factors affecting the managers' travel agency choices according to their position. The significance value of the statement of "Contribute theintroduction of accomodationproducts"was calculated as 0,029 under "Promotion" factor and the statement of "Product produced by travel agency should meet the market demand." under "Meet the Market Demand" factor was calculated as 0,010. In order to identify the difference, we used Tukey Test related to "Contribute the introduction of accomodationproducts"and "Product produced by travel agency should meet the market demand" statements. According to Tukeytest , the difference was between the opinions of front office managers and owners on "Contribute the introduction of accomodationproducts"statement . Another difference was between the opinions of assistant general managers and reservation managers on the statement of "Product produced by travel agency should meet the market demand." According to results of One Way Anova tests H2 hypothesis was accepted.

We testedH_5hypothesis by using One Way Anova. The statistical results of each statement were calculated more than 0,05. Therefore H5hypothesis was reduced.The results indicated us managers' evaluation of the factors effective on travel agency choice did not differ according to their education levels.

In order to test H6hypothesis we used One Way Anova. The results of which were less than 0,05 were as follows.

Table 7: Managers' Opinions on Travel Agency Choice According to Their Experience in Tourism Sector

Statements	F	P*
Ordinary payment to accomodation	2,60	,036
Increase the occupancy rate	3,62	,007
Nationality of clients	3,11	,015

*p<0,05

According to One Way Anova test results, we can comment as follows. Opinions of managers, between 12 years and more experienced and less than 1 year experienced in tourism sector, for the statement of "Ordinary payment to accomodation" was different. According to experienced managers (12 years and more)ordinary payment to accomodation was more important factor on their travel agency choice than less experienced(1 year and less) managers. Another difference statement between the managers who have less than 1 year and more than 12 years experience was "Increase the occupancy rate". Unlike less experienced managers, more experienced managers prefer travel agencies which increase the occupancy rate of their accomodations.

"Nationality of clients" was the last different interpreted statement between the experienced and less experienced managers. According to the less experienced managers' travel agency choice(1-3 years experience), nationality of clients was more important factor than more experienced managers (12 and more years experienced).

The results above indicated usmanagers' evaluation of the factors effective on travel agency choice differs according to their experience in tourism sector. Therefore H_6 hypothesis was accepted.

In order to understand whether there was a relation between dependent and independent variables, regression analysis was used. It was also used to identify the degree of the relation and to estimate the values that belong to dependent variable (Yazıcıoğlu and Erdoğan, 2004: 227).

We used regression analysis in order to test the following hypothesis (H$_3$). **"There is a significant relation between managers'evaluation of the factors effective on travel agency choice and their satisfaction."**

Table 8:Relationship BetweenManagers' Evaluation of the Factors Effective on Travel Agency Choice and Their Satisfaction

Independent Variables	β	t	p

| Contribute the introduction of accomodation products | 0,239 | 4,432 | 0,000 |

R²=0, 57 F=19,645p=0,000*p<0,01

Dependent variable: Managers' satisfaction of choosing travel agency.

R² value, which is close to 0, implies that there is a relation between the satisfaction of managers and factors effecting travel agency choice. According to values of F=19,645 and P=,000(less than 0,05) , a significant relationship between components was determined. The managers were content with their travel agency choices because they believed that travel agencies highlycontribute the introduction of accomodation products.

Conclusion

The purpose of this study was to determine the criteria considered by hotels on travel agency preference and and help the travel agency managers on the strategies that they need to develop. A limitation of this study was that only hotels in Fethiye and Marmaris regions (which are popular touristic centers of Turkey) wasincluded in the study. Hotels in other regions of Turkey or other countries may be included for further studies.

The measurement scale was developed according to which used inthe works of Schulz(1994), Kasa(2007), Dönmez(2009) and interviews with hotel managers. After shaping the questionnaire 50 managers were invited to fill thequestionnaire as pilot application to test the reliability of questionnaire. The value of Cronbach's Alfa was calculated as.0, 92since the value of Cronbach's Alfa was more than 0,90 our questionnaire was considered as very high reliable (www.spsstests.com).

In order to identify demographic characteristics of managers we used frequency analysis. Factor analysis was used to determine the dimensions of statements effective on accomodation business managers' travel agency choices. According to factor analysis, we determined 6 factors which were named as increase the sales, communication, promotion, market differentiation, meet the market demand and culture considering the literature research. In order to test the reliability of 6 factors, we used reliability analysis on factors. The results showed us, the factor which we named as "culture" was not reliable so that we did not consider the "culture" factor on our further analysis.

In order to test our hypothesis we used t test, One Way Anova and Regression Analysis. The results were as follows:

- Managers' evaluation of the factors was not effective on travel agency choice differs according to their genders. Opinions of male and female managers were not different on travel agency choices.
- Managers' evaluation of the factors effective on travel agency choice was different according to their positions. The difference was between the opinions of front office managers and owners on "Contribute the introduction of accomodation products" statement. Another difference was between the opinions of assistant general managers and reservation managers on the statement of "Product produced by travel agency should meet the market demand."
- There was a significant relation between managers'evaluation of the factors effective on travel agency choice and their satisfaction. The relation was between the statement of "Contribute the introduction of accomodation products" and satisfaction of managers. The managers were content with their travel agency choices because they believed that travel agencies highly contribute the introduction of accomodation products.
- Managers' evaluation of the factors effective on travel agency choice was different according to hotel's working period. The opinions were different between the managers managing seasonal and all year hotels. The differences were travel agencies' role on the introduction of the hotels, downpayment to accomodation and ordinary payment to accomodation and let the accomodationbe aware of market differentiations.
- Managers' evaluation of the factors were not effective on travel agency choice differs according to their education levels.
- Managers' evaluation of the factors effective on travel agency choice was different according to their experience in tourism sector.The opinions of more experienced managers and less experienced managers were different on some statements such as "Ordinary payment to accomodation", "Increase the occupancy rate" and "Nationality of clients".

REFERENCES

AKGÜL, Aziz , ÇEVİK, Osman (2005).*İstatistiksel Analiz Teknikleri; SPSS'te İşletme Yönetim Uygulamaları*, Ankara: Emek Ofset.

ALEADDİNOĞLU, F., CAN, A.S. (2007). Türk Turizm Sektöründe Tur Operatörleri ve Seyahat Acenteleri. *Ticaret ve Turizm Eğitim Fakültesi Dergisi*, 2, 1-22.

DÖNMEZ, Dilek (2008). "*Paydaş Teorisi Çerçevesinde Otel İşletmelerinin Seyahat Acentaları ile İlişkileri ve Bu İlişkileri Yönetmede İzlenen Stratejiler ve Otel İşletmelerinin Performansı Arasındaki İlişkiler ve Bir Araştırma*", Doctoral Thesis, İstanbul: İstanbul University Institute of Social Sciences.

DURMUŞ, Beril,YURTKORU, E. Serra, ÇİNKO, Murat (2013).*Sosyal Bilimlerde SPSS'le Veri Analizi*, İstanbul: Beta Basım A.Ş.

ERGÜN, Emre, GAVCAR, Erdoğan (2012). "A Study Of Factors Affecting The Room Price Proposed By Hotels To Incoming Travel Agencies: Fethiye Sample", *International Journal Of Economics And Finance Studies*,Vol 4, No 2, 2012 ISSN: 1309-8055 (Online), p.88

İÇÖZ, Orhan (1998).*Seyahat Acentaları ve Tur Operatörlüğü Yönetimi*, Ankara: Turhan Kitabevi.

KASA, Ö. (2007). Almanya'daki Acentalar Karlardaki Düşüşü Türkiye'dekiler Otellerle İlişkileri Tartışıyor, *Resort Aylık Turizm ve Seyahat Dergisi*, Ekim Sayısı.

KOZAK, Nazmi, AKOĞLAN, Meryem,KOZAK Metin (1997*). Genel Turizm*, Ankara: Detay Yayıncılık.

KOZAK Balta, Sabah (1999). *Seyahat Acentalarında Tur Düzenleme*, Eskişehir: Anadolu Üniversitesi EMYO Yayını, No.7.

MISIRLI, İrfan (2002).*Seyahat Acentacılığı ve Tur Operatörlüğü*, Ankara: Detay Yayıncılık.

MUCUK, İsmet (2004). *Pazarlama İlkeleri*, İstanbul: Türkmen Kitabevi.

OH, H.,KİM, B.Y., SHİN, J. H. (2004). "Hospitality and Tourism Marketing: Recent Developments in Research and Future Directions", *International Journal of Hospitality Management*, 23 (5), 425–447.

ÖNER, Çiğdem(1997).*Seyahat Ticareti*, İstanbul: Literatür Yayıncılık.

PAGE, Stephen (2007), Tourism Management, Managing for Change, United States of America: Second Edition, Butterworth-Heinemann, REPUBLIC OF TURKEY OFFICIAL GAZETTE (2000), Regulations of Tourism Facilities, Published on 06/07/2000, number: 24101

SCHULZ, C. (1994). Hotels and Travel Agents: The new partnership, Cornell Hotel and Restaurant AdministrationQuarterly, 35,2, p:44.

SINGH L.K. (2008).*Management of Travel Agency*, Isha Books, Delhi.

SİPAHİ, Beril, YURTKORU, E. Serra, Çinko, Murat (2010).*Sosyal Bilimlerde SPSS'le Veri Analizi*, İstanbul: Beta Basım A.Ş.

SPILSBURY, Louise (2012).Development or Destruction? Travel and Tourism, TheRosen PublishingGroup, New York.

YAZICIOĞLU, Yahşi, ERDOĞAN, Samiye (2004).*Spss Uygulamalı Bilimsel Araştırma Yöntemleri*, Ankara: Detay Yayıncılık.

YOUELL, Ray (1998). *Tourism: An Introduction*. New York, Amerika: Addison Wesley Longman.

YOUELL, Ray (1995). *Leisure and Tourism*, England, Addison Wesley Longman Limited

http://www.businessdictionary.com/definition/hotel.html. (Accessed: 10.03.2015)

http://www.spsstests.com/2015/02/how-to-test-reliability-method-alpha.html(Accessed: 28.05.2016)

http://smallbusiness.chron.com/service-marketing-vs-product-marketing-hotels-23637.html (Accessed: 15.05.2016)

http://www.tursab.org.tr/en/travel-agencies/about-travel-agencies_1064.html(Accessed 20.01.2015)

http://travelsense.org/tips/TipsDetail.cfm?ItemNumber=13670 (Accessed 23.05.2016)