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Pazar bölümlendirme, iş insanları pazar bölümü, konaklama tercihleri
Market segmentation, business people market segment, accommodation preferences.

TÜRK İŞ İNSANLARININ KONAKLAMA TERCİHLERİNİ ETKİLEYEN FAKTÖRLERİN BELİRLENMESİ: MERSİN VE ADANA'DAKİ DÖRT VE BEŞ YILDIZLI OTELLERDE BİR ARAŞTIRMA
DETERMINATION OF FACTORS AFFECTING THE ACCOMMODATION PREFERENCES OF TURKISH BUSINESS PEOPLE:A RESEARCH AT FOUR AND FIVE STARS HOTELS IN MERSIN AND ADANA

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Outsourcing, hotels, tourism, management and organization.

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Flexibility, Collective Bargaining Agreement, tourism, labor, employment and labor law

TÜRKİYE'DE TURİZM SEKTÖRÜNDE ESNEK İSTİHDAM UYGULAMALARI VE TOPLU İŞ SÖZLEŞMELERİNDE YER ALAN DÜZENLEMELER
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Rekreasyon, Liderlik, Rekreasyon liderliği.
Recreation, Leadership, Recreational Leadership

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