

ANALYSIS OF THE SECONDARY EDUCATION STUDENTS' PERCEPTION ON THE ISSUE OF 'ALTERNATIVE TOURISM' VIA METAPHORS

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Abstract

Tourism activities have been increasing on diversity and participating these diverse activities recently. The increasing of people's income level and the transportation facilities in many countries are the most important factors about the improving of tourism sector. According to this improvement, the people's expectations doing these kind of activities become varied and diversify. The people who are at different age and from different culture lead to vary the tourism activities and correspondingly alternative tourism activities become important. The most important results of this change is the need of varying tourism activities in ever-developing tourism countries. It seems that tourism sounds not only sea, beach and skiing but also different tourism branches especially in recent years. It is apparent that alternative many kind of tourism arises both in the world and in Turkey. Alternative tourism as a result of the chance in the perception of tourism causes the perception of classical tourism and to arise different tourism braches. This study which aims to identify the secondary education students' perception on alternative tourism and to detect which metaphors they use to explain their perceptions is a descriptive research with qualitative research methods. The study group of this research is 95 secondary education students studying at private and state schools in the educational year of 2015-2016. The data have been collected via the Questionnaire of Students Metaphors on the Issue Alternative Tourism reformed by the researcher. Phenomenological method was used in this research. The data was collected on the way of the question 'What comes into your mind when you hear alternative tourism?' asked to the students. The technique used in this research is content analysis technique. The metaphors of the secondary education students' perception on alternative tourism divides in eight categories. These are 'natural beauty', 'place and economical factors', 'diversity', 'social and cultural characteristics' and 'general perception' of the expressing of alternative tourism.

Keywords: Alternative tourism, Secondary education students, Metaphors.