

ABSTRACT

COMMUNICATION SKILLS OF LOCAL RESIDENTS IN TOURISM SECTOR AND THEIR PERCEPTION BY THE TOURISTS: A COMPARATIVE STUDY AT THE DESTINATION OF PAMUKKALE

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Communication between local residents and tourists is very important in tourism sector. The goals of this thesis are to assess the general communication skill levels of local residents in the tourism sector and to determine the differences between the communication skills and the perception of tourists. Additionally, the differences between the demographic factors of local residents and their communication skills are investigated. Another goal is to determine whether demographic factors of tourists make a difference in their perception of the communication skills of local residents. During this work, surveys have been performed with local residents and tourists and the proposals have been scaled using the Likert scale. Upon evaluation of the survey results, the communication skill levels of local residents have been assessed. Significant differences have been determined between the demographic profile of local residents and their behaviors as related to their communication skills, the demographic profile of tourists and their understanding of local residents' interactions, and the tourists' perception of the communication skills of local residents. Suggestions have been made to increase the communication ability between the local residents and tourists, improve the satisfaction of tourists visiting that particular destination, and make Pamukkale a more popular destination.

Key Words: Communication, Communication Skills, Local Residents, Tourist Perception, Pamukkale.