

ORGANIZATIONAL CRISES IN TRAVEL AGENCIES: A RESEARCH ON A GRADE TRAVEL AGENCIES IN KUSADASI

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SUMMARY

Travel agencies, like other enterprises have not immunity to the potential threats of organizational crises. So all the employees work as executive in travel agencies, must be aware aware of importance of organizational crises. Executives who aware of the nature of organizational crises will be more success when managing organizational crises. Organizational crises are not the subject who completely agree with. Every writer highlights a different dimension about organizational crises to the literature. In this research, the discussions goes on in the literature had been gathered together.

In this research, some variables which discuss in theoretical level tested how perceived by the executives of the A licenced travel agencies in Kuşadası. Also that a probable crises which can be faced in a travel agency are presented to the reader with the main and sub titles. In research, both qualitative and quantitative research methods used for collecting data.

This research consists of three main chapter. In first chapter, crisis concept by theoretical view and its characteristics; in second chapter, the organizational crises which may occur most probably in travel agencies; and in the last chapter organizational crises perceptions of executives examined if they differ or not in demographic factors as sex, tourism education and crises experience. In the last chapter, it has been also examined in more details that how the executivesin travel agencies come across what type of organizational crises and how they prevent and solve them.