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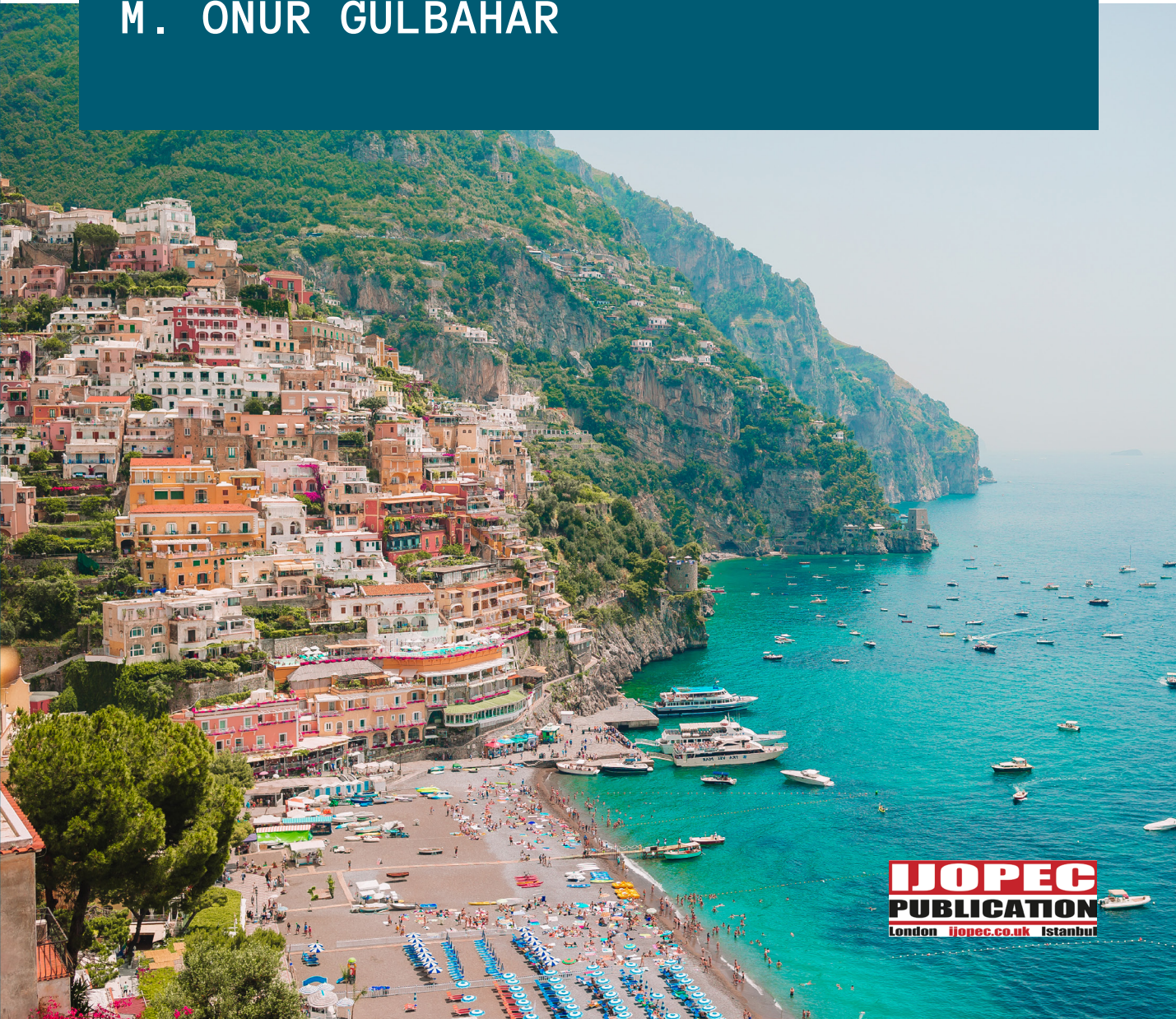


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# Tourism Development Studies and Urbanization

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M. ONUR GÜLBAHAR



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# **TOURISM, DEVELOPMENT STUDIES AND URBANIZATION**

**Edited By  
M. Onur Gülbahar**

## **Tourism, Development Studies and Urbanization**

*(Edited by: M. Onur Gülbahar)*

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# INTRODUCTION

## TOURISM, DEVELOPMENT STUDIES AND URBANIZATION

Hospitality and Tourism has several dimensions, some of which are related closely to the field of Macro Economics. Although some of the practitioners and researchers of Economics are not aware of the importance and necessity of Tourism related practices for local and global economy, most developing countries try to create tourism supply for their regional development. It is a striking fact that, according to UNWTO, international tourism industry export (USD 1.7 trillion) is one of the biggest with Chemicals and Fuels in GDP. It also has the fastest GDP growth among all industries. “This makes the sector a true global force for economic growth and development, driving the creation of more and better jobs and serving as catalyst for innovation and entrepreneurship.”

The book comprises selected proceedings from the International Conference on Political Economy (ICOPEC 2019). Section One contains hospitality and tourism studies. Most of the papers are case studies from different parts of Turkey, related to tourism resources, activities, trends, etc.

In their study “Thermal Tourism Perception of Young People: Case of Pamukkale University,” **Seher Ceylan, Ahmet Çetin** and **Nuray Selma Özdipçiner** carry out a research towards students of Pamukkale University, in order to reveal the metaphors they use for thermal tourism, to determine how thermal tourism is perceived by the younger generation.

**Gülseren Özaltaş Serçek** in her paper “The Role of Museums in the Protection of Cultural Heritage: The Case of Mardin Museum” examines the activities of Mardin Museum and explains that the museum can transcend the identity of “the place where historical monuments are preserved and exhibited” and could be transformed into an educational entity that don't separate society from history. She can also tell that, activities are carried out to protect and preserve the intangible cultural heritage.

**Hüseyin Özdemir** investigates the social effects of festivals to local people of Gerede district of Bolu province, in his study “A Research on the Social Effects of Festivals: Sample of Gerede Traditional Animal and Commodity Fair.”

In their study named “Assessment of the Cookery Education Students' Vocational Sufficiency,” **Gülseren Özaltaş Serçek** and **Süleyman Çimar** conduct a survey to the managing personnel of the facilities for the internship, to evaluate the quality of the education of the students who are being trained at the vocational high schools' cookery education departments

**Sadık Serçek** examines how tourism marketing sheds light on the future and how it creates new experiences for customers with the augmented reality infrastructure, in his study “New Trends in Tourism Marketing: Augmented Reality Applications.” The study also examines applications that enable augmented reality experience in the perspective of tourism marketing. The author at the end discusses the direction in which tourism marketing will go in the future and how it will affect the customers' experiences.

**Seher Ceylan, Ali Soylu** and **Nuray Selma Özdipçiner** conduct a research towards tourism associate and undergraduate students, for their study “The Differences of Demographic Variables on Entrepreneurship: A Research

## INTRODUCTION

on Tourism Students in Pamukkale University,” to investigate whether demographic variables make a difference on entrepreneurship.

In his study named “Investigation of the Methods That Can Be Used For Measuring the Economic Values of Recreational Resources,” **Sadık Serçek** points out that, alternatives are being developed in line with rational planning and management activities in order to ensure sustainability in recreation and tourism. He also explains that these alternatives and planning-management approaches are determined according to the characteristics, economic value and user preferences of the area.

Section Two consists of two papers under the topic of Development Studies. One of them discusses Cooperatives, and the other brings an approach to economic developments in GCC countries.

**Esin Candan Demirkol** in her study “Cooperatives as an Alternative Model in the Global Economy,” discusses whether cooperatives, which have become widespread in recent years against the increasing social and economic inequalities associated with globalization, can constitute an alternative model today. In the first part of the study, the economic dimensions of globalization, and in the second part the current situation of cooperatives in the World and Turkey are assessed.

**Gülten Dursun** and **Maha Alqershi** in their study “Stochastic Convergence in GCC Countries: Panel Stationary Approach with Smooth Shifts and Sharp Breaks” empirically investigate the catch-up (stochastic convergence) hypothesis in the six countries of the Gulf Cooperation Council (GCC) for the period 1974-2016. They explain that, during this period, GCC countries experienced different periods of enlargement and stagnation, the volatility in oil prices was affected by the Gulf Wars (I, II, III) and the 2008 Financial Crisis. They have a comment as; structural changes in GDP per capita may mean breaks in the deterministic trend.

Section Three under the theme of Urbanization, consists of one study, which belongs to **Furkan Akçay** and **Senay Oğuztimur**. In their study under the name “Examination of East Marmara Region Plans in the Context of Transportation Decisions,” planning studies prepared in different scales in the Eastern Marmara Region are examined in the context of transportation decisions, and the compatibility of the decisions taken in the region between upper and lower scale plans are also examined.

I would like to thank the authors for their contributions, organization staff, reviewers, publishing committee and IJOPEC Publication, who made this outcome possible. I hope, students and researchers in related fields will benefit from the book for their studies, and decision makers will get ideas to improve practices.

December 2019  
M. Onur Gülbahar



SECTION **I**  
**TOURISM**



# 1

## THERMAL TOURISM PERCEPTION OF YOUNG PEOPLE: CASE OF PAMUKKALE UNIVERSITY / GENÇLERİN TERMAL TURİZM ALGILARI: PAMUKKALE ÜNİVERSİTESİ ÖRNEĞİ

*Seher Ceylan<sup>1</sup>, Ahmet Çetin<sup>2</sup>, Nuray Selma Özdiçiner<sup>3</sup>*

### **Abstract**

Thermal tourism is one of the most important tourism areas in terms of the resources of our country. It is important to understand how this area of tourism is seen in terms of target audiences or to understand whether any audience can be the target audience of this type of tourism in marketing, in order to be adequately evaluated and attracted attention in domestic and foreign tourism markets. The aim of this study is to reveal the metaphors they use for thermal tourism which is generally assumed to be preferred by individuals over a certain age, to determine how thermal tourism is perceived by the younger generation. For this purpose, Pamukkale University was designated as the universe and the research was carried out with the participation of university students. Phenomenology research design which is one of the qualitative research designs was used in the study. Participants were asked to fill the gaps in structured expressions of thermal tourism with expressions containing their subjective judgments. As a result of the research, theme, category and sub-categories were created from the metaphors that participants expressed about "Thermal holiday concept", "Importance of thermal holiday" and "Thermal holiday preferences".

**Keywords:** Thermal tourism, perception of thermal tourism, metaphor

### **Introduction**

The richness of thermal resources in the geological position of our country and the sacred quality attributed to water and hygiene in our culture have greatly contributed in the emergence of a bath and thermal spring culture. As one of the most important field in tourism today, thermal tourism attracts attention across the world as well as a significant health tourism field. As thermal tourism is assumed to be of interest of people over a certain age, we tried to determine how young generation perceives and understands thermal tourism and to identify the metaphors used by young people in relation to thermal tourism with the purpose of finding some clues to help us in enabling the contribution of young people in thermal tourism. Although the concept of metaphor is used in many scientific fields in recent years, from management and organization theories to marketing theories and natural sciences, it is actually a concept as old as the history of humanity itself as one of the most important factors in verbal communication. Metaphor is used in every field of verbal and visual communication today but it refers to a form of thinking and seeing which permeates our understanding of the world in general according to Morgan (1998). Indeed, metaphor is defined as a rhetorical technique which associates two unrelated objects and compares

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characteristics of the two objects by transferring these characteristics one to the other (Sopory and Dilard, 2002). In the dictionary of Turkish Linguistic Society (2019), it is defined as a figure of speech which refers to describing something by as a simile of another thing or using a word with a meaning different from its original meaning, and metaphor has been an especially prominent concept not only in literature and language, but also in interdisciplinary applications with the “Contemporary Metaphor Theory” developed by Lakoff and Johnson (2015) in 1980. Being quite successful in explaining organization theories emerging as a result of the developments experienced in organizational fields, the concept of metaphor has a quality that enables it to be applied in almost every single field. According to the contemporary metaphor theory, metaphor is part of the conceptual systems we use not only in language but also in thinking and acting. According to George Lakoff and Mark Johnson, metaphors are factors shaping thought and language by giving these certain forms (Parin, 2017). Lakoff and Johnson differentiate conceptual metaphor (metaphorical concept, cognitive metaphor) and linguistic metaphor (metaphorical expression). Conceptual metaphors are abstract ideas. “Time is money,” for example, is a conceptual metaphor; in other words, people have conceptualized time together with money. This type of metaphors is related to the way of understanding the world. Linguistic metaphors, on the other hand, are linguistic expressions which realize, materialize these abstract ideas. The expression of “You have to spend your time well,” for example, is an example of the conceptual metaphor of “Time is money” in the linguistic context; it is a linguistic metaphor. Metaphorical expressions in language, in other words, are the transmissions of metaphorical concepts on the surface (Akşehirli, 2005). Every expression in which we describe the concept related to time with the characteristics belonging to the conceptual area related to money is a linguistic ensemble associated with this conceptual metaphor (Lakoff and Johnson, 2015). According to Conceptual Metaphor Theory, metaphor is defined as understanding a conceptual field through another conceptual field rather than understanding a word through another word. When developing conceptual metaphor concept, Lakoff and Johnson have based their work on the argument that metaphor is not only limited to literature, it is also extensively used in daily language and this prevalence of metaphor in the language would also be found at the dimension of thought (Çalışkan, 2013). This new understanding which rescued metaphor from being just a figure of speech defines metaphor as an act which emerges in thinking before language (Lakoff and Johnson, 2015). Conceptual metaphors are parts of a common language and of the conceptual principles common to the individuals who share the same culture. This kind of metaphors is understood in the same way in a particular culture. Conceptual metaphors are products of a common understanding that provides the grounds for linguistic metaphors. In a sense, they are prevalent in the language because they have a formative role in the way people think (Lakoff and Johnson 1980; Lakoff and Turner 1989). Similar understandings of the individuals of a common culture in relation to similar symbols, events, objects, etc. and knowing the metaphors used in expressing these could help to better understand the understanding of that particular society in relation that particular thing. As for Çalışkan (2009), metaphor is a mechanism that produces alternative interpretations in understanding the knowledge while sometimes producing an idiosyncratic reality or knowledge. Metaphor has a formative, influential effect on not only our way of thinking, our language and our scientific life, but also on our way of expressing ourselves in the daily life. We use metaphors when we try to perceive an experience component from the point of view of another experience component. Thus, metaphor emerges in the explicit or implicit description of A as B (Morgan, 1998). Metaphors are means that enable better understanding in certain subjects, explicit expression of problems and summarizing thoughts (Semerci, 2007). For all these reasons, there is almost no discipline which does not use metaphors. According to Cameron and Whetten (1983), metaphors in life may be used to explain the developmental process of organizations and professional groups. This study aims to determine the metaphors used by young people in association with their

perceptions of thermal tourism with the purpose of helping in their contribution in thermal tourism. In line with this purpose, the forms in which metaphors related to thermal tourism emerge in their minds and which are expressed in daily communicative language have been studied through structured questions.

## **Literature**

In recent years, many studies have been conducted in relation to metaphors in various fields of social sciences. Inbar (1996), Cerit (2008), Saban (2009) and Aydođdu (2008) studied metaphors associated with the concepts such as school, teacher, school director; Saban (2008) studied metaphors associated with the concept of knowledge; Aydın (2010) studied metaphors associated with the concept of geography; Eraslan (2011) studied metaphors associated with the concept of sociology; Cořkun (2010) studied metaphors associated with the concept of climate; Özkan and Tařkın (2014) studied metaphors associated with the concept of motherland; Tezcan and Kara (2014) studied metaphors associated with the concept of city; and Kaya (2010) studied metaphors associated with the concept of earthquake. Çelikten (2005) studied metaphors of organization culture in the field of business administration and grouped the metaphors associated with the concept under 5 separate categories, as change regulatory, compass, socially bonding, sacred cow and ceremonies under the control of manager. And Uçma (2010) focused on an argument saying the use of metaphors in the field of accounting would increase the rate intelligibility of data. However, metaphor analyses conducted in tourism field are quite limited. When literature is analyzed, it is observed that studies in tourism field focus more on the students of tourism and local people in tourism destinations and the analyses are seen to revolve around metaphors associated with tourism perception in general. Özer et al. (2012) conducted a study to determine and classify the metaphors of secondary school students' perceptions of the concept of tourism and classified these metaphors under 5 different conceptual categories, as tourism as a classical perception, tourism in terms of historical and cultural values, tourism in terms of foreign country elements, tourism in terms of finance, and tourism in terms of space and material components. Tař et al. (2016) analyzed the perception of secondary school students in relation to alternative tourism and the metaphors they use to explain their perceptions and they grouped the metaphors related to alternative tourism under expressions of natural beauty, expressions of space and economic factors, expressions of diversity, expressions of social and cultural characteristics, and expressions of general perception. Saçılık et al. (2016) conducted a study to reveal perceptions of students of associate degree program of Tourism and Hospitality Management department towards tourism through metaphors and found that students of associate degree program expressed 97 metaphors in relation to tourism and they listed the metaphors they used most frequently as entertainment, money, sea-sand-sun, vacation, socialization, holiday and freedom, in that order. Geçit and Bulut (2013, on the other hand, grouped 67 metaphors used by prospective teachers in relation to the concept of tourist under 4 categories: tourist in terms of economic factors, tourist in classical terms, tourist in cultural interaction terms, and tourist in advertisement terms. Ertař (2019) analyzed metaphorical perception of local people living in řırnak towards tourism and grouped 268 metaphors used by local people under six categories as follows: economic, socio-cultural, traditional, relational, environmental and alternative perception. Bilgen et al. (2014) grouped 46 metaphors used by students of vocational high school and vocational school of higher education in relation to the concept of thermal tourism under 4 categories: health, underground resources, economy, and holiday and vacation.

## Study

New target group of wellness market in Europe is constituted of people who gained the habit of going to spa and wellness destinations together with their parents since their childhoods and who are now young people. The starting point of this study was this statement. In Turkey, spa and wellness market is positioned within thermal tourism and Turkish people have a thermal spring tradition going back hundreds of years. This study was conducted to look for answers to the questions “whether our young people could also be the target group of this kind of tourism?” and “what do they think about this subject?” and to determine perceptions of young people in relation to thermal tourism.

## Methodology

Among qualitative research designs, phenomenological design was used in this study which was conducted to determine the perceptions of young people in relation to thermal tourism. Content analysis was conducted to evaluate data. Content analysis aims to reveal themes that may define the phenomenon (Yıldırım and Şimşek, 2006). Data were collected through the structured questionnaire from 395 students selected through purposeful and convenience sampling method among young people studying at Pamukkale University. Students studying at university were targeted in order to purposefully study only the young people in a study focused on youth. Although sampling is terminated in qualitative studies in general when very few and repetitive answers are received, however, a much higher number was targeted in order to compensate for the lack of information that may arise due to various reasons such as structured questionnaire, or distributing the questionnaires and recollecting them. Questionnaire used in the study was adapted from the studies of Bilgen et al. (2014) and Özder et al. (2012). In questionnaire, there were 12 questions related to demographic information and preferences for thermal holidays. In addition, four metaphors were constituted through statements of “Concept of thermal holiday,” “Thermal holiday is important because...,” “I don't prefer thermal holiday because...,” and “I prefer thermal holiday because...” Then, frequency analysis was conducted on demographic data and line-coding was conducted on others through themes, categories and sub-categories. Since in qualitative data analysis, reliability depends on the coherency of the individuals who are conducting the coding process, data collected in this stage were subjected to content analysis by two different researchers. After the themes, categories and sub-categories found to be coherent in two different analyses were determined; these were subjected to the control of two expert researchers other than the ones who conducted the analyses to give the study its final form.

## Findings of the Study

When demographic factors in Table 1 are analyzed, 54.8% of participants are observed to be female and 45.2% male. When age groups are analyzed, 14.6% are observed to be in the age group of 17-19, 40.9% in the age group of 20-22, 25.3% in the age group of 23-25, and 18.7% in the age group of 26 and above. 38.3% of participants had associate degree education, 45% had undergraduate degree education, and 16.7% had graduate and PhD level education. In terms of education fields, 18.4% of participants were studying in the field of health, 50% in social fields and 31.6% in technical fields. In terms of frequency of going on holiday, 20% were determined to go on holiday once every two or three years, 50.1% once every year, 26.1% more than once every year, and 3.8% never went on holiday. Durations of holiday habits of participants were also analyzed and 54.1% were determined to have holiday habits since their childhoods, 38.5% were determined to have holiday habits in the



last few years and 7.4% were determined to have different durations for holiday habits. 50.9% of participants were determined to go on holiday with their families, 32.1% with their friends and 17% alone. In terms of family residence place of the participants, 23.8% were living in villages, 25.6% in towns and 50.5% in cities. 48.6% of participants were coming from Aegean Region, 16.5% from Marmara Region, 14.7% from Black Sea Region, 12.4% from Mediterranean Region, 4.1% from Central Anatolia Region, 2.3% from Eastern Anatolia Region and 1.3% from Southeastern Anatolia Region. In terms of holiday motivations, 27.8% of participants went on holiday motivated by excitement/adventure, 46% by vacation/entertainment, 15.9% by travel/sight-seeing, and 10.3% by other reasons. 49.2% of participants had utilitarian tourism consumption preferences and 50.8% had hedonist tourism consumption preferences. 65.6% of participants defined themselves as individualistic in terms of holiday understanding and 34.4% as collectivist.

Table 1. Demographic Data

<b>Gender</b>	<b>N</b>	<b>Percentage</b>	<b>Holiday company</b>	<b>N</b>	<b>Percentage</b>
Woman	212	54.8	With family	200	50.9
Man	175	45.2	With friends	126	32.1
<b>N</b>	387	100	Alone	67	17.0
<b>Age</b>			<b>N</b>	393	100
17-19 years old	57	14.6	<b>Place of origin</b>		
20-22 years old	40	40.9	Village	93	23.8
23-25 years old	101	25.3	Town	100	25.6
26 and above	73	18.7	City	197	50.5
<b>N</b>	391	100	<b>N</b>	390	100
<b>Education</b>			<b>Region of origin</b>		
Associate degree	149	38.3	Aegean	188	48.6
Undergraduate	175	45.0	Marmara	64	16.5
Graduate/PhD	65	16.7	Black Sea	57	14.7
<b>N</b>	389	100	Mediterranean	48	12.4
<b>Education field</b>			Central Anatolia	16	4.1
Health	69	18.4	Eastern Anatolia	9	2.3
Social	188	50.0	Southeastern Anatolia	5	1.3
Technical	119	31.6	<b>N</b>	387	100
<b>N</b>	376	100	<b>Holiday motivation</b>		
<b>Frequency of holiday</b>			Excitement/Adventure	108	27.8
Once every two-three years			Vacation/Entertainment	179	46.0
Once a year	79	20.0	Travel/Sight-seeing	62	15.9
More than once a year	198	50.1	Other	40	10.3
Never	103	26.1	<b>N</b>	389	100
<b>N</b>	15	3.8	<b>Tourism consumption preference</b>		
<b>Duration of holiday habit</b>			Utilitarian	191	49.2
Since childhood			Hedonistic	197	50.8
In the last few years			<b>N</b>	388	100
Other	212	54.1	<b>How would you define yourself</b>		
<b>N</b>	151	38.5	Individualistic	256	65.6
	29	7.4	Collectivist	134	34.4
	392	100	<b>N</b>	390	100

Table 2 presents analysis of thermal holiday preferences and 84.3% of participants indicated that they would go on a thermal holiday while 15.8% indicated that they would not go on a thermal holiday.

Table 2. Thermal holiday preferences

	Number	Percentage
<b>I would go on thermal holiday</b>	337	84.3
<b>I would not go on thermal holiday</b>	63	15.8
<b>Total</b>	400	100

As seen in Table 2, 84% of young people indicated that they may go on thermal holiday. This rate is quite high. And this shows that young people may be an important target group to be considered for this segment of the market.

Table 3. Metaphors of the concept of thermal holiday

Whole Statement (questionnaire #)	Sub-category	Category	Theme
Healing source (16,58,107,139), Holiday for people with health problems (10), Healing and relaxation (12), Healing source (20,401), Healing source for health (21,31,318,324,335), Place where people with health problems go (22), Improving health condition (23), A kind of health (26), Health oriented (27), Thermal is good for health (30), Healing (39), Health tourism (41,96,99), Important for health (43), For people with health problems (44), Healing and peace of mind (45,93), Important for health (52), Soothing health healing (59), Both holiday and healing (63), For health (67), Healing tourism (321), It must be preferred for health (105), Body health (118), Healthy life (122), Healing (231,297,304,329,339,346,347,380,387,389,390), Health (37,38,42,68,87,103,136,157,229,281,283,287,296,298,301,302,303,305,306,308,310,312,313,314,315,316,319,320,322,325,326,327,328,330,331,336,337,341,345,348,359,363,374,375,376,377,381,382,384,386,391), Health and happiness (338), Health and healing (349,370,383,385,398,399).	Healing	Physical health	Health
Hospital (40,165,182,200,361), Therapy for joint diseases (46), Therapy for health (49,364,366,367,368), Place where people with health problems go (50), Physical therapy (89,116,153), Therapy and holiday (94), Health and therapy (97,394,395,396), Alternative medicine (101), Going to the doctor (102), Reliable treatment center (117), Hospital medical (128), Medication (131,193,201,230,244,269), Holiday with the purpose of therapy (132), Holiday one goes on for diseases (133), Therapeutic institution (137), Therapy and healing (145), Therapy for human body (150), Therapy (186,222,223,259,272,279,351,354,356,358,360,369,371,373,397), Painkiller (196), Medical method (203,204), Getting rid of disease (355)	Therapy		
Alternative medicine healing source (4,85), Alternative medicine (205,206,207,221,224,253), Alternative tourism (24) Summer-winter tourism (170)	Alternative		
Health in hot waters (90), Thermal spring (129,151,192,291), Thermals and thermal spring (141), Thermal spring cure (143), Hot water (163,211,247), Underground water (154), Thermal water (156), Water (178,239,241,268,276,288), Mud (235,243), Bath (212,216,289), Hot (213,266), Fire (282,284), Karahayıt (169)	Hot water		

Whole Statement (questionnaire #)	Sub-category	Category	Theme
Completely natural therapy (33), Natural way to heal from diseases (51), Physical therapy with natural methods (86), Natural healing source (92), Healing and natural (98), Natural therapy (110), Natural hospital (158,164), Natural therapy (70), Peaceful and natural place (5,9), Suitable for natural life peaceful (13), Suitable for natural life (34,148), A natural therapy (36), Peaceful suitable for natural life (61), A completely natural place (78), Natural method (81), Living in nature (127), Without chemicals natural (135), Forest (159), Village (160), Natural (166), Woodland (173), Benefit of nature (179), Natural holiday (190), Organic natural (197), Soil (233,280), Air (286), Fish (290), Cloud (292), Forest (293)	Natural		
Massage (184), Body Detoxification (202), To let off steam (14,55), Skin care (108), Spa (142), Being reborn (234,388), Feeling good (267), Pool (271), Award for the body (365)	Wellness	Mental health	
Soul therapy (2,28,60,83,104), Therapy to let off steam (3), Therapy for human health (6), Therapy for mental health (7,106), Both holiday and therapy (8,56), Important for motivation (29), Important for mental health (66,77,146), A completely natural therapy (78) Peaceful therapy (82), Therapy (119,149), Mental health center (120), Important for motivation psychology (138), Psychiatrist (172)	Therapy		
Giving health and peace (18), Health, happiness and peace (25), A quiet and peaceful place (35,65), Peace of mind (53,171,188,215,217,250,257,342,350,378), Peaceful and relaxing (64,73), A quiet and peaceful place (65), A peaceful house (70), Peace of nature (91), Like our own home (109), Tasteful holiday (111), Family environment (115), Refreshing (121), The street of peace (198)	Peace		
Relaxing resting (29), Restful and health tourism (32), Relaxing therapy method (69), Place with relaxing sources (71), Resting the body (72), A place without fault and exhaustion (74), A good place for motivation (80), Good to get away from it all (84,88), Exhausting, place without fault (95), Resting (112,125,214,219,238,300,317,332), Relaxing quiet environment (144), Rest establishment (162), Getting away from it all (175), Relaxing (220,236,265,277,299,307,323), Award for our body (352,353,365), Tranquilizing (372), Taking a shower (294), Becoming lighter flying (309), Like a bird (311)	Relaxing		
Seasonal entertainment (126), Spring time (130), Life (167), Spirit (168), It is nice (174,181), Life (176), Quality life (180), Touristic (183), Breath (191), Sleep (194), Cotton candy (195), Entertaining (208,248), Pleasing (209), Holiday (218), Villa with pool (225), Sun (226), Hot tea (226), Antidepressant (232), World (237), Music (251), Sun (254), Sweet (255), Food (273), Sun (274), Chocolate (275), Tea (278), Happiness (295,334,343,344), Very beautiful (47), Like love (113,123), Russian girl (124), Jumping with parachute (152), Fire (245), Captivating (333), Love (340), Red poppy (362), Dream (379), Flying on the clouds (392)	Happiness		
Boring, for old people (11,62,140), Holiday without entertainment (48), Boring and uncomfortable (75), Boring and quiet (76), Place where old people feel peaceful (100), Nursing home (134,155), For old people (147,161,240), Boring (187,228,242,249)	Boring	Boring and old	Old age
Carbon atom (177), Notebook (185), Bad (199), Impossibility (210), Unknown (246), Milk (252), Meat (256), Rain (258), Snow (260), Alcohol (270), Popping balloons (285), Vital need (393)	Senseless	Other	Other

## GENÇLERİN TERMAL TURİZM ALGILARI: PAMUKKALE ÜNİVERSİTESİ ÖRNEĞİ

Seher Ceylan, Ahmet Çetin, Nuray Selma Özdiçiner

In summary, metaphors related to the concept of thermal holiday in Table 3 are as below. Metaphors related to the concept of thermal holiday have been grouped according to themes, categories and sub-categories.

Theme	Category	Sub-category
Health	Physical health	Healing, Therapy, Alternative, Hot water, Natural
	Mental health	Wellbeing, Therapy, Peace, Relaxing, Happiness
Old age	Boring and for old people	Boring
Other	Senseless	Other

Table 4. Metaphors of “Thermal holiday is important because...”

Whole Statement (Questionnaire #)	Sub-category	Category	Theme
Everything is natural (2,5,67,74,81,83,87,95,103), There are all the natural components (6,28,34,35,88), It is a natural place (15,17,167), It is natural and healing (54,89,146), It is natural and peaceful (78,94), It is natural (60,90,93,135,159,166)	Naturalness	Comfort	HAPPINESS
It is both comfortable and quiet (14,55), It comforts, refreshes the soul (29,120,130,316), People relax in thermal waters (45), It is comfortable and natural (109), Relaxing (168,171,188,250,274,285,288,294), Comfort and Relaxation (72,239,268,300,311,312,372,388), It relaxes and tranquilizes (184,202,209,214,255, 257,309,324), Resting (173,175,238,251,307,323,324,357,358,362,375,381,392), To rest and spend some pleasurable days (51,163), It refreshes (121), It loosens (194), It cleanses (230,299), Fresh air (191,292), It is good for people (174,263,277,279,391), It flows (178), Away from everything (71,79)	Contentment		
Happiness (162,226,273,275,335) Entertainment (161,248), It excites (124), Motivating (189), Pleasure (195,208), It keeps people well (296), It is beautiful (47,179,185) It is not boring and exhausting (84)	Hedonistic		
People heal in thermal waters (12,234), To rest the body (18), We have to relax our soul, it rejuvenates the soul (19, 108), Healing and relaxing (31), It is a source of healing, it heals (80,137,310, 320,325,331,348,368,373), Hot water relaxes (73,118), It is good for the body (122,128,252, 315,352,353,354,360,361), Healing and healing waters (139,141, 148,156,172,182,192,222,231,235,243,254,291,295, 301,302,303,305,306,313,317,319,322,328,333,336,341,342,351,366,377,382,384,386,394,395,396,398), Hot water, thermal water (152, 156,169,204,213,216,219,220, 223,227,236,261,265,), Refreshing through water (142) It provides us what the nature provides (127), Beneficial (193,201, 206,237,244,253,256,259,272,276,280,281,290)	Healing	Therapy	HEALTH
People go for treatment, usually people with diseases go (11,21,33,41,86,97,110,116,129,132,133,140,153,165,181,186,200,224,229,356,359,363,365,370,376,399), Natural therapy (16,43,46,52,66,98,99,138,150,157) Sickness (151), Chemical therapy (158), Therapy without human (160), You can't do it all the time (126), Thermal (267), Thermal spring (269), It warms (271), Hot (212), Underground source (211), Like a doctor (390)	Natural therapy		

Whole Statement (Questionnaire #)	Sub-category	Category	Theme
It is good for health (10,22,24,40,42,49,50,131,136,176, 203,364,369,383) It is there and necessary for health (7,20,23,68,92,106,321,330,380,400), It is completely for health and only people with sickness go (25,26,27,44), It enables healthy thinking (77), Health (96,101,183,197, 207,215,221,264,293,297,304,332,334,338,339,340,343,344,345,367,371,374,385,387,397), Healthy (102,112, 205,278,287,289,326), There are attending physicians and health care team, health care service (117,329), health tourism (347,350,389) Human body (233)	Health Service		
No action and excitement (32,48, 57,59,249), I would go when I am old, old people go there (62,134,155,164,177,187,198,228,240), Too much standard (75,76,105) There are no young people, boring (147,266,284), To drain away (241), Long life (306), Human need(314)	Boring	Only For old people	OLD AGE
Everybody is quiet (8,199), A quiet and peaceful environment (9,13, 53,56,61,64, 100,104,144,149,), Peace and warmth (37, 38,39,) Peaceful (63,70,82,91,115,119,143,217, 225, 232,258,298,337,344,349,378,379), retreat(111)	Peace and Quiet		
There are all the facilities in thermal holiday (3,58,69,145), Preferred in recent years with high visit rates(4,85,107), Osman Zolan said so (30), everything is out of the standards (36,65), , Indispensable (113),It is like a vector, compound increases as it comes together (114), We need it continuously(123,260,270,286,318),Clean (125), Year round service (170), Quality service (180), It provides contribution (190), It is tried and tested (196), System (210), I would go in winter (218), Travelling and sight-seeing (242), Harmful (245,247,282), I would not go (246), It nourishes (262), Safe (283,), I would go (355,), Once a year (393), There are no chemicals (401)	Senseless	Other	OTHER

In summary, metaphors related to “Thermal holiday is important because...” have been analyzed in Table 4 and the metaphors related to the concept have been grouped in themes, categories and sub-categories.

Theme	Category	Sub-category
Affectivity	Felt Emotions	Naturalness, Contentment, Happiness
Health	Therapy	Healing, Therapy, Health
Old age	Being for old people only	Boring, Peace and Quietness
Other	Other	Senseless

Table 5. Metaphors of “I don’t prefer thermal holiday because...”

Whole Statement (Questionnaire #)	Sub-category	Category	Theme
It is not entertaining (11,41,77,85,104,107,161,340, 5,6,16,18,32,40,42,44,48,49,52,53,57,59,62,70,74,76,95,98,117,127,131,132,133,134,137,145,147,149,154,159,160,164,174,178,183,186,193,198,203,213,221,222,223,227,228,229,232,234,238,242,247,249,253,255,257,263,266,267,281,283,284,285,287,289,294,298,302,330,348,400,116,152,176,144,93,94), It is boring (35,97,184,208), Boring and bigotry (27), No entertainment (31), Isolated from the crowd (36,65), It is boring and for old people only (60), Boring and ordinary (84), Boring and expensiveness (106), Generation difference (172), Boring and crowded (401), No adventure (158,231,334,339), No social activity (162,199), I don’t have peers there (200), Young people don’t prefer (329)	Not Entertaining	Boring	Old age
Away from noise (13,14,69,103), Monotonous (20,78,181, 182,185,187,230,301,303, 312,324,332,333,335,347,349,351,355,362,366,368,373,376,377,380,382,384,389,394,395,398,399), Nor crowded (138,146,150), Sleeping (194), Calmness (196,277, 295, 388)	Monotonous		
Tiring and boring (24,43,45,46), Tiring (68,188,321, 381,392), Tiring and expensive (86,112), Tiring and unhealthy (99,140) Depressing (236)	Tiring		
Not crowded (3,8,9,15,17, 28,33, 34,54,55,56,58,61, 66,7,71,80,81,82,83,87,91,92,100,105,111,135,138,146,150,217, Due to the environment (282)	Not crowded	Quiet	Calmness
Not comfortable (11), I wouldn’t prefer (179), I can’t go (210), I don’t like (224), High price (25,119,121,123,139,168,177,189,195), Unhealthy and not effective (26,29,38, 39), Causes motivation disruption (63,79,130), I don’t find it comfortable (88), It has no benefit for the body (89) A place where I can always go (96,250), Open air (102), It has no benefit for the skin (108), They put chlorine in the pool (110), Not popular (122), I don’t find it appropriate (136), I would not prefer (148,170, 313), It is not romantic (155,180), No rich cuisine (156), No girls (175), Hot (211,214), Social (273),, Unhealthy (291), No sports (296)	Negative opinion	Prejudice	Other
I prefer sea-sand-sun (101,125,153,166, 197,202,245,328,336, 337,341, 342,343,344,345)	Summer holiday	Alternative	

In summary, metaphors related to “I don’t prefer thermal holiday because...” have been analyzed in Table 5. Metaphors related to the concept of “I don’t prefer thermal holiday because...” have been grouped according to themes, categories and sub-categories.

Theme	Category	Sub-category
Old age	Boring	Not entertaining, Monotonous, Tiring
Calmness	Quiet	Not crowded
Other	Prejudice	Negative opinion
	Alternative	Summer holiday



Table 6. Metaphors of “I prefer thermal holiday because...”

Whole Statement (Questionnaire #)	Sub-category	Category	Theme
Health (10,12,13,18,20,22,23,25,28,31,36,40,41,42,44,45,50,59,62,68,78,96,97,99,101,109,117,134,136,141,145,149,153,160,167,172,174,175,176,178,181,186,193,200,201,203,205,209,213,219,220,221,226,230,232,235,237,242,243,251,252,254,260,262,264,271,272,276,278,281,283,286,287,289,292,293,300,307,309,312,313,314,316,317,323,326,332,333,334,335,337,338,341,342,346,348,349,357,360,361,362,363,366,370,374,383,389,390,393,395), Health and therapy (48,49), Thrapy(21,43,52,67,71,84,98,116,132,138,158,180,228,280,352,353,354,355,356,358,359,364,365,375,391)	Health and therapy	Healing	Health
Discovering healing sources (4), Healing (19,39,80,85,107,214,223,239,274,288 ,296,297,319,331,336,343,344,347,369,372,387,388,397,399), Mud and thermal water (127,171,197,241,257,279,291), Beneficial for the body (227) Health for both body and mind (3,105), Thermal spring and for health (37,38) Healthy life (83), Health and healing (115) Beneficial (114,137,165,184,185,202,206,207,211,233, 253,255, 256,267,290,294,315), Hygienic (273), Massage (142), Mud bath (143), Its being beautiful (192,240) Invaluable (113) Natural Therapy (6,7), Natural treatment (16,34), Getting well (128,133), Physical therapy (129), A need (123,126,177,270)	Wellness		
Calmness and getting away from everything (5), Quiet and peaceful (14,55,79,100), Comfortable and calm (56), Calmness (61,244), Quietness (63,140,150,162,196), Calm and peaceful (53,54,65,66,90,91,93,94,146), Very quiet and calm (75,76,82,112,120,122)	Quietness/ calmness	ELAXING	PEACE
Comfort, relaxation (9,72,77,157,191,229,234,236,265,269,275,302,303, 324,350,351,376,379,382,384), Getting away from everything (15,74,95,111,124,144, 155), Comforting and relaxing (24,46,102,164,216,225,261,277,285,368, 380), Soothing, resting (26,119,188,218,231,238,250,259,263,298, 301,305,306,308,327,330,339, 340,371,373,377,385,398), Calmness (27,33), Soothing and pleasurable (92) Being able to letting off steam (87), For my soul, because it refreshes me (103,121), For spa (148,204,208,247,266,284), Refreshing (190), Happiness (195,222), Rejuvenation (198), Away from stress and to get rid of stress (182, 304,320), It eases off (310), To let my hair down, to let off steam (23,299,311)	Relaxation/resting		
Natural and naturalness (29,89,106,108,110,125,135,156,163,166,215) Everything is as it's supposed to be (8)	Naturalness		
Less cost (64,73,118,139,189,248,400,401), Excitement and adventure (152,386), Traveling and sight-seeing (169,173,183,394), Quality (170), Lasting (217), Curiosity (246), To search for solution (295) Different from sea-sun-sand (345), Others are just useless crowd (2), Others are ordinary and crowded (88),New findings new places exploration (4), To travel (19,21), Easy (210)	Low cost	Different	Alternative

In summary, metaphors related to “I prefer thermal holiday because...” have been analyzed in Table 6. Metaphors related to the concept of “I prefer thermal holiday because...” have been grouped according to themes, categories and sub-categories.

Theme	Category	Sub-category
Health	Healing	Health and therapy, wellness
Peace	Relaxing	Relaxation and resting, naturalness
Alternative	Other	Different preferences

## Conclusion

The aim of this study is to reveal the metaphors developed by Pamukkale University's students about the concept of thermal tourism and group these metaphors according to certain categories to determine their perceptions related to thermal tourism. Revealing perceptions of young people in relation to thermal tourism is important to determine whether they are potential consumers of this market segment. Although this market segment, considered as having elderly people as its target group, is a segment which includes young people who have been traveling to thermal destinations with their parents for years in Europe, the perception prevailing in our country tends towards its being a segment for old people and this study aims to identify the way young people perceive it. The results of the analysis conducted to reveal thermal holiday preferences of young people showed that 84% of young people may prefer to go on a thermal holiday. Main themes related to the statement of "thermal holiday..." have been determined as health, old age and other themes. Metaphors related to the statement of "Thermal holiday is important because..." revealed themes of affectivity, health, old age and other themes. Metaphors related to the statement of "I don't prefer thermal holiday because..." revealed themes of old age, calmness and other themes. Metaphors related to the statement of "I prefer thermal holiday because..." revealed themes of health, peace and alternative themes. Although there are metaphoric studies in literature related to tourism, the only study dealing with thermal tourism metaphors belongs to Bilgen et al. (2014). Results of the present study are in line with the results found in the study of Bilgen et al. (2014). Although many young people indicated that they may go on a thermal holiday, they have all defined thermal holiday in relation to old age and health. And they have also associated the importance of thermal holiday with health and old age. The ones who do not prefer this type of holiday, on the other hand, have used the same metaphors and associated thermal holiday with old age and calmness. Therefore, it was determined that some young people do not prefer thermal holiday because they associate it with old age and some prefer it despite their similar association with old age. This shows the insignificance of the quality of the holiday for some young people. Majority of young people were observed to think that thermal holiday is for elderly. Yet, thermal tourism also includes spa and wellness segments. Thus, it may be argued that spa and wellness should be highlighted in promotional activities for the businesses in thermal market to attract young people as their target group. This study may not be generalized since it is specific to Pamukkale University and it is a qualitative research. However, detailed information in this subject may be produced by future studies with a wider extent, including spa and wellness segments as well.

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