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BOOK of ABSTRACTS

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Dear Scientist.

We are delighted to invite you to **the 6th International Recreation and Sports Management Congress** to be held in Antalya on 10-13 April 2025. Under the theme of “**Recreation Improves, Management Strengthens**” , we will explore the latest developments in the field of recreation and sports management, discuss innovative projects and have the opportunity to share visionary ideas for the future.

Our congress aims to create opportunities for knowledge sharing and collaboration for scientists and industry professionals by offering a rich content full of invited speakers, panel sessions and special events. Our congress, which will be held with the participation of national and international stakeholders, aims to be an important platform for developing creative solutions for the future and establishing strong collaborations.

We look forward to you coming together to share your knowledge and experiences at this meaningful event, and we are very excited to meet you in Antalya.

Best regards,

On behalf of the Organizing Committee of the 6th International Congress on Recreation and Sport Management

Dr. Bülent Gürbüz
President of Congress and Recreation Studies and Research Association

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Giriş Amaç:

Yapay zekâ (YZ), küresel ölçekte hızla yaygınlaşarak birçok sektörde köklü değişimlere yol açmakta ve hem profesyonel hem de kişisel yaşamın ayrılmaz bir parçası haline gelmektedir. Bu dönüşümden en çok etkilenen alanlardan biri de seyahat sektörüdür. YZ teknolojilerindeki ilerlemeler, turizm destinasyonları ve konaklama işletmeleri için hizmetlerini tanıtmaya, müşteri deneyimlerini geliştirme ve seyahat alışkanlıklarını yönlendirme açısından önemli fırsatlar sunmaktadır (Tussyadiah & Miller, 2019). Bu çerçevede, seyahat öneri sistemleri (Borràs ve diğerleri, 2014), hizmet robotları (Hou ve diğerleri, 2021; Tuomi ve diğerleri, 2021) ve otonom sistemler (Tussyadiah ve diğerleri, 2020) gibi YZ tabanlı çözümler, sektörde giderek daha fazla yer edinmektedir. Bu teknolojiler içinde yapay zekâ destekli asistanlar, seyahat endüstrisindeki en dikkat çekici uygulamalardan biri olarak öne çıkmaktadır.

Yöntem:

Araştırma kapsamında daha kozmopolit bir örneklem oluşturabilmek amacıyla, araştırmanın evreni nüfus bakımından yoğun ve çeşitli demografik grupları barındıran Eskişehir, Ankara ve İstanbul illerinde yaşayan 334 bireyden oluşturulmuştur. Veri toplama aracı olarak iki bölümden oluşan bir anket formu kullanılmıştır. Anketin ilk bölümünde, Ling ve diğerleri (2023) tarafından geliştirilen "Seyahat için Yapay Zekâlı Asistanların Algılanan Zekâsı Ölçeği" yer almaktadır. Ölçek, Konuşma Zekâsı, Bilgi Kalitesi ve Antropomorfizm olmak üzere üç boyuttan oluşmakta ve toplam 19 madde içermektedir. Yapılan analizler sonucunda ölçeğin KMO değeri 0.971 olarak belirlenmiş, bu da örneklem yeterliliğinin oldukça yüksek olduğunu göstermektedir. Araştırmadan elde edilen verilerin analizi SPSS 26 ve AMOS 21 paket programları kullanılarak gerçekleştirilmiştir. Verilerin değerlendirilmesinde, katılımcı profillerine yönelik yüzde (%) ve frekans analizleri yapılmış, ölçeğin güvenirliğini belirlemek için Cronbach alfa katsayısı hesaplanmıştır. Ayrıca, ölçeğin dilimize uyumunu ve yapısal geçerliliğini incelemek amacıyla Doğrulamalı Faktör Analizi (DFA) uygulanmıştır.

Bulgular:

Doğrulamalı faktör analizi (DFA) sonucunda, oluşturulan modelde uyum iyiliği değerleri incelendiğinde χ^2/sd : 3,211 RMSEA: ,073 CFI: ,662 GFI: ,902 IFI: ,967 olarak bulunmuştur. Bu değerlerin literatürde kabul edilen sınırlara çok yakın olduğu görülmektedir. Modifikasyon indeksleri incelendiğinde birçok değerlin kabul edilebilir uyum değerine sahip olduğu görülmektedir fakat daha iyi uyum sağlanması açısından e5 ve e6 maddeleri arasında bir modifikasyon yapılmıştır. Ölçek boyutlarının ve ölçek genelinin Cronbach Alfa değerleri yer almaktadır. 6 maddeden oluşan Konuşma Zekâsı boyutunun 0,942, 9 maddeden oluşan Bilgi Kalitesi boyutunun 0,944 ve 4 maddeden oluşan Antropomorfizm boyutunun 0,896 değerinde olduğu görülmektedir. Boyutların yanı sıra ölçeğin bütünsel olarak hesaplanan Cronbach Alfa değeri de 0,971'dir.

Sonuç:

Uyarılma sürecinde önce dilsel eşdeğerlik sağlanmış, kapsam geçerliliği hesaplanmış ve yapı geçerliği analizleri gerçekleştirilmiştir. Geçerlik kapsamında geçerlilik-güvenilirlik ve doğrulamalı faktör analizleri kullanılmış, güvenirlik için ise iç tutarlılık güvenirliğinden faydalanılarak süreç tamamlanmıştır. Yapılan analizler sonucunda faktör yüklerinin sınırları ve öngörülen uyum indeksleri dikkate alındığında genel hatları ile yapısal örüntünün ve ölçüm modelinin kabul edilebilir düzeyde uyum verdiği, ölçeğin Türkçe ve orijinal faktör yapısının uyduğu görülmektedir. Ölçeğin Cronbach Alpha değeri 0,971 olarak hesaplanmış ve bu değer orijinal değerden (0,879) daha yüksek çıkmıştır. Ölçek soruları birbiri ile tutarlı olması iç tutarlılık anlamındaki güvenirliği göstermekte ve ölçeğin bu koşulu sağladığı görülmektedir. Kısacası, geçerlilik ve güvenirlik analizleri neticesinde ortaya çı

Anahtar Kelimeler: YAPAY ZEKÂ - SEYAHAT - GEÇERLİK VE GÜVENİRLİK

VALIDITY AND RELIABILITY STUDY OF THE PERCEIVED INTELLIGENCE SCALE OF ARTIFICIAL INTELLIGENCE ASSISTANTS FOR TRAVEL IN TURKISH

Introduction and Aim:

Artificial intelligence (AI) is rapidly spreading on a global scale, causing radical changes in many sectors and becoming an integral part of both professional and personal life. One of the areas most affected by this transformation is the travel sector. Advances in AI technologies offer significant opportunities for tourism destinations and accommodation businesses to promote their services, improve customer experiences and direct travel habits (Tussyadiah & Miller, 2019). In this context, AI-based solutions such as travel recommendation systems (Borràs et al., 2014), service robots (Hou et al., 2021; Tuomi et al., 2021) and autonomous systems (Tussyadiah et al., 2020) are increasingly gaining ground in the sector. Among these technologies, AI-supported assistants stand out as one of the most striking applications in the travel industry. Examining these systems, which are widely and act

Method:

In order to create a more cosmopolitan sample within the scope of the research, the universe of the research was formed by 334 individuals living in the provinces of Eskişehir, Ankara and İstanbul, which are densely populated and contain various demographic groups. A two-part survey form was used as the data collection tool. The first part of the survey included the "Perceived Intelligence of Artificially Intelligent Assistants for Travel Scale" developed by Ling et al. (2023). The scale consists of three dimensions: Conversational Intelligence, Information Quality and Anthropomorphism, and contains a total of 19 items. As a result of the analyzes, the KMO value of the scale was determined as 0.971, which shows that the sample adequacy is quite high. The analysis of the data obtained from the research was carried out using SPSS 26 and AMOS 21 package programs. In the evaluation of the data, percentage (%) and frequency analyzes were made for the participant profiles, and Cronbach's alpha coefficient was calculated to determine the reliability of the scale. Additionally, Confirmatory Factor Analysis (CFA) was applied to examine the scale's compatibility with our language and its str

Findings:

As a result of confirmatory factor analysis (CFA), when the goodness of fit values in the created model were examined, it was found as χ^2/df : 3.211 RMSEA: .073 CFI: .662 GFI: .902 IFI: .967. It is seen that these values are very close to the limits accepted in the literature. When the modification indices are examined, it is seen that many values have acceptable fit values, but a modification was made between items e5 and e6 in order to provide better fit. Cronbach Alpha values of the scale dimensions and the overall scale are included. It is seen that the Conversational Intelligence dimension consisting of 6 items is 0.942, the Information Quality dimension consisting of 9 items is 0.944 and the Anthropomorphism dimension consisting of 4 items is 0.896. In addition to the dimensions, the Cronbach Alpha value calculated as a whole for the scale is 0.971.

Conclusion:

In the adaptation process, firstly linguistic equivalence was provided, content validity was calculated and structural validity analyses were performed. Validity-reliability and confirmatory factor analyses were used within the scope of validity, and for reliability, the process was completed by using internal consistency reliability. As a result of the analyses performed, when the limits of factor loadings and predicted fit indices are taken into consideration, it is seen that the structural pattern and measurement model provide an acceptable level of fit in general terms, and the Turkish and original factor structure of the scale match. The Cronbach Alpha value of the scale was calculated as 0.971 and this value was higher than the original value (0.879). The fact that the scale questions are consistent with each other shows reliability in terms of internal consistency and it is seen t

Keywords: ARTIFICIAL INTELLIGENCE - TRAVEL - VALIDITY AND RELIABILITY