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Improvement of Anadolu University Campus Guiding Services Considering Volunteer Students' Feedback

Gökçe YÜKSEK^{1,*}, İ. Oya COŞKUN², Semra GÜNAY AKTAŞ³
^{1,2,3}Tourism Faculty, Anadolu University, Eskisehir, Turkey
*gozer@anadolu.edu.tr

The quality and sustainability of the campus guidance service is important for the promotion of the university. Campus trips are the most effective way of contributing to the opinions of visitors about the university. In a well-prepared campus trip, the most important aspect that affects the high school students and their families are the student guides who show around the campus. Campus Guidance Project prepared by the instructors of the Department of Tour Guiding at Anadolu University and carried out with 19 volunteer students has served to 35 schools and 4842 persons between 04.04.2016 and 06.05.2016. There are 3 main components of the project. The first component includes preparatory activities. The second component is the application and the third component is the evaluation. Successful results obtained from service quality scale and the demands from the University Administration have resulted with a new structuring. In terms of the use of the experiential learning process, the Campus Guidance course has been included in the program by evaluating the contribution to student education.

In this paper, opinions of the 22 students involved in the project in terms of voluntary improvement of the project have been discussed. The findings of this study, in which qualitative research methods are used, will be followed by improvements in the reconstructed part of the project.

Keywords: Tourist Guidance, Campus Guidance, Process Improvement, Anadolu University, Turkey