

Determining the Leisure Satisfaction Levels of Individuals Having Hot Air Balloon Ride as an Adventurous Recreational Activity

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ABSTRACT

Keywords:

Leisure
Recreative activity
Adventure recreation
Hot air balloon

Hot-air balloon is a recreative means which can attract the attention of each individual both in terms of the view and the desire for travelling and shall enable them to have an unforgettable adventure. The aim of the study is to determine the post-ride activity satisfaction levels of the native and foreign individuals who make a hot-air balloon ride. Within the scope of the study; firstly definitions were made about recreation and adventure recreation and later information about leisure satisfaction was included. Both original and the Turkish version of the Leisure Satisfaction Scale, developed by Beard and Ragheb (1980), were used as a data collection tool. The scale was applied to 407 Turkish and foreign individuals who make a hot-air balloon ride and are active in the Cappadocia Region. In the analysis of the data; independent T test was done in order to determine the significance of gender and nationality on dimensions and Anova Test was done in order to determine the effect of age factor on dimensions. As a result of the study; it was seen that there was a difference on physical sub-dimension of the gender variable. It was determined that there was a significant difference between responses that gender variable individuals participating in the study gave related to social dimension. It was determined that there was not any significant difference between dimensions in the age and nationality variable.

Article History:

Submitted:11.05.2019

Accepted:28.09.2019

Doi: <https://doi.org/10.31822/jomat.618715>

1. Introduction

Today an increase is observed in the involvement of human beings in recreational activities in view of the improved living conditions along with the rise of the level of education and income (Doğan and Karakuş, 2014). Individuals tend to choose adventurous and thrilling activities which will provide them with different experiences and which require their active participation during their leisure time. Engagement with adventurous and thrilling activities increases the feeling of satisfaction of the individuals. Each recreational activity turns up a different feeling of satisfaction. However, there are a limited number of studies conducted in Turkey about the satisfaction which is felt along with the leisure activities which play an important role in improving the quality of life, physiological and psychological well-being, professional life and the overall feeling of happiness of a person (Karlı et al., 2008).

It is likely to observe that hot air balloon is elucidated in conjunction with the adventure recreation and adventure tourism concepts.

Ascertaining whether the individuals having hot air balloon ride in their leisure time is satisfied as well as whether there is any difference based on demographic factors is of importance to the correct identification of the sense of satisfaction felt upon the completion of recreational activities. The purpose of this study is to find out the level of satisfaction of the persons with having hot air balloon ride in the wake of the flight activity.

2. Adventure Recreation

Adventure is defined as “the experience by a person of an interesting incident or a chain of incidents, affair, escapade, aventure” (www.tdk.gov.tr). On the other hand, recreation refers to all activities conducted by a person individually or in groups during leisure time, namely, outside of hours for work and compulsory needs in order to regain and sustain the physiological and spiritual well-being as well as to maintain, enjoy and be satisfied with the current state of affairs by reducing work pace and escaping from a monotonous life style (Karaküçük, 1997: 54).

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Research Paper

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Adventure recreation is all sorts of outdoor activities in which the participant's experiences are affected by the management of time and ambiance, which involve risk factors and include the participant's interaction with the natural environment outside his/her living space. They are the recreational activities, the outcomes of which are not known but affected by the participants, and which are conducted in a natural environment in general and create a sensation of risk or involve an element of danger (Ewert & Hollenhorst, 1995).

Quite a few sports activities carried out in the nature involve an aspect of adventure. The adventurous recreational activities are assessed also within the scope of adventure tourism. Sung (2000: 21). Characterized the adventure tourism as a trip which was made with a particular objective in mind to obtain a new experience and which in general involved risk and danger in relation to a personal challenge either in nature or in a different outdoor setting. Table 1 indicates the categorization of conventional and contemporary adventure tourism as activities performed in the air, in the water, on land or in mixed settings.

The trip made in the context of the adventure recreation is also associated with the level of expected satisfaction of the participants with their experiences in these activities (Weber, 2001: 364). Adventure recreation appertains to the activities performed for having fun and excitement by taking risks in a different environment. Influenced by the event itself and its venue or tempted by other participants of the event, the participants wish to

join an unusual event (Ewert & Jamieson, 2003: 80). For Ewert (1994), the most basic feature distinguishing adventure recreation from other recreational activities is that it provides the participants with a riskier experience.

The study conducted by Garda indicated the frequency of adventure trips of the individuals and it showed that 51.8% of the participants took an adventure trip once a year, 31.5% of the participants took an adventure trip less than once a year, 15.3% of the participants took an adventure trip twice or three times a year, 1.3% of the participants took an adventure trip four or more times a year whereas 0.1% of the participants never went on an adventure trip in a year (Garda, 2010: 191). The same study further reported that the main purposes of the participants making an adventure trip were to have a feeling of excitement and pleasure, to enjoy environment and culture, to develop new skills and to make differences in their own lives.

3. Hot Air Balloon

Included within the scope of nature sports and adventure recreation and dating back to the 1700s as the most basic form of aircrafts, the hot air balloon is an air vehicle relying on the principle of flying by filling an envelope with heated air obtained from the exterior atmosphere, moving with propulsion of the wind rather than any engine power and navigated with a control panel. They are composed of three main parts, that is, envelope, wicker basket and heating system. As there is no steering wheel, the balloon depends on the

Table 1: Conventional and Contemporary Adventure Tourism Activities

Land-based	Water-based	Air-based	Settings of Mixed Nature (Land/water/air)
Abseiling	Wave surfing	Hot air balloon ride	Adventure races
Backpacking	Canoeing	Bungee jumping	Charity challenges
Cycling	Canyon passage	Base jumping	Environmental protection
Caving	Boat cruise	Hang gliding	Cultural experience
Rock climbing	Skiing	Helicopter jump	Gap year travel
Dog sledding	Sailing	Paragliding	Hedonistic experience
Jogging	Scuba diving	Parachute jumping	Spiritual enlightenment
Hunting	Snorkeling	Free-fall parachuting	Wildlife viewing
Horse riding	Surfing		
Trekking	Water skiing		
Motorcycling	River rafting		
Mountain biking	Windsurfing		
Mountain climbing			
Orienteering			
Quad bike tour			
Alps climbing			
Skiing			
Snow skiing			
Snow vehicles			
Snow rackets trek			
Iron passage trip			

Source: Pomfret (2006: 114)

direction of the wind for navigation, and so today it is primarily used in tourism, sports and advertisements rather than the transportation (Özsoy and Yavaş, 2012). There are quite a few locations offering hot air balloon rides all over the world. The most noteworthy locations are Albuquerque (the USA), Bagan (Myanmar), Serengeti (Tanzania), Loire Valley (France), Cappadocia (Turkey), Bristol (the UK), Istria (Croatia), Yarra Valley (Australia), Toscana (Italy), Chateau-D'Òex (Switzerland), Mount Bromo (Indonesia), Vermont (the USA), Arctic Bay (Canada), Melbourne (Australia), Queenstown (New Zealand).

4. Leisure Satisfaction

Leisure time is the period when the individual is liberated from all his/her obligations both for himself/herself and other individuals, and he/she is engaged in an activity of his/her own choice, and he/she is absolutely independent and free (Arslan, 2010: 28).

Leisure satisfaction refers to the meeting of expectations from the activities attended actively or passively for the purposes of health, entertainment, pleasure, refreshment and happiness without hoping to earn any economic gain in order to obtain new skills in the absence of external pressure (Ardahan & Yerlisu Lapa, 2010). Another definition portrays the leisure satisfaction as positive emotions felt by the people on account of meeting their individual needs through involvement in activities during leisure time (Gökçe & Orhan, 2011, quoted from Seigenthaler, 1997). Kovacs (2007: 42) argues that the attitude of individuals towards making use of their leisure time is closely associated with their sensation of quality.

The purpose of the activity performed during leisure time differs from one participant to another. Certain participants join the leisure activities to live life to the fullest and savorily whereas some others attend these activities to develop their communication with friends further, to have different experiences, to exhibit their own creative traits and to contribute positively to the society (Aydoğan & Gündoğdu, 2006). Lloyd and Aukd (2001) call attention to the effect of leisure satisfaction on the quality of life. The study argued that the involvement in the leisure activities and the consequent satisfaction had a positive effect on the quality of life of certain special groups. It is important to develop leisure activities and to expand their variety in order to identify whether the participants benefit from them, whether the

expectations of the participants are met, and whether the participants feel pleased upon performing them, to take measures ensuring the contentment of participants while enjoying leisure time and to increase the satisfaction level of the participants (Karlı et al., 2008: 82).

In a study conducted to measure the level of leisure satisfaction, Kao (1992: 14) analyzed the relationship between the frequency of participation in leisure activities, leisure experience and leisure satisfaction of individuals. The study argued that the rise in the frequency of participation in leisure activities enhanced the leisure experience, affected the motivation positively and increased the level of satisfaction. On the other hand, in the study carried out to assess the leisure satisfaction of university students and youngsters, the level of satisfaction felt a long with the participation in leisure activities was analyzed, and the study revealed the existence of positive correlation between the participation in the leisure activity and satisfaction (Karlı et al., 2008). Another study performed to appraise the level of satisfaction of university students with the leisure activities reported that the satisfaction level of individuals varied on the basis of the participant's gender and the duration of weekly leisure time (Çakır, 2017).

5. Method

Study Group

The sample of the study selected through random sampling method consists of a total of 407 local or foreign individuals having hot air balloon ride in Cappadocia which is located at around the central Turkey.

Data Collection Tool

As the data collection tool, the study used a questionnaire form covering questions on the gender, age and nationality to identify the demographic characteristics of the sampled participants, and also applied the Leisure Satisfaction Scale developed by Beard and Ragheb (1980). The original format of the Leisure Satisfaction Scale is composed of 51 items and 6 sub-scales. Later on, the scale was reduced to a relatively brief format containing 24 items and again 6 sub-scales. Sub-scales include psychological, educational, social, physiological, relaxation and aesthetic aspects. The measurement instrument is a 5-point Likert scale with response options ranging from 1 to 5. The adaptation of the scale to Turkish was carried out by Gökçe (2008).

Data Collection

Data collection was performed in two different formats on a voluntary basis. Firstly, the researcher distributed the questionnaire forms, the data collection tool, to a part of the sampled participants, and asked them to fill in the questionnaire forms in the immediate aftermath of the hot air balloon ride, and secondly, the researcher ensured the completion of the questionnaire forms by the remaining participants in their accommodations after the hot air balloon flight.

Data Analysis

A variety of analytical tools of statistical software SPSS 20.0 were applied in order to study the data obtained from the participants.

Descriptive statistical methods, frequency & percentage, were employed to identify the demographic characteristics of the sampled participants in data analysis. T-test was utilized in order to test the effect of gender and nationality differences on leisure satisfaction levels of the participants and on the respective sub-scales. Moreover, in order to analyze the effect of age variable on the sub-scales of the Leisure Satisfaction Scale, the One-Way Analysis of Variance (ANOVA) was used.

6. Findings

This part includes the percentage and frequency distributions corresponding to the data appertaining to the demographic characteristics of the individuals participating in the study by having hot air balloon ride and the results of T-test and One-Way Analysis of Variance (ANOVA) indicating the difference of means of leisure satisfaction levels in relation to the demographic variables.

Findings in Relation to the Demographic Characteristics

This part displays the percentage and frequency distribution of the data corresponding to the demographic characteristics of the hot air balloon passengers participating in the study.

Frequency distribution shows that 44% of the participants are female and 56% of the participants are male whereas 11.3% of the participants are 25, 20.4% of the participants are 26-32 years old, again another 20.4% of the participants are 33-39 years old, 31.9% of the participants are 40-46 years old, 16% of the participants are 47 years old or older. 53.8% of the participants are Turkish citizens while 46.2% of the participants are foreign nationals.

Table 2: Distribution of Participants by Gender, Age and Nationality

Researc Group	N	%
Gender		
Female	179	44
Male	228	56
Total	407	100
Age		
25 years / younger	46	11,3
26-32 years old	83	20,4
33-39 years old	83	20,4
40-46 years old	130	31,9
47 years old or older	65	16,0
Total	407	100
Nationality		
Turkish Citizens	219	53,8
Foreign Nationals	188	46,2
Total	407	100

Source: Authors

Other Findings

Below table shows the statistics concerning the sub-scales of the Leisure Satisfaction Scale on the basis of the gender of the participants.

Upon the analysis of the T-test statistics in the above table, it seems that, in view of the data obtained from the participants, there is not a statistically significant difference between the gender variable and the ‘psychological’, ‘educational’, ‘physiological’, ‘relaxation’ and ‘aesthetic’ sub-scales of the Leisure Satisfaction Scale. However, the analysis reveals that there is a statistically significant difference between the “social” sub-scale and the gender ($p: 0.013$; $p<0.05$), this implies that participants’ gender influences the social aspect of leisure satisfaction, and also the t-value for the males ($t=4.18$) is higher than the one for the females ($t= 4.05$) in this respect. Total scores derived in this context from Leisure Satisfaction Scale display that males are more satisfied than females.

Table 3: T-Test Statistics for the Sub-Scales of Leisure Satisfaction Scale and the Means Corresponding to the Gender Variable

	Age	N	X	SS	t	df	p
Psychological	Female	179	4.38	.53	-.188	405	.851
	Male	228	4.40	.82			
Educational	Female	179	4.30	.53	-	405	.055
	Male	228	4.40	.43			
Social	Female	179	4.05	.61	-	405	.013
	Male	228	4.18	.50			
Physiological	Female	179	4.28	.51	-.477	354	.634
	Male	228	4.30	.44			
Relaxation	Female	179	3.85	.51	-.975	405	.330
	Male	228	3.90	.45			
Aesthetic	Female	179	4.63	.47	.560	405	.576
	Male	228	4.60	.46			
LSS Total	Female	179	25.5	2.10	-1.41	405	.158
	Male	228	25.8	2.00			

$p<0.05$

Source: Authors

Table 4 exhibits the One-Way Analysis of Variance (ANOVA) results of the study. According to One-Way Analysis of Variance (ANOVA) performed to determine whether there is a statistically significant difference between the leisure satisfaction levels of participants of the study on the basis of the age groupings, it seems that there is no statistically significant difference between the sub-scales of Leisure Satisfaction Scale and the age variable. This implies that participants' age does not influence any aspect of leisure satisfaction. Total scores derived in this respect from Leisure Satisfaction Scale display that the group of participants aged between 40 and 46 are more satisfied with the hot air balloon ride than other age groups.

Table 4: Assessment of Results of the ANOVA for the Sub-Scales of Leisure Satisfaction Scale in Relation to Age Groups

	Age Groups	N	X	sd	p
Psychological	25 years old or younger	46	4.37	.54	.634
	26-32 years old	83	4.42	.40	
	33-39 years old	83	4.30	.60	
	40-46 years old	130	4.45	.98	
	47 years old or older	65	4.35	.58	
	Total	407	4.39	.71	
Educational	25 years old or younger	46	4.20	.59	.156
	26-32 years old	83	4.41	.37	
	33-39 years old	83	4.33	.53	
	40-46 years old	130	4.39	.45	
	47 years old or older	65	4.36	.51	
	Total	407	4.12	.48	
Social	25 years old or younger	46	4.04	.75	.660
	26-32 years old	83	4.18	.58	
	33-39 years old	83	4.08	.51	
	40-46 years old	130	4.14	.50	
	47 years old or older	65	4.13	.53	
	Total	407	3.89	.56	
Physiological	25 years old or younger	46	4.29	.54	.671
	26-32 years old	83	4.27	.44	
	33-39 years old	83	4.36	.48	
	40-46 years old	130	4.28	.46	
	47 years old or older	65	4.25	.46	
	Total	407	4.14	.47	
Relaxation	25 years old or younger	46	3.90	.45	.285
	26-32 years old	83	3.91	.45	
	33-39 years old	83	3.90	.47	
	40-46 years old	130	3.90	.47	
	47 years old or older	65	3.76	.55	
	Total	407	3.68	.48	
Aesthetic	25 years old or younger	46	4.46	.58	.158
	26-32 years old	83	4.60	.46	
	33-39 years old	83	4.62	.45	
	40-46 years old	130	4.65	.44	
	47 years old or older	65	4.66	.41	
	Total	407	4.45	.46	
LSS Total	25 years old or younger	46	25.28	2.30	.533
	26-32 years old	83	25.82	1.81	
	33-39 years old	83	25.61	2.07	
	40-46 years old	130	25.83	2.02	
	47 years old or older	65	25.54	2.18	
	Total	407	25.67	2.05	

p<0.05

Source: Authors

Table 5: T-test Statistics for the Sub-Scales of Leisure Satisfaction Scale and the Means Corresponding to the Nationality Variable

	Nationality	N	X	SS	t	df	p
Psychological	Turkish Citizens	219	4.48	.42	-2.56	254.5	.011
	Foreign Nationals	188	4.29	.93			
	Total	407	4.39	.71			
Educational	Turkish Citizens	219	4.48	.43	-5.95	405	.000
	Foreign Nationals	188	4.21	.49			
	Total	407	4.12	.48			
Social	Turkish Citizens	219	4.16	.49	-1.45	349.5	.146
	Foreign Nationals	188	4.08	.63			
	Total	407	3.89	.56			
Physiological	Turkish Citizens	219	4.36	.42	-3.44	360.4	.001
	Foreign Nationals	188	4.20	.51			
	Total	407	4.14	.47			
Relaxation	Turkish Citizens	219	3.90	.50	-.756	405	.450
	Foreign Nationals	188	3.86	.45			
	Total	407	3.68	.48			
Aesthetic	Turkish Citizens	219	4.68	.40	-3.16	347.8	.002
	Foreign Nationals	188	4.53	.52			
	Total	407	4.45	.46			
Total	Turkish Citizens	219	26.0	1.79	-4.41	357.9	.000
	Foreign Nationals	188	25.1	2.22			
	Total	407	25.67	2.05			

p<0.05

Source: Authors

The above table (Table 5) indicates that there is a statistically significant difference between the nationality variable which denotes whether the participant is Turkish or a foreigner and the 'psychological', 'educational', 'physiological' and 'aesthetic' aspects of the Leisure Satisfaction Scale. This implies that participants' nationality influences the 'psychological', 'educational', 'physiological' and 'aesthetic' aspects of leisure satisfaction. Total scores derived in this regard from Leisure Satisfaction Scale show that Turkish participants are more satisfied than foreign participants.

7. Discussion and Conclusion

As a consequence of the analysis, generally, the highest overall score was obtained for the "aesthetic" sub-scale whereas the lowest overall score was obtained for the "relaxation" sub-scale. According to the findings of another study, the highest overall leisure satisfaction score was obtained for the relaxation sub-scale while the lowest overall leisure satisfaction score was obtained for physiological sub-scale (Yaman et al., 2016). Getting different results is likely to be pertaining to the selection of the sample from individuals participating in different activities. The reason for the aesthetic sub-scale to have a higher overall score can be associated with the unique and gorgeous landscape of the Cappadocia region. On the other hand, obtaining a low overall score for the relaxation sub-scale can be related to

the fact that hot air balloon flight is a relatively high risk, adrenaline-pumping and thrilling activity.

On the basis of the gender variable, it seemed that the males were more satisfied than the females only with regard to the social aspect of leisure satisfaction rather than the other sub-scales of Leisure Satisfaction Scale. On the other hand, in the study conducted on the basis of gender by Ardahan and Yerlisu Lapa (2010) in relation to the university students, it was observed that there was not a statistically significant difference between the gender and sub-scales of the Leisure Satisfaction Scale in view of the leisure satisfaction scores of the female and male participants. However, in another study carried out again on the basis of gender, there was a statistically significant difference between the gender and certain sub-scales of the Leisure Satisfaction Scale and the mean of overall scores of the female participants was higher than the one for the male participants in the “psychological”, “educational”, “social” and “relaxation” sub-scales of Leisure Satisfaction Scale (Küçük Kılıç et al., 2016). Moreover, the study by Gökçe (2008: 38) asserted that the mean of the overall leisure satisfaction scores of the females was high in the case of the relaxation sub-scale whereas the mean of the leisure satisfaction scores of the males was high in the case of the aesthetic sub-scale. Getting different results is likely to be related to the selection of the sample from individuals participating in different activities.

Study argued that there was no statistically significant difference between the sub-scales of the Leisure Satisfaction Scale and age groupings. On the other hand, Leisure satisfaction level was high for the group of participants aged between 40 and 46 whereas it was low for the group of participants aged 25 or younger. However, the study by Gökçe (2008: 53) exhibited that there was a statistically significant difference between the age groupings and leisure satisfaction for psychological, physiological, relaxation and aesthetic aspects and in the total scores. The study by Riddick (1986) revealed that the lowest mean of scores of the leisure satisfaction was for the group of participants who were in their 50s whereas the highest mean of scores of the leisure satisfaction was for the group aged 22 (Quoted by Gökçe, 2008: 53). Besides, a group of participants aged 24 or above were more satisfied with leisure activities than other age groupings in terms of the psychological and relaxation aspects of leisure

satisfaction according to another study (Serdar & Mungay Ay, 2016).

According to the study, on the basis of the nationality variable, there was a statistically significant difference between the nationality and the sub-scales of Leisure Satisfaction Scale, suggesting that foreign participants were less satisfied with the leisure activity than the Turkish participants. This result further implied that foreign participants were more satisfied with less risky activities than their Turkish counterparts.

In conclusion, the leisure satisfaction and whole range of its aspects do not have a statistically significant association with age, however, they have a statistically significant relationship with gender and nationality. In the prospective studies, leisure satisfaction level can be compared in-between different groups of participants by including new variables such as the activity type, participation procedure and participation frequency as well.

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