

## Methods to determine service quality and customer satisfaction level in protected areas

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**Abstract:** In Turkey, the current experience has shown that despite the prohibition of various benefits from natural protected areas, these areas are not adequately protected. Because, natural resources managers and users have different target about these areas. While the managers might be concerned about the protection of the resources; customers may be more concerned about the socio-economic benefits. In order to protect these areas more effectively, expectations of customers benefiting from these areas need to be met. In this context, it will be useful to present and diversify some services for customers. According to the 2873 numbered national park law, various services are offered to the customers in the national parks and the protected areas of the nature, from the protected areas established. In response to these services, it will be necessary to measure service quality in order to determine the satisfaction level of the customers and to take necessary measures. Because the quality of the services provided is possible by measuring the quality correctly and different measurement models have been developed for this. In this proceeding, the status of service quality and customer satisfaction in national parks and nature parks is addressed in protected areas. The methods used to measure the quality of service and to determine the level of customer satisfaction were examined within the scope of the study. Some of these methods are as follows:

- Servqual Service Quality Measurement Method,
- Servperf Service Quality Measurement Method,
- Total Quality Index Service Quality Measurement Method,
- Benchmarking Service Quality Measurement Method,
- Critical Events Method (CIT), *etc.*

In this proceeding, the information about customer perception and expectation in the measurement of the quality of service provided in the protected areas was evaluated and the advantages and disadvantages of the methods used were determined.

**Keywords:** Protected areas, Customer satisfaction, Corporate marketing