The Effects Of Transactional Leadership Upon Organizational Identification: A Case Of Travel Agencies İn Adana Provience

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Extensive Summary

1. Introduction

Fast and ever-changing competitive conditions, requires businesses to invest in alternatives that are difficult to imitate. One of these alternatives is increasing the importance of investment in human capital. In this context, management sciences innovative developments emerging, fast and ever-changing environments, business processes, adapt quickly to businesses operating in the developments. Travel agencies also need to be adapted quickly to this change is one of the tourism sector enterprises. Leadership, as well as an important concept for travel agencies as many businesses. In fact, tourism professionals, and most of the time-intensive when it comes to over-paced work environment, this concept is becoming more and more important. This is in the hectic pace, the role of sacrifice behavior more often than employees is expected. This is due to the sacrifices equating the enterprises themselves, but employees realized. In this study, the effect of travel agency employees' attitudes’ effect of transactional leaderships upon attitudes of organizational identification. The relevant literature is discussed in the In the first part of the study ; given general information about study second part of the research ; the findings put forward in the third part of and the result and recommendations are given in the fourth section.

Transactional leadership, a leadership model based on reciprocity. This shopping duties brought the audience award, fail to perform their duties in the face with no penalty. Leading the audience to be obedient and willing to work using organizational resources. To check and correct the behavior of the stimulus-response model exhibits a kind (Grunstein, 1999: 150).

The concept is analyzed studies on the subject of organizational identification and organizational commitment is often mixed. Organizational identification,
organizational commitment scale be considered as a sub-dimension adds to the confusion. However, at this point, organizational commitment, organizational identification would be appropriate to say that the some of the forms. Mael and Ashford reported and organizational identification is a concept with self adherence was not a concept with self. Also commitment, sharing the same values and beliefs are portable to another organization, identification can be said to be unique to the organization (Günbek, 2007: 15).

2. Method

To examine the effect of transactional leadership attitudes of employees identify with organizational research conducted in this research are not covered by agency managers. For this reason, Group A travel agencies operating in the province of Adana, the number of employees working through the agency officials tried to get the phone call. Investigational agents, telephone and address information Travel Agents Association of Turkey web site (http://www.tursab.org.tr/) were obtained through. Number of employees in accordance with the responses of the travel agent authorities designated as 230. This number is also the population consisted of study. The universe is full inventory is limited and the sample has not been made. However, some employees do not want to participate in the survey due to the 153 questionnaires were analyzed. SPSS software was used for the analysis. The scale for transactional leadership developed by Bass and Avolio(1990) and Hakan Dilek (2005) translated into were used. The scale consists of 8 items. For organizational identification, the scale of Mael and Ashforth (1992) was translated into Turkish by Polat (2009). The scale consists of six items. If the field is preferred because the scales is that they are the most commonly used scales. 5-point Likert scale for each of the scales in the form of the data collected. To regression analyse were used.

**Hypothesis:** Transactional leadership attitudes of travel agencies managers effects, organizational identification level of workers.

3. Findings

According to the demographic findings, employees who participated in the study, 51% of women and 49% are male. These distributions women constitute a majority of the sample group, but the numbers show that close to each other in terms of gender. In addition, the majority of the sample group, in the range of 25 to 39 years of age, single, with a monthly income of between £ 500-999, associate degree graduates, who graduated from tourism-related areas, 1-3 years and 1-3 years of experience in the sector agencies working in the range of shows that employees.

Demographic variables used in this study, the effect on the attitude of the literature indicated that the identification of leadership and organizational behavior variables. However, in this study, the travel agency employees' attitudes transactional leadership and organizational identification not affected by demographic variables emerged. There is a positive relationship between transactional leadership and organizational identification, and this can be said to be a weak level of correlation.

Regression analysis between transactional leadership behavior and organizational identification, the value of R 0, 365 turned out to be. Change in the dependent variable by the independent variables in the value of R² is a measure of how much can be defined. Model 1 has emerged as an R² value of 0.127. Accordingly, the
transactional leadership on organizational citizenship behavior of all the independent variables explain 12.7% of the level. There are a significant relationship between transactional leadership and organizational identification. p values of these variables, was found to be 000. β value is ,365. According to these results, research hypothesis, has been accepted.

In the literature, identify with organizational relationship with the most researched demographic questions and as a result of the t-test and analysis of variance identify with the organization's stance, the case of travel agency employees, not differ according to demographic variables emerged. In the survey of İşcan conducted on 213 employee, organizational identification has emerged differ according to gender and seniority. Women is lower than that of men identify with the organization, organizational identification is also increasing with increasing seniority. Çakınberk and colleagues (2011), same way, did a study to identify with the increase in retirement is increasing. However, such a conclusion did not come as a result of this research. This difference is thought to be due to the fact that different areas of application.