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# İÇİNDEKİLER

EXPERIENCE OF THE WORLD`S LEADING COUNTRIES IN ENERGY SAVING .....	15
THE USE OF DEIXIS IN MACEDONIAN AND ENGLISH: A COMPARATIVE STUDY .....	16
THE LANGUAGE OF PAIN IN THE FLUTURA AÇKA'S NOVEL "THE SON" .....	17
THE CONSTRUCTION INDUSTRY OF UKRAINE: PRESENT AND FUTURE .....	18
ENVIRONMENTAL CONCERNS ARE DRIVING THE ADOPTION OF GREEN INFORMATION TECHNOLOGY BY THE AIRCRAFT MANUFACTURING INDUSTRY .....	19
PRELIMINARY RESEARCH ON THE SOCIAL MEDIA AND FINANCIAL LITERACY ON TOURIST BEHAVIOUR OF GENERATION Z IN MALAYSIA.....	20
PRELIMINARY RESEARCH ON THE THEME PARK ATTRIBUTES AND REVISIT INTENTION TO THE GENTING SKYWORLDS THEME PARK AMONG YOUTH IN MALAYSIA.....	21
PRELIMINARY STUDY ON THE SOCIAL MEDIA INFLUENCES, FINANCIAL STABILITY, AND VISIT INTENTION AMONG GENERATION Z IN MALAYSIA.....	22
PRELIMINARY STUDY ON THE USAGE OF AIRBNB APPLICATIONS BY TOURISTS AND BEHAVIORAL INTENTIONS IN VISITING MALACCA, MALAYSIA .....	23
PRELIMINARY STUDY ON TOURIST SATISFACTION, DESTINATION IMAGE, AND DESTINATION LOYALTY TO TERENGGANU, MALAYSIA .....	24
PRELIMINARY STUDY ON TOURIST PREFERENCES, SOCIAL MEDIA USE, AND TRAVEL BEHAVIOUR AMONG GENERATION Z IN MALAYSIA .....	25
INVESTİGATING HOW ISLAMİC TOURİSM SHAPES THE RELİGİOUS PERCEPTİON AND PRACTİCES OF HİGH SCHOOL STUDENTS .....	26
ATTRIBUTES THAT INFLUENCE TOURISTS' DECISION TO TRAVEL ABROAD .....	27
DELVING INTO ISLAMIC FINANCE AND FINANCIAL LITERACY: EXAMINING BELIEFS, PRACTICES, AND INDIVIDUAL AWARENESS .....	28
EMPOWERING YOUTH MUSLIM TOURISTS: A GUIDE TO HALAL FOOD LITERACY .....	29
BABY HATCH INTELLIGENT INCUBATION MONITORING SYSTEM .....	30
ADVANCEMENTS IN NON-INVASIVE CHOLESTEROL MEASUREMENT TECHNOLOGIES: A COMPREHENSIVE REVIEW .....	31
ASSESSMENT OF ALTERNATIVE SOURCES OF RESOURCE CONSERVATION IN UKRAINE.....	32
PERCEPTION OF E-WALLET PAYMENT AMONG HIGHER EDUCATION STUDENTS IN SELANGOR, MALAYSIA .....	33
AN INTERVENTION ERGONOMIC FRAMEWORK FOR MALAYSIA TVET HIGHER EDUCATION .....	34
BENCHMARKS FOR THE DEVELOPMENT OF ALTERNATIVE ENERGY IN UKRAINE .....	35
CINEMATIC REFLECTIONS: MAQĀŞİD AL-SHARĪ'A PERSPECTIVES ON SUSTAINABLE FILM-INDUCED TOURISM IN MALAYSIA.....	36

<b>SOCIAL MEDIA AND FINANCIAL LITERACY ON TOURIST BEHAVIOUR OF GENERATION Z IN MALAYSIA .....</b>	<b>37</b>
<b>AN INTERVENTION ERGONOMIC FRAMEWORK FOR MALAYSIA TVET HIGHER EDUCATION .....</b>	<b>38</b>
<b>HALL VE HOFSTEDE'İN KATMANLI İLETİŞİM AÇMAZI: BAĞLAMI VE BELİRSİZLİK DERECEŞİ YÜKSEK TOPLUMLARDA İLETİŞİM .....</b>	<b>39</b>
<b>HALL AND HOFSTEDE'S LAYERED COMMUNICATION DILEMMA: COMMUNICATION IN SOCIETIES WITH HIGH CONTEXT AND UNCERTAINTY .....</b>	<b>40</b>
<b>ÖRGÜT KÜLTÜRÜ VE İŞ TATMINI ARASINDAKİ İLİŞKİNİN ÖRGÜTSEL BAĞLILIĞA ETKİSİ.....</b>	<b>41</b>
<b>THE EFFECT OF THE RELATIONSHIP BETWEEN ORGANIZATIONAL CULTURE AND JOB SATISFACTION ON ORGANIZATIONAL COMMITMENT.....</b>	<b>42</b>
<b>SOSYAL BİLGİLER ÖĞRETMEN ADAYLARININ DOĞAL MİRASIN KORUNMASINA YÖNELİK GÖRÜŞLERİNİN İKİLEM HİKÂYELERİ İLE İNCELENMESİ .....</b>	<b>43</b>
<b>EXAMINATION OF SOCIAL STUDIES TEACHER CANDIDATES' VIEWS ON THE PROTECTION OF NATURAL HERITAGE THROUGH DILEMMA STORIES .....</b>	<b>44</b>
<b>İLKOKUL ÖĞRENCİLERİNİN ÇEVRE KİRLİLİĞİNE YÖNELİK ALGILARI VE ÇİZİMLERİNİN ANALİZİ.....</b>	<b>45</b>
<b>ANALYSIS OF PRIMARY SCHOOL STUDENTS' PERCEPTIONS AND DRAWINGS TOWARDS ENVIRONMENTAL POLLUTION .....</b>	<b>46</b>
<b>YAPAY ZEKA PAZARLAMASI VE REKLAM: PROMPTLARLA REKLAM ÜRETİMİNE İLİŞKİN DENEYSSEL BİR ÇALIŞMA.....</b>	<b>47</b>
<b>ARTIFICIAL INTELLIGENCE MARKETING AND ADVERTISING: AN EXPERIMENTAL STUDY ON AD GENERATION WITH PROMPTS .....</b>	<b>48</b>
<b>ÖĞRETMEN ADAYLARININ 21.YÜZYIL BECERİLERİ YETERLİK ALGILARININ ÇEŞİTLİ DEĞİŞKENLERE GÖRE İNCELENMESİ .....</b>	<b>49</b>
<b>INVESTIGATION OF TEACHER CANDIDATES' 21st CENTURY SKILLS COMPETENCY PERCEPTIONS ACCORDING TO VARIOUS VARIABLES.....</b>	<b>50</b>
<b>HATAY'DA BİR GÖÇ HİKÂYESİ: KURLUSOĞUKSU KÖYÜ (KIRIKHAN) İSKÂNI .....</b>	<b>51</b>
<b>A MIGRATION STORY IN HATAY: SETTLEMENT OF KURLUSOĞUKSU VILLAGE (KIRIKHAN) .....</b>	<b>52</b>
<b>AVRUPA BİRLİĞİNDE YÖNETİŞİM, İNOVASYON VE TEKNOLOJİ TEMELLİ BÖLGESEL REKABET EDEBİLİRLİK POLİTİKALARININ ETKİNLİĞİ .....</b>	<b>53</b>
<b>THE EFFICIENCY OF GOVERNANCE, INNOVATION AND TECHNOLOGY BASED REGIONAL COMPETITIVENESS POLICIES IN THE EUROPEAN UNION .....</b>	<b>54</b>
<b>PSİKOLOJİK DANIŞMADA DANIŞAN-DANIŞMAN ETKİLEŞİMİNDE “EVET, AMA... OYUNU”NUN KARPMAN'IN DRAMA ÜÇGENİ AÇISINDAN İNCELENMESİ .....</b>	<b>55</b>
<b>AN INVESTIGATION OF THE “YES, BUT... GAME” IN CLIENT COUNSELOR INTERACTION IN PSYCHOLOGICAL COUNSELING IN TERMS OF KARPMAN'S DRAMA TRIANGLE .....</b>	<b>56</b>
<b>YEŞİL MOBİLİTE: ELEKTRİKLİ ARAÇLAR ÜZERİNE BİR LİTERATÜR İNCELEMESİ .....</b>	<b>57</b>
<b>GREEN MOBILITY: A LITERATURE REVIEW ON ELECTRIC VEHICLES .....</b>	<b>58</b>
<b>TÜRKİYE'DEKİ SURİYELİ SİĞİNMACILARIN GÜVENLİK SORUNLARI .....</b>	<b>59</b>

SYRIAN REFUGEES' SAFETY ISSUES IN TURKEY .....	60
COMPARISON OF THE SUITABILITY OF SPORTS FACILITIES AND THE SATISFACTION LEVELS OF DISABLED ATHLETES .....	61
ÜLKE MARKALAMASININ TEMEL UNSURLARI VE DİJİTAL MEDYA KULLANIMLARI: TÜRKİYE TANITIM OFİSİ'NE YÖNELİK BİR ANALİZ .....	62
PRINCIPLES OF COUNTRY BRANDING AND DIGITAL MEDIA USAGE: AN ANALYSIS OF TURKEY PROMOTION OFFICE .....	63
4-7. SINIF SOSYAL BİLGİLER DERS KİTAPLARINDA ASTRONOMİ .....	64
4-7th GRADE SOCIAL STUDIES TEXTBOOKS IN ASTRONOMY .....	65
İŞYERİNDE POZİTİF YÖNETİM ANLAYIŞI: KAVRAMSAL BİR ÇERÇEVE .....	66
POSITIVE MANAGEMENT APPROACH IN THE WORKPLACE: A CONCEPTUAL FRAMEWORK .....	67
MATEMATİK ÖĞRETMEN ADAYLARININ ÖĞRETİMİ PLANLAMAYA YÖNELİK GÖRÜŞLERİNİN DERS PLANLARI ÇERÇEVESİNDE İNCELENMESİ .....	68
AN EXAMINATION OF PRE-SERVICE MATHEMATICS TEACHERS' VIEWS ON INSTRUCTION PLANNING IN THE CONTEXT OF LESSON PLANS .....	69
METAL PLAKA APLİKENİN TARİHSEL SÜREÇTE İNCELENMESİ .....	70
EXAMINATION OF METAL PLATE APLIQUE IN HISTORICAL PROCESS .....	71
KAMU POLİTİKALARINDA YAPAY ZEKÂ KULLANIMI: GÜNCEL EĞİLİMLER VE UYGULAMALAR .....	72
USE OF ARTIFICIAL INTELLIGENCE IN PUBLIC POLICIES: CURRENT TRENDS AND APPLICATIONS .....	73
12 EYLÜL 1980 ASKERİ DARBESİNİ MEŞRULAŞTIRMA FAALİYETLERİ AÇISINDAN BİR DEĞERLENDİRME: DEVRİM GAZETESİNE GÖRE "ATATÜRK YILI" ETKİNLİKLERİ .....	74
AN EVALUATION OF THE 12 SEPTEMBER 1980 MILITARY COUP IN TERMS OF LEGITIMISATION ACTIVITIES: "ATATÜRK YEAR" ACTIVITIES ACCORDING TO DEVRİM İN NEWSPAPER .....	75
HAVA YOLU İŞLETMELERİNİN SÜREÇLERİNDE YOLCU ODAKLI PERSPEKTİF VE YOLCU DENEYİMİNİ GELİŞTİRMEYE DÖNÜK GÜNCEL UYGULAMALAR .....	76
PASSENGER-CENTRIC PERSPECTIVE AND CURRENT PRACTICES IN ENHANCING PASSENGER EXPERIENCE IN AIRLINE OPERATIONS .....	77
DOĞU TOPLUMLARINDA İLETİŞİM SORUNLARI: GELENEKSEL YAKLAŞIM .....	78
COMMUNICATION PROBLEMS IN EASTERN SOCIETIES: TRADITIONAL APPROACH .....	79
TÜRK BANKACILIK SEKTÖRÜNDE ARTAN DİJİTALLEŞMENİN ORTAYA ÇIKARDIĞI/ÇIKARABİLECEĞİ KAZANÇ VE KAYIPLAR ÜZERİNE DEĞERLENDİRMELER .....	80
EVALUATIONS ON THE GAINS AND LOSSES THAT THE INCREASED DIGITALIZATION IN THE TURKISH BANKING SECTOR HAS ARISED / MAY ARISE .....	81
EKONOMİK VE SOSYAL BİR SORUN OLARAK "ASGARİ ÜCRET" .....	82
"MINIMUM WAGE" AS AN ECONOMIC AND SOCIAL ISSUE .....	83
"CODE IS LAW" TEORİSİ VE AKILLI SÖZLEŞMELERE OLAN ETKİSİ .....	84
THEORY OF "CODE IN LAW" AND IT'S INFLUENCE ON SMART CONTRACTS .....	85

<b>SOSYAL BİLGİLER ÖĞRETMEN ADAYLARININ YAŞAM BOYU ÖĞRENME EĞİMLERİNİN ÇEŞİTLİ DEĞİŞKENLER AÇISINDAN İNCELENMESİ .....</b>	<b>86</b>
<b>INVESTIGATION OF LIFELONG LEARNING TENDENCIES OF SOCIAL STUDIES TEACHER CANDIDATES IN TERMS OF VARIOUS VARIABLES.....</b>	<b>87</b>
<b>İKTİSADİ VE İDARİ BİLİMLER ALANINDA SİMÜLASYON TABANLI EĞİTİM.....</b>	<b>88</b>
<b>THE SIMULATION BASED EDUCATION IN THE FIELD OF ECONOMICS AND ADMINISTRATIVE SCIENCES .....</b>	<b>89</b>
<b>DUYGU DÜZENLEME BECERİLERİNE İLİŞKİN TEZLERİN ÇEŞİTLİ DEĞİŞKENLER AÇISINDAN İNCELENMESİ .....</b>	<b>90</b>
<b>THE EXAMINATION OF THESES ON EMOTION REGULATION SKILLS IN TERMS OF VARIOUS VARIABLES.....</b>	<b>91</b>
<b>EĞİTİM VE ÖĞRETİM ALANINDAKİ LİSANSÜSTÜ TEZ ÇALIŞMALARINDA YAPAY ZEKA .....</b>	<b>92</b>
<b>ARTIFICIAL INTELLIGENCE IN GRADUATE THESIS RESEARCH IN THE FIELD OF EDUCATION AND TEACHING.....</b>	<b>93</b>
<b>BÜYÜKANNE PROJESİNE BİR DEĞERLENDİRME.....</b>	<b>94</b>
<b>AN EVALUATION OF THE GRANDMOTHER PROJECT .....</b>	<b>95</b>
<b>KONUŞMA DİLİNİN ZENGİNLİĞİ BAĞLAMINDA ESKİ DİZİLERİN İNCELENMESİ: “KURUNTU AİLESİ” ÖRNEĞİ.....</b>	<b>96</b>
<b>REVIEW OF OLD SERIES IN THE CONTEXT OF THE RICHNESS OF THE SPOKEN LANGUAGE: THE EXAMPLE OF “KURUNTU AİLESİ” .....</b>	<b>97</b>
<b>EĞİTİMDE YENİ KODLAR VE MAJOR YAPILAR: GILLES DELEUZE’UN FARK FELSEFESİ BAĞLAMINDA YAPAY ZEKA TEKNOLOJİLERİ VE EĞİTİM İLİŞKİSİ .....</b>	<b>98</b>
<b>EDUCATION'S NEW CODES AND MAJOR STRUCTURES: THE RELATIONSHIP BETWEEN ARTIFICIAL INTELLIGENCE TECHNOLOGIES AND EDUCATION IN THE CONTEXT OF GILLES DELEUZE'S PHILOSOPHY OF DIFFERENCE .....</b>	<b>99</b>
<b>YONTULAR IŞIĞINDA BATI ANADOLU'DA HELLENİSTİK DÖNEM KADIN İMAJI.....</b>	<b>100</b>
<b>HELLENISTIC PERIOD WESTERN ANATOLIAN IMAGES OF WOMEN IN SCULPTURES.....</b>	<b>101</b>
<b>İLKOKUL KÖY ÖĞRETMENLERİNE GÖRE OKUL KÜLTÜRÜNÜN OLUŞTURULMASI VE GELİŞTİRİLMESİNDE OKUL MÜDÜRÜNÜN ROLÜ .....</b>	<b>102</b>
<b>ACCORDING TO PRIMARY SCHOOL VILLAGE TEACHERS IN THE CREATION AND DEVELOPMENT OF SCHOOL CULTURE THE ROLE OF THE SCHOOL PRINCIPAL.....</b>	<b>103</b>
<b>LİSE ÖĞRENCİLERİNİN SOSYAL MEDYA KULLANIM AMAÇLARI İLE SOSYAL MEDYA BAĞIMLILIĞININ AKADEMİK ERTELEME DAVRANIŞLARINA ETKİSİ.....</b>	<b>104</b>
<b>THE PURPOSES OF HIGH SCHOOL STUDENTS' SOCIAL MEDIA USE AND THE EFFECT OF SOCIAL MEDIA ADDICTION ON THEIR ACADEMIC PROCRASTINATION BEHAVIOR .....</b>	<b>105</b>
<b>SOSYAL VE FEN BİLİMLERİ BAĞLAMINDA SOSYAL BİLGİLERİ DİSİPLİNERARASI BİR BAKIŞ AÇISIYLA YENİDEN DÜŞÜNMEK .....</b>	<b>106</b>

RETHINKING SOCIAL SCIENCES FROM AN INTERDISCIPLINARY PERSPECTIVE IN THE CONTEXT OF SOCIAL AND NATURAL SCIENCES .....	107
EĞİTİMİN EKMEK TÜKETİMİ HARCAMASINA ETKİSİ.....	108
THE IMPACT OF EDUCATION ON BREAD EXPENDITURE.....	109
EĞİTİMİN SÜT VE SÜT ÜRÜNLERİ TÜKETİMİ HARCAMASINA ETKİSİ.....	110
THE IMPACT OF EDUCATION ON MILK AND MILK PRODUCTS EXPENDITURE.....	111
EĞİTİMİN KİŞİSEL HİJYEN ÜRÜNLERİ TÜKETİMİ HARCAMASINA ETKİSİ .....	112
THE IMPACT OF EDUCATION ON PERSONEL HYGIENE PRODUCTS EXPENDITURE .....	113
SOSYAL BİLGİLER ÖĞRETMEN ADAYLARININ YAPAY ZEKÂNIN EĞİTİMDE KULLANILMASINA İLİŞKİN GÖRÜŞLERİNİN İNCELENMESİ .....	114
EXAMINATION OF PROSPECTIVE SOCIAL STUDIES TEACHERS' VIEWS ON THE USE OF ARTIFICIAL INTELLIGENCE IN EDUCATION .....	115
ÇOKLU BÜTÜNCÜL ANALİZİ YAKLAŞIMI İLE YAPILAN LİSANSÜSTÜ TEZLERİN İNCELENMESİ .....	116
REVIEW OF POSTGRADUATE THESES CONDUCTED WITH MULTIPLE HOLISTIC ANALYSIS APPROACH .....	117
AR-GE MERKEZLERİ ve SOSYAL İNOVASYON ARASINDAKİ ETKİLEŞİM.....	118
INTERACTION BETWEEN R&D CENTERS AND SOCIAL INNOVATION.....	119
AMBALAJIN TÜKETİCİ SATIN ALMA KARARINA ETKİSİ: LİTERATÜR TARAMASI .....	120
THE IMPACT OF PACKAGING ON CONSUMER PURCHASING DECISIONS: A LITERATURE REVIEW ..	121
TÜRKİYE'DE TERS YÜZ ÖĞRENME MODELİNDE EĞİTİM BİLİMLERİ ALANINDA YAZILAN TEZLERİN İNCELENMESİ .....	122
AN ANALYSIS OF DISSERTATIONS WRITTEN IN THE FIELD OF EDUCATIONAL SCIENCES ON FLIPPED LEARNING MODEL IN TURKEY .....	123
YÖRESEL BEBEKLER İLE DEĞERLER EĞİTİMİ .....	124
VALUES EDUCATION WITH LOCAL BABIES .....	125
TURİSTİK DOĞU EKSPRESİ'NE İLİŞKİN E-YORUMLARIN İNCELENMESİ .....	126
REVIEW OF E-COMMENTS ABOUT THE TOURISTIC EASTERN EXPRESS .....	127
YEŞİL İNSAN KAYNAKLARI YÖNETİMİ FONKSİYONLARINI UYGULAMA AÇISINDAN EN ÇOK TERCİH EDİLEN SEKTÖRÜN FUZZY TOPSIS YÖNTEMİ İLE BELİRLENMESİ .....	128
DETERMINATION OF THE MOST PREFERRED SECTOR IN TERMS OF APPLICATION OF GREEN HUMAN RESOURCES MANAGEMENT FUNCTIONS BY FUZZY TOPSIS METHOD.....	129
MATEMATİK ÖĞRETMEN ADAYLARININ SOYUT CEBİR DERSİNDEKİ KAVRAM YANILGILARININ PROBLEM KURMA ve ÇÖZME ÇALIŞMALARıyla İNCELENMESİ .....	130
MISCONCEPTIONS OF PROSPECTIVE MATHEMATICS TEACHERS IN ABSTRACT ALGEBRA COURSE EXAMINING PROBLEM POSING AND SOLVING STUDIES.....	131
KENTSEL ADALET İÇİN YOL HARİTASI: KENT HAKKI VE OEUVRE PERSPEKTİFİNDEN RADİKAL SOSYAL HİZMET .....	132

URBAN JUSTICE ROADMAP: A RADICAL SOCIAL WORK APPROACH THROUGH THE LENS OF RIGHT TO THE CITY AND OEUVRE.....	133
KURUMSAL PAZARLAMA BAĞLAMINDA MARKA KİMLİĞİNİN İNŞASI VE AKTARIMINDA KURUMSAL REKLAMLAR: TÜRKİYE İŞ BANKASI REKLAMLARININ GELİŞME SÜRECİ .....	134
CORPORATE ADVERTISEMENTS IN THE CONSTRUCTION AND TRANSFER OF BRAND IDENTITY IN THE CONTEXT OF CORPORATE MARKETING: THE DEVELOPMENT PROCESS OF TURKEY IS BANK ADVERTS .....	135
YARATICI ZİHNİYET YAPILARININ VE MOTİVASYONUN YARATICI KİŞİLİK ÖZELLİKLERİ ÜZERİNDEKİ ETKİSİNİN İNCELENMESİ .....	136
INVESTIGATING THE EFFECT OF CREATIVE MINDSETS AND MOTIVATION ON CREATIVE PERSONALITY TRAITS.....	137
TÜRKİYE İLE ESTONYA, ÇİN, GÜNEY KORE, KANADA ÖĞRETMEN YETİŞTİRME SİSTEMLERİNİN KARŞILAŞTIRILMASI .....	138
COMPARİSON OF TEACHER TRAINİNG SYSTEMS İN TÜRKİYE AND ESTONIA, CHINA, SOUTH KOREA, CANADA .....	139
SÜRDÜRÜLEBİLİR TASARIM ANLAYIŞI KAPSAMINDA ENDÜSTRİYEL KENEVİR .....	140
INDUSTRIAL HEMP WITHIN THE SCOPE OF SUSTAINABLE DESIGN CONCEPT .....	141
DESTEKLEME VE YETİŞTİRME KURLARI: ÖNEMİ, UYGULANMASI VE ÖNERİLER.....	142
SUPPORTING AND TRAINING COURSES: IMPORTANCE, IMPLEMENTATION AND SUGGESTIONS ..	143
DIGITAL STORYTELLING IN EARLY CHILDHOOD EDUCATION .....	144
ERKEN ÇOCUKLUK EĞİTİMİNDE DİJİTAL HİKÂYE ANLATIMI.....	145
SOSYAL BİLGİLERDE MİZAH İLE İLGİLİ YAPILAN ÇALIŞMALARIN DEĞERLENDİRMESİ.....	146
EVALUATION OF STUDIES CONDUCTED ON HUMOR IN SOCIAL STUDIES .....	147
7 VE 8. SINIF MEDYA OKURYAZARLIĞI ÖĞRETİM PROGRAMININ İNCELENMESİ.....	148
EXAMINATION OF THE 7TH AND 8TH GRADE MEDIA LITERACY CURRICULUM .....	149
SOSYAL BİLGİLER ÖĞRETMENLERİNE GÖRE TANZİMATTAN GÜNÜMÜZE BATILILAŞMA İMGESİ....	150
ACCORDING TO SOCIAL SCIENCES TEACHERS, THE IMAGE OF WESTERNIZATION FROM THE TANZİMAT TO THE PRESENT DAY.....	151
SOSYAL BİLGİLER ÖĞRETMEN ADAYLARININ TARİH KONULARININ ÖĞRETİLMESİNDE KULLANILAN YÖNTEM VE TEKNİKLERE İLİŞKİN GÖRÜŞLERİ.....	152
OPINIONS OF SOCIAL STUDIES TEACHER CANDIDATES ON THE METHODS AND TECHNIQUES USED IN TEACHING HISTORY SUBJECTS.....	153
SOSYAL BİLGİLER ÖĞRETMEN ADAYLARININ POLİTİK KONULARA İLİŞKİN EĞİLİMLERİ .....	154
TRENDS OF SOCIAL STUDIES TEACHER CANDIDATES RELATED TO POLITICAL ISSUES .....	155
CEZALANDIRMANIN AMACINI AÇIKLAYAN TEORİLER .....	156
THEORIES EXPLAINING THE PURPOSE OF PUNISHMENT .....	157
KARASU (BALIKESİR) İLİ İDARİ SINIRLARI VE DEMOGRAFİK YAPISI (1914) .....	158

<b>KARASU (BALIKESİR) PROVINCE ADMINISTRATIVE BORDERS AND DEMOGRAPHIC STRUCTURE (1914)</b> .....	159
<b>YAPAY ZEKA ARAÇLARI VE EĞİTİM: SİSTEMATİK LİTERATÜR TARAMASI</b> .....	160
<b>ARTIFICIAL INTELLIGENCE TOOLS AND EDUCATION: A SYSTEMATIC LITERATURE REVIEW</b> .....	161
<b>İNGİLİZ GENELKURMAYININ GÖZÜYLE KURTULUŞ SAVAŞI: STRATEJİK RAPORLAR VE ANALİZLER</b> .	162
<b>THE WAR OF INDEPENDENCE FROM THE EYES OF THE BRITISH GENERAL STAFF: STRATEGIC REPORTS AND ANALYZES</b> .....	163
<b>ÇALIŞANLARIN MANTAR YÖNETİM ALGILARI ÜZERİNE NİTEL BİR ÇALIŞMA</b> .....	164
<b>A QUALITATIVE STUDY ON EMPLOYEES' PERCEPTIONS OF MUSHROOM MANAGEMENT</b> .....	165
<b>AVRUPA'DAKİ GÖÇMEN MÜSLÜMANLARIN İSLAM'A YAKLAŞIMI: AZINLIK FIKHI</b> .....	166
<b>THE APPROACH OF IMMIGRANT MUSLIMS IN EUROPE TO ISLAM: MINORITY FIQH</b> .....	167
<b>TÜRKÇE ÖĞRETMEN ADAYLARININ OKUMAYA İLİŞKİN TUTUMLARININ VE ELEŞTİREL DÜŞÜNME EĞİLİMLERİNİN ÇEŞİTLİ DEĞİŞKENLER AÇISINDAN İNCELENMESİ</b> .....	168
<b>AN INVESTIGATION OF PRE-SERVICE TURKISH TEACHERS' ATTITUDES TOWARDS READING AND CRITICAL THINKING TENDENCIES IN TERMS OF VARIOUS VARIABLES</b> .....	169
<b>OKUMA SORUNLARININ GİDERİLMESİNDE KULLANILAN YÖNTEMLER</b> .....	170
<b>METHODS USED IN ELIMINATING READING PROBLEMS</b> .....	170
<b>NAZİ ALMANYASI'NDA SANAT VE PROPAGANDA: LENİ RİEFENSTAHL'IN OLYMPIA FİLMİ</b> .....	172
<b>ART AND PROPAGANDA IN NAZI GERMANY: LENI RIEFENSTAHL'S OLYMPIA MOVIE</b> .....	173
<b>GIOTTO'NUN RÖNESANS SANATINDA PERSPEKTİF ÜZERİNE ETKİSİ</b> .....	174
<b>GIOTTO'S IMPACT ON PERSPECTIVE IN RENAISSANCE ART</b> .....	175
<b>MESLEKİ VE TEKNİK EĞİTİM İLE İSTİHDAM KONULU ÇALIŞMALAR ÜZERİNE BİR İNCELEME</b> .....	176
<b>AN ANALYSIS OF STUDIES ON VOCATIONAL AND TECHNICAL EDUCATION AND EMPLOYMENT STUDIES</b> .....	177
<b>MENTEŞE İLİ İDARİ SINIRLARI VE DEMOGRAFİK YAPISI (1914)</b> .....	178
<b>ADMINISTRATIVE BOUNDARIES AND DEMOGRAPHIC STRUCTURE OF MENTEŞE PROVINCE (1914)</b> .....	179
<b>YEŞİL ALANLARA ERİŞİLEBİLİRLİĞİN UZAKTAN ALGILAMA YÖNTEMİYLE DEĞERLENDİRİLMESİ: ISPARTA ÖRNEĞİ</b> .....	180
<b>EVALUATION OF ACCESSIBILITY TO GREEN AREAS BY REMOTE SENSING METHOD: THE EXAMPLE OF ISPARTA</b> .....	181
<b>ORTAOKUL ÖĞRENCİLERİNİN YARATICI DÜŞÜNME BECERİSİ İLE GİRİŞİMCİLİK BECERİSİ ARASINDAKİ İLİŞKİDE FİNANSAL DÜZEYİN ARACILIK ROLÜ</b> .....	182
<b>THE MEDIATING ROLE OF FINANCIAL LEVEL IN THE RELATIONSHIP BETWEEN CREATIVE THINKING AND ENTREPRENEURSHIP SKILLS OF SECONDARY SCHOOL STUDENTS</b> .....	183
<b>BİLİŞSEL UYUMSUZLUK VE TÜKETİM İLE İLGİLİ ULUSLARARASI YAYINLARIN BİBLİYOMETRİK ANALİZ İLE İNCELENMESİ</b> .....	184



<b>BIBLIOMETRIC ANALYSIS OF INTERNATIONAL PUBLICATIONS ON COGNITIVE DISSONANCE AND CONSUMPTION</b> .....	185
<b>İNSAN KAYNAKLARI YÖNETİMİNİN YENİ GÜCÜ: YAPAY ZEKA VE İK ANALİTİĞİ</b> .....	186
<b>THE NEW POWER OF HUMAN RESOURCES MANAGEMENT: ARTIFICIAL INTELLIGENCE AND HR ANALYTICS</b> .....	186
<b>SABAHATTİN ALİ' NİN KAZDAĞLARINA YAZDIĞI ÖYKÜ: " HASAN BOĞULDU HİKAYESİ " VE " EDREMIT'İN GELİNİ TÜRKÜSÜ " ÜZERİNE SOSYOKÜLTÜREL OLGU OLARAK FOLKLORİK BİR DEĞERLENDİRME</b> .....	188
<b>THE STORY WRITTEN BY SABAHATTİN ALI ON THE KAZDAGLARI: A FOLKLORIC EVALUATION AS A SOCIO-CULTURAL PHENOMENON ON "THE STORY OF HASAN BOĞULDU" AND "THE SONGS OF EDREMIT'S BRIDE"</b> .....	189
<b>ÇOCUK HAKLARI ve ÇEVRESEL SÜRDÜRÜLEBİLİRLİK</b> .....	190
<b>CHILDREN'S RIGHTS and ENVIRONMENTAL SUSTAINABILITY</b> .....	191
<b>YEREL HAFIZANIN TURİZMİN ÇEKİCİLİĞİNİ ARTTIRMAKTAKİ ROLÜ: DÜZCE AYNALI KÖYÜ ÖRNEĞİ</b> .....	192
<b>THE ROLE OF LOCAL MEMORY IN ENHANCING TOURISM ATTRACTIVENESS: THE CASE OF DÜZCE AYNALI VILLAGE</b> .....	193
<b>DEĞİŞEN İKLİM KOŞULLARINDA SÜRDÜRÜLEBİLİR SU KAYNAKLARI YÖNETİMİ İÇİN YENİ YÖNTEMLERİN DEĞERLENDİRİLMESİ</b> .....	194
<b>EVALUATING NEW METHODS FOR SUSTAINABLE WATER RESOURCE MANAGEMENT UNDER A CHANGING CLIMATE</b> .....	195
<b>ORTAOKUL ÖĞRENCİLERİNİN YARATICI DÜŞÜNME BECERİSİ İLE GİRİŞİMCİLİK BECERİSİ ARASINDAKİ İLİŞKİDE FİNANSAL DÜZEYİN ARACILIK ROLÜ</b> .....	196
<b>THE MEDIATING ROLE OF FINANCIAL LEVEL IN THE RELATIONSHIP BETWEEN CREATIVE THINKING AND ENTREPRENEURSHIP SKILLS OF SECONDARY SCHOOL STUDENTS</b> .....	197
<b>MİLLETLER CEMİYETİ VE TÜRKİYE İLİŞKİLERİ</b> .....	198
<b>RELATIONS WITH THE LEAGUE OF NATIONS AND TÜRKİYE</b> .....	199
<b>TURKISH UNITY AND REALITY IN "TURKISH WORLD" BY JAVANSHIR FEYZİEV</b> .....	200
<b>REAL EVENTS AND FOLKLORE TRADITIONS IN THE WORKS OF VAHİD MAMMADLI</b> .....	201
<b>SOSYAL BİLGİLER ÖĞRETMEN ADAYLARI BİLİMSEL ARAŞTIRMA VERİ TOPLAMA SÜRECİNE YÖNELİK NE DÜŞÜNÜYOR?</b> .....	202
<b>WHAT DO SOCIAL STUDIES TEACHER CANDIDATES THINK ABOUT THE SCIENTIFIC RESEARCH DATA COLLECTION PROCESS?</b> .....	203
<b>KAVRAM ÖĞRETİMİNİ DESTEKLEMEDE YARDIMCI KAYNAK KİTAPLARIN KULLANIMINA YÖNELİK SOSYAL BİLGİLER ÖĞRETMEN ADAYLARININ GÖRÜŞLERİ</b> .....	204
<b>OPINIONS OF SOCIAL STUDIES TEACHER CANDIDATES ON THE USE OF AUXILIARY RESOURCE BOOKS IN SUPPORTING CONCEPT TEACHING</b> .....	205

# PRELIMINARY RESEARCH ON THE SOCIAL MEDIA AND FINANCIAL LITERACY ON TOURIST BEHAVIOUR OF GENERATION Z IN MALAYSIA

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## ABSTRACT

In the current era of widespread digital connectivity, social media has developed as a highly influential platform that surpasses geographical limitations and exerts considerable impact on several aspects of modern life. Moreover, social media has evolved from a simple communication instrument to a complex ecosystem that influences and reflects societal values and trends. It explores how these platforms facilitate the distribution of travel-related information and affect destination selections. Along with the impact of social media on the tourism industry, this study explores the level of financial literacy that plays a role in influencing individuals' travel decisions and their subsequent behaviour as tourists. This study implements a quantitative research design using an online survey. The responses gathered for this study were a total of (n = 125). Descriptive and analyses were used to analyse the data. The result showed a mean score obtained for all variables between (M = 3.21) and (M = 4.20), which is considered high for the use of social media, social media influences, financial literacy, and tourist behaviour. The implications of the study's findings hold significant relevance for the tourism sector in Malaysia. Initially, tourist operators must utilise social media platforms as a means to effectively advertise and market their offerings to the demographic of Generation Z passengers. Furthermore, tourism operators must impart knowledge to tourists regarding the significance of financial literacy. In addition, they should provide tourists with appropriate tools and resources to manage their finances effectively and allocate budgets for their travel endeavours.