

EXAMINING THE RELATIONSHIP BETWEEN UNIVERSITY STUDENTS' RECREATION AWARENESS AND ENTREPRENEURSHIP LEVELS: A VIEW FROM THE PERSPECTIVE OF TURKEY¹

EXAMINANDO A RELAÇÃO ENTRE A CONSCIÊNCIA DE RECREAÇÃO E OS NÍVEIS DE EMPREENDEDORISMO DE ESTUDANTES UNIVERSITÁRIOS: UMA VISÃO DA PERSPECTIVA DA TURQUIA

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Abstract: In this study, it was aimed to compare the recreational awareness and entrepreneurship levels of university students according to various variables and to examine the relationship between these two dependent variables. The study group of the research in the relational research model consists of a total of 1493 university students, 963 males and 530 females, selected by convenience sampling method from the Faculty of Sports Sciences. In addition to the personal information form, the "Recreation Awareness Scale (RAS)" developed by Ekinci and Özdilek (2017) and the "Entrepreneurship Scale for University Students (ESUS)" developed by Yılmaz and Sünbül (2009) were used in the research. Manova, Anova, Regression and Pearson correlation statistical methods were used for data analysis. The results of the analysis differ significantly according to the gender, place of growth, business idea and work experience of the "RAS" and according to the variables of gender, level of welfare, business idea and work experience of the "ESUS". As a result, it can be said that as the recreation awareness level of university students increases, their entrepreneurship level increases.

Keywords: Recreation awareness. Entrepreneurship. Leisure. University students.

Resumo: Neste estudo, pretendeu-se comparar os níveis de consciência recreativa e empreendedorismo de estudantes universitários segundo diversas variáveis e examinar a relação entre estas duas variáveis dependentes. O grupo de estudo da investigação no modelo de investigação relacional é constituído por um total de 1493 estudantes universitários, 963

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do sexo masculino e 530 do sexo feminino, selecionados por amostragem por conveniência na Faculdade de Ciências do Desporto. Além do formulário de informações pessoais, foram utilizadas na pesquisa a "Escala de Consciência Recreativa (RAS)" desenvolvida por Ekinçi e Özdilek (2017) e a "Escala de Empreendedorismo para Estudantes Universitários (ESUS)" desenvolvida por Yılmaz e Sünbül (2009). Os métodos estatísticos MANOVA, ANOVA, Regressão e Correlação de Pearson foram utilizados para a análise dos dados. Os resultados da análise diferem significativamente segundo o gênero, local de crescimento, ideia de negócio e experiência profissional das "RAS" e segundo as variáveis de gênero, nível de bem-estar, ideia de negócio e experiência profissional das "ESUS". Como resultado, pode-se dizer que, à medida que aumenta o nível de consciência recreativa dos universitários, aumenta o seu nível de empreendedorismo.

Palavras-chave: Conscientização da recreação. Empreendedorismo. Lazer. Estudantes universitários.

1. Introduction

It is stated that the global recreation market increased from 1,443.83 billion dollars in 2022 to 1,900.67 billion dollars in 2023 with an annual growth rate of 31.6%. The recreation market is expected to reach \$2,194.09 billion in 2027 with a growth of 3.7%. The growth in the recreation market is supported by the stable economic growth projected in many developed and developing countries (The Business Research Company, 2023).

The leisure industry is a dynamic and ever-growing industry that can contribute to accelerating economic growth and development as well as job creation. It can serve as a means of local and regional development and the economic revitalization of both cities and post-industrial zones, as well as the development of peripheral areas (e.g. rural). At a time when economic growth is a key issue, the impact of sport on the economy is also gaining importance because active leisure has become a huge industry (Weiss, 2001).

The leisure and recreation market, which has become an industry, offers many new opportunities to entrepreneurs. Young entrepreneurs can create new opportunities and contribute to the growth of the field with various initiatives in this field (Karimi et al. 2016; Sidorkiewicz, 2021)

2. Literature Review

a. Recreation Awareness

There are many definitions in the literature on the concept of recreation. The reason for this is that since Aristotle and Plato, they have argued about the meaning of leisure and the concepts of

recreation. In fact, this is hardly surprising, since the variety of approaches comes from the efforts made to define these terms (Mobily, 1989).

The diversity of efforts and the wide conceptual dimension have caused many definitions of the word recreation, and it has been discussed with different definitions in different sources. If the meaning and the origin of the word recreation is understood, the phenomenon can be better understood in the conceptual dimension (Jensen & Guthrie, 2006). From this point of view, the concept of recreation, which derives from the French word “recreation”, which means “renewal, recreation or restructuring” in Latin (Torkildsen, 2005), provides various benefits both psychologically and physiologically, in which individuals participate voluntarily and feel comfortable and happy (Stodolska, 2005). 2015) can be called activities.

Recreation awareness is a concept that expresses one's awareness of the advantages of recreational activities (Ekinci & Özdilek, 2019). Recreational activities provide many physical, mental and social benefits to the individual (Demirel et al. 2021b; Gürbüz and Henderson, 2014).

In the study conducted by Gürbüz and Henderson (2013) on university students, it was determined that university students' perceived competence, perceived uniqueness and social interactions were significant. Demirel et al. (2021a) found a positive relationship between university students' recreational awareness and life satisfaction.

Individuals want to achieve the feeling of happiness and life satisfaction throughout their lives. It can be seen as the emotional state of individuals resulting from the feeling of recreation, happiness and satisfaction. In addition to one's goals, achievements and aesthetic experiences, recreation increases personal value in a positive sense and contributes significantly to feelings of success, pleasure and happiness (Liu & Da, 2020; Lu & Hu, 2005).

b. Entrepreneurship

With the French Revolution, the understanding of power in the changing world structure shifted to the field of economy, and economically strong and developing countries took over the dominance. Since the economy is so important and powerful, individuals were needed to further develop the economy. In this sense, the concept of entrepreneur emerged and this concept was first used in France (Frederick et al., 2018). This new phenomenon, which has started to be used in

French, is defined as people who like to research on various subjects, create new infrastructures through government channels, and are researchers by nature. In the future, changes and developments in the field of industry and industry also affected the concept of entrepreneur, and they were later defined as risk-taking capitalists (Shimazaki, 2018).

The concept of entrepreneur, which has been the subject of different branches of science over time, has of course been defined separately according to each branch of science. It can be said that this is due to the discipline, knowledge and field difference brought by that branch of science. Economists define the concept of entrepreneur, which is closely related to the economy, as a person who adds and creates value. The reason for this is that the entrepreneur brings together the available resources, creates the workforce and thus creates the current value (Dollinger, 2008). For a businessman, the concept of entrepreneur can also be seen as a competitor by taking other individuals into account, or it can be defined as a partner or a person who strives for the happiness of other individuals to expand their business. According to psychologists, the phenomenon of entrepreneur is defined as people who have the urge to seize the existing authority and make various experiments in this direction in order to achieve some success in line with certain goals (Hisrich, 2015).

According to Casson (1990), in order to better understand the concept of entrepreneurship, it is necessary to look at this concept etymologically. In this sense, etymologically, the word entrepreneurship appears as a word derived from the French verb "entreprendre". The use of the word, on the other hand, was used to describe the people of the French kingdom who made fixed-fee agreements. From this point of view, Schumpeter, who is the founder and one of the most important people of the concept of entrepreneurship, sees entrepreneurship as the building block of bringing together resources and economic power and continuity (Schumpeter, 1998). From another point of view, according to Hinrich (2015), entrepreneurship can be defined as the process of creating individuals with different qualities who, in the process, spend time and effort, take various risks, and satisfy materially and spiritually.

c. Recreation Awareness and Entrepreneurship Relationship

Bucher and Bucher (1974) define recreation as getting rid of some problems of daily life by participating in social, cultural, social and sportive activities that are suitable for one's self-existence

and gaining personality in a social sense by communicating and interacting with other individuals. As a matter of fact, according to Henderson (2010), the development of people's living standards and advances in technological activities have made the importance of leisure time in terms of societies undeniable.

Recreation, sports and tourism industries have started to gain more and more importance in terms of entrepreneurship. Entrepreneurship has become an important force in the fields of innovation and employment in these sectors (Ball, 2005). It can be stated that with the gradual change in the wishes, desires and living standards of individuals, the dynamic development of the recreation market can become an important power with the strengthening of proactive competitive environments as well as strategic entrepreneurship (Harada and Kijima, 2005; Kwapisz, 2021).

Universities are important places where individuals can socialize, find the opportunity to train themselves, gain self-confidence and gain the ability to think innovatively, and thus create various entrepreneurial activities. In this context, considering the importance of recreation in being social, it can be thought that there is an important link between recreation and entrepreneurship. From this point of view, an individual who is social can gain various features and qualities and use them in entrepreneurial activities and can take himself one step ahead of other entrepreneurial candidates. In line with this information, the aim of the research is to compare the recreational awareness and entrepreneurship levels of university students according to various variables and to examine the relationship between these two dependent variables. In parallel with this information, answers to the following questions were sought;

- 1) Is there a relationship between university students' awareness of recreation and their level of entrepreneurship?
- 2) Does the recreational awareness level of university students differ according to gender, level of welfare, place of growth, work experience and business idea?
- 3) Do university students' entrepreneurship levels differ according to their gender, level of welfare, place of growth, work experience, and business idea?

3. Methodology

Research Model

In this study, the relational survey model, which is one of the quantitative research approaches, was used. The relational screening model, which is one of the general screening types; It is a model that aims to determine the existence or degree of co-variance between two or more variables (Karasar, 2005). Relational screening method is frequently used to detect relationships between different variables. Since this method covers a larger sample group compared to other approaches, it also provides a generalization opportunity (Büyüköztürk et al., 2015).

Research Group

The research group of the study in the relational screening model consists of a total of 1493 university students, 963 males (64.5%) and 530 females (35.5%) from 11 different universities, whose ages range from 17 to 26 years old, and who are actively studying at universities, selected by convenience sampling method. Looking at the ages of the participants, 483 (32.4%) are 17-20 years old, 886 (59.3%) are 21-25 years old, 124 (8.3%) are 26 years old and over.

Data Collection Tools

Personal Information Form

In the personal information form prepared within the scope of the study, information was collected about the participants' gender, age, level of welfare, place of growth, whether they have work experience or not, whether they have any business ideas.

Recreation Awareness Scale

The "Recreation Awareness Scale" developed by Ekinçi and Özdilek (2017) was used as a data collection tool to measure students' awareness of participation in recreational activities. The original scale consists of 41 items and 3 sub-dimensions. These sub-dimensions are Pleasure-Fun, Social-Success and Self-improvement. Pleasure-Fun (items 1-10), Social-Success (items 11-28) and Self-improvement (items 29-41). The items of the scale are listed and scored as a 5-point Likert type in the form of (1) "I totally disagree" and (5) "I totally agree". The Cronbach's Alpha internal

consistency coefficient calculated on the data collected within the scope of this research is .93 for "Pleasure/Fun" sub-dimension, .95 for "Social/Success" and .95 for "Self-improvement".

Entrepreneurship Scale for University Students

The "Entrepreneurship Scale for University Students" developed by Yılmaz and Sünbül (2009) was used as a data collection tool in order to determine the entrepreneurship levels of the students. The original scale consisted of 36 items and one dimension. Scale items are listed as (1) "Never" and (5) "Very often". The Cronbach's Alpha internal consistency coefficient on the data collected within the scope of this research was found to be 0.95.

Data Analysis

In this research, concepts such as entrepreneurship are asked in a way that shows qualitative characteristics in the data collection stage in order to give good results in the analysis stage. For this reason, Logistic Regression Analysis was used for the analysis of the entrepreneurship scale in the study. In addition, all of the independent variables in the study were categorical, which allowed the use of these analyzes. The independent variables used in this study are "gender", "welfare level", "environment raised", "work experience", "sector to work after graduation", "business idea".

For the analysis of the recreation awareness scale, multivariate analysis of variance (MANOVA) were used since there was no suitable regression method. In MANOVA, many dependent variables are evaluated simultaneously. That's why it's called multivariate. MANOVA theoretically requires that all dependent variables are related to each other. As the relationship between the variables increases, the power of the test will increase accordingly. However, when the relationship between dependent variables is too great (close to 1), they will provide more than necessary information. Therefore, it is necessary to be careful when choosing the dependent variables. In this study, the data obtained from the recreational awareness scale were reduced to three sub-dimensions as "pleasure/fun", "social/success" and "self-improvement" and three continuous dependent variables were obtained.

Pearson correlation technique was used for the relationships between dependent variables. In descriptive statistics, mean, standard deviation, frequency and percentages were used.

Ordinal Logistic Regression Analysis: Logistic Regression Analysis is preferred to other methods used to explain the relationship between variables when the dependent variable is categorical. The

most important reason for this is that the independent variables are suitable for multivariate normal distribution and they can be used without the need for important assumptions such as the homogeneous (equal) variance covariances of the known groups. Since the application subject is entrepreneurship, it is appropriate to use the Logistic Regression Method in this study. Logistic Regression Analysis can be examined in 3 different groups, as Binary (binary) Logistic Regression, Multinomial (multiple) Logistic Regression and Ordinal (ordered) Logistic Regression, depending on the nature of the dependent variable. However, finding a sequence between the categories of entrepreneurship, which is the dependent variable due to the structure of the data, requires the use of Ordinal Logistic Regression Method. In this method, the dependent variable has more than two categories and these categories are placed in an order such as very low entrepreneurship-low entrepreneurship-medium entrepreneurship-high entrepreneurship-very high entrepreneurship.

Modeling was done with the help of logit connection function and chi-square (χ^2) value was used for the test of parallelism assumptions. By means of test statistics, the indicators of goodness of fit of the model were tried to be obtained by using the deviation measure and R2 values. The maximum likelihood estimators of the model examined in the study were interpreted with odds ratios.

Multivariate ANOVA (MANOVA) Analysis: In the analysis of variance, the assumption of homogeneity of covariance matrices was checked with the "Box's M" test. Then, homogeneity of variance (Levene's test) assumption was checked for each dependent variable. For post hoc comparisons, Tukey tests were used when the variances were equal, and Scheffe tests were used when they were not.

4. Results

Table 1. Descriptive Statistics of the Variables (N=1493)

Scales	Sub-Dimensions	Number of Items	Mean	SD	Skewness	Kurtosis	Min.	Max.
RAS	Pleasure/Fun	10	4.07	.77	-1.29	2.39	1.00	5.00
	Social/Success	18	4.05	.72	-1.15	2.09	1.00	5.00
	Self-improvement	13	4.14	.74	-1.45	2.40	1.00	5.00
ESUS	One Factor	36	4.04	.58	-.59	.27	1.00	5.00

Considering the scores obtained from the measurement tools, the highest mean was obtained in the "Self-improvement" (Mean= 4.14) sub-dimension of the Recreation Awareness Scale "RAS", while the lowest mean was "Social/Success" (Mean= 4.05) sub-dimension. On the other hand, the Entrepreneurship Scale for University Students was found to be mean (Mean = 4.04) in its single factor structure.

Table 2. MANOVA Results According to the Participants' Gender

RAS Sub-Dimensions	Female (n=530)		Male (n=963)		F	p
	M	SD	M	SD		
Pleasure/Fun	4.14	0.77	4.04	0.77	5.93	0.01*
Social/Success	4.13	0.72	4.01	0.72	9.43	0.00*
Self-improvement	4.21	0.75	4.10	0.74	6.93	0.00*

MANOVA analysis results showed that the main effect of the gender variable on "RAS" [$\lambda=0.99$, $F(3, 1489)=3.20$, $p<0.05$] sub-dimensions was significant, the scale's "pleasure/fun" [$F(1, 1491)=5.94$, $p<0.05$], "social/success" [$F(1, 1491)=9.44$, $p<0.05$], "self-improvement" [$F(1,$

1491)=6.92, $p < 0.05$] showed that there were significant differences in sub-dimensions according to gender. In the sub-dimensions of "pleasure/fun", "social/success" and "self-improvement" where the difference occurs, women's mean scores are higher than men's.

Table 3. MANOVA Results According to the Participants' Level of Welfare

		Very Bad		Bad		Normal		Good		Very Good			
		(n=53)		(n=111)		(n=614)		(n=533)		(n=182)			
RAS	Sub-	M	SD	M	SD	M	SD	M	SD	M	SD	F	p
Dimensions													
	Pleasure/Fun	3.94	0.80	4.01	0.79	4.02	0.76	4.13	0.71	4.12	0.91	2.40	0.48
	Social/Success	3.92	0.76	3.99	0.78	4.02	0.71	4.10	0.66	4.10	0.86	1.77	0.13
	Self-improvement	3.99	0.85	4.07	0.82	4.10	0.72	4.20	0.67	4.16	0.87	2.10	0.07

According to the results of the analysis, it was determined that the main effect of the variable according to the level of welfare on the mean scores of "RAS" [$\lambda=0.99$, $F(12, 3931)=1.03$, $p>0.05$] was not significant.

Table 4. MANOVA Results According to the Participants' Place of Growth

		Village		Town		County		City		Metropolitan			
		(n=152)		(n=56)		(n=337)		(n=468)		(n=480)			
RAS	Sub-	M	SD	M	SD	M	SD	M	SD	M	SD	F	p
Dimensions													
	Pleasure/Fun	4.00	0.74	4.06	0.68	4.12	0.66	3.95	0.86	4.16	0.74	5.23	0.00*
	Social/Success	3.98	0.71	4.08	0.68	4.09	0.64	3.97	0.78	4.12	0.71	3.50	0.00*
	Self-improvement	4.11	0.72	4.11	0.79	4.20	0.64	4.04	0.83	4.21	0.70	3.66	0.00*

The results of the MANOVA analysis showed that the main effect of the place of growth variable of the participants on the sub-dimensions of "RAS" [$\lambda=0.98$, $F(12, 3931)=2.20$, $p<0.05$] was significant on the sub-dimensions of "pleasure/fun" [$F(4, 1488)=5.23$, $p<0.05$], "social/success" [$F(4, 1488)=3.50$, $p<0.05$], "self-improvement" [$F(4, 1488)=3.66$, $p<0.05$] a significant difference was found in the sub-dimensions according to the place of growth. In the sub-dimensions of "pleasure/fun", "social/success" and "self-improvement" where the difference occurs, the mean scores of the participants who grew up in the metropolitan city are higher than the other groups.

Table 5. MANOVA Results According to Participants' Business Ideas

RAS Sub-Dimensions	Yes (n=1239)		No (n=254)		F	p
	M	SD	M	SD		
Pleasure/Fun	4.09	0.77	3.96	0.73	5.95	0.01*
Social/Success	4.07	0.72	3.95	0.70	5.90	0.01*
Self-improvement	4.16	0.73	4.03	0.77	6.65	0.01*

The MANOVA analysis results showed that the main effect of the business ideas variable on the sub-dimensions of "RAS" [$\lambda=0.99$, $F(3, 1489)=2.33$, $p<0.05$] was significant on the sub-dimensions of the scale "pleasure/entertainment" [$F(1, 1491)=5.95$, $p<0.05$], "social/success" [$F(1, 1491)=5.90$, $p<0.05$], "self-improvement" [$F(1, 1491)=6.65$, $p<0.05$] sub-dimensions, a significant difference was found according to the business ideas of the participants. The mean scores of the participants with business ideas in the sub-dimensions of "pleasure/fun", "social/success" and "self-improvement", where the difference occurs, are higher than the participants who do not have business ideas.

Table 6. MANOVA Results According to Participants' Work Experiences

RAS Sub-Dimensions	Yes (n=1199)		No (n=294)		F	p
	M	SD	M	SD		

Pleasure/Fun	4.11	0.74	3.91	0.85	7.94	0.00*
Social/Success	4.09	0.69	3.91	0.82	8.05	0.00*
Self-Development	4.18	0.69	3.97	0.89	9.40	0.00*

MANOVA analysis results show that the main effect of the work experience variable on the sub-dimensions of "RAS" [$\lambda=0.98$, $F(6, 2976)=2.56$, $p<0.05$] is significant on the sub-dimensions of the scale "pleasure/fun" [$F(2, 1490)=7.94$, $p<0.05$], "social/success" [$F(2, 1490)=8.05$, $p<0.05$], "self-improvement" [$F(2, 1490)=9.40$, $p< 0.05$] sub-dimensions, a significant difference was found according to the work experience of the participants. The mean scores of the participants with work experience in the sub-dimensions of "pleasure/fun", "social/success" and "self-improvement", where the difference occurs, are higher than the participants without work experience.

Table 7. Analysis of Factors Affecting Entrepreneurship Level (Regression Analysis Results)

		Entrepreneurship Level				Total
		Low entreprene urship	Moderate entreprene urship	High entreprene urship	Very high entreprene urship	
Gender	Female	1.5	11.9	40.4	46.2	100.0
	Male	2.3	12.7	45.1	40.0	100.0
Total		2.0	12.4	43.4	42.2	100.0
Total		2.0	12.4	43.4	42.2	100.0
Level of Welfare	Very Bad	9.4	13.2	39.6	37.7	100.0
	Bad	0.9	18.0	52.3	28.8	100.0
	Normal	1.5	16.3	43.2	39.1	100.0
	Good	1.9	7.7	45.2	45.2	100.0
	Very Good	2.7	9.3	34.6	53.3	100.0
Total		2.0	12.4	43.4	42.2	100.0
Place of Growth	Village	1.3	18.4	42.1	38.2	100.0
	Town	3.6	14.3	44.6	37.5	100.0

	County	1.5	12.2	45.4	40.9	100.0
	City	3.6	12.4	43.2	40.8	100.0
	Metropolitan	0.8	10.4	42.5	46.2	100.0
Total		2.0	12.4	43.4	42.2	100.0
Business Idea	Yes	1.9	11.1	42.6	44.5	100.0
	No	2.8	18.9	47.2	31.1	100.0
Total		2.0	12.4	43.4	42.2	100.0
Work Experience	Yes	1.8	11.0	43.9	43.4	100.0
	No	3.1	18.0	41.5	37.4	100.0
Total		2.0	12.4	43.4	42.2	100.0

Before proceeding to the explanatory analyses, the dependent variable "entrepreneurship level" and the independent variables were examined together and the relationship between them was revealed. In this way, one-to-one relationships between demographic characteristics and entrepreneurship could be examined. The descriptive table containing this information is as above.

Entrepreneurship levels of the participants according to independent variables are given below according to Table 8. According to this;

According to the analysis results of the participants, when the gender variable is examined, it is seen that women (46.2%) are more entrepreneurial than men (40%).

- According to the analysis results of the participants, when the level of welfare variable is examined, those with very good (53.3%), good (45.2%), normal (39.1%), very bad (37.7%) and bad (28.8%) level of welfare are examined is seen to be more entrepreneurial.

- When the place of growth variable where the participants grew up according to the results of the analysis is examined, those living in the metropolitan (46.2%), county (40.9%), city (40.8%), village (38.2%) and town (37.5%) appears to be more entrepreneurial.

- According to the analysis results of the participants, when the business idea variable is examined, it is seen that those who answered yes (44.5%) were more entrepreneurial than those who answered no (31.1%).

• According to the analysis results of the participants, when the work experience variable is examined, it is seen that those who answered yes (43.4%) were more entrepreneurial than those who answered no (37.4%).

The explanatory tables of the findings obtained from the regression analyses are as follows.

Table 8. Parallelism Assumption Test

Model	-2 Log likelihood	χ^2	sd	p
Absence Hypothesis	2869.123			
General	2772.057	97.066	48	0.000

The null hypothesis indicates that the position parameters (slope coefficients) are the same across the response categories.

As can be seen, the assumption of parallelism was tested with the Chi-square test. The probability P is 0.000. Since $p < 0.05$, the H1 parameter cannot be rejected and it can be stated that the parallelism assumption is not met. This means that the entrepreneurship categories as the dependent variable are not parallel to each other; which means that the parameters are not equal to each other in each category.

Table 9. Goodness of Fit Test through Test Statistics

	χ^2	sd	p
Pearson	3852.480	3438	.000
Deviation	2717.613	3438	1.000

H0= Not suitable for model data.

H1= Suitable for model data.

As can be seen in the output, the probabilities of these test statistics are less than 0.05. Therefore, the H1 hypothesis, which states that the model is in harmony with the data, cannot be rejected. This is an indication of the model's goodness of fit.

Table 10. Investigation of Goodness of Fit through Pseudo Values

Cox and Snell	0.063
Nagelkerke	0.072
McFadden	0.031

The goodness of fit of the model was also examined through R2. R2; It shows what percentage of the dependent variable is explained by the independent variables. However, R2 values are low in these analyses, since they are not a good criterion for Logistic Regression. As can be seen, while the Cox and Snell R2 value is 0.063, the Nagelkerke R2 value used to eliminate the limitation in this R2 value is relatively high (0.072). In addition, the Mc Fadden R2 value is 0.031.

The parameter estimates, standard errors and p values of the variables in the model are given in Table 12 below.

Table 11. Parameter estimates

Variables	Predictions	Standard error	Wald	sd	p
Dependent variables					
Entrepreneurship = 1	-4.337	0.421	106.108	1	0.00
Entrepreneurship = 2	-2.198	0.398	32.407	1	0.00
Entrepreneurship = 3	0.001	0.382	8.880	1	1.00
Independent variables					
Gender					
Female	0.323	0.108	8.880	1	0.00*
Male	0 ^a	.	.	0	.
Level of Welfare					
Very Bad	-0.685	0.304	5.069	1	0.02*
Bad	-0.724	0.235	9.484	1	0.00*
Normal	-0.491	0.167	8.611	1	0.00*
Good	-0.123	0.170	0.527	1	0.47
Very Good	0 ^a	.	.	0	.

Place of Growth					
Village	-0.202	0.180	1.261	1	0.26
Town	-0.060	0.277	0.047	1	0.83
County	-0.169	0.138	1.518	1	0.22
City	-0.191	0.128	2.238	1	0.13
Metropolitan	0 ^a	.	.	0	.
Business Idea					
Yes	0.350	0.148	5.630	1	0.02*
No	0 ^a	.	.	0	.
Work Experience					
Yes	0.254	0.131	3.775	1	0.05*
No	0 ^a			0	

As a result of the ordinal logistic regression analysis, the threshold values of the 1st and 2nd category, that is, "low entrepreneurship" and "moderate entrepreneurship" options out of the 5 threshold values calculated in the model were found to be statistically significant. These threshold values indicate that different categories of the dependent variable will be used to calculate the probability values. The level of "very low entrepreneurship", which is in the zero category, was excluded from the analysis because there was no answer.

According to the data in the table, it is seen that 4 out of 5 independent variables are significant in certain categories. These 4 explanatory variables were found to be statistically significant variables affecting entrepreneurship. Therefore, these 4 variables were interpreted with the categories that were found to be significant, and the other 1 variable that was found to be insignificant was not interpreted. When all these variables are examined, it is seen that some of them are positive and some are negative. Therefore, the expression of higher or lower entrepreneurship level was used for each of them according to the reference category. When Table 12 is examined, it is understood that the reference categories of the variables are the last categories. Therefore, the interpretations were made on the basis of these reference categories.

- **Gender:** Looking at the table, it is seen that the reference category of this variable is the "male" category. Men are less likely to score higher than women. From this, it can be interpreted

that women are approximately 8.9 times more entrepreneurial than men. When examining the levels of entrepreneurship according to the independent variables from the descriptive table, it is seen that women have a higher level of entrepreneurship. This reveals a picture that coincides with the result obtained.

- **Level of Welfare:** The reference category for this variable is “very good”. Individuals with “very bad”, “bad” and “normal” welfare levels tend to score lower than individuals with “very good” welfare levels. Individuals who answered “very bad” to this question were 5.06 times more likely than those who answered “very good”, individuals who answered “bad” were 9.5 times more likely than those who answered “very good”, and individuals who answered “normal” were 8.6 times more likely than those who answered “very good” it can be stated that they have a low entrepreneurial level.

- **Business idea:** The reference category for this variable is “no”. Those with a business idea are more likely to score higher than those without a business idea. It can be stated that individuals who answer “yes” to this question are 5.6 times more entrepreneurial than those who answer no.

- **Work experience:** The reference category for this variable is “no”. Those with work experience are more likely to score higher than those without work experience. It can be stated that individuals who answer “yes” to this question are 3.7 times more entrepreneurial than those who answer no.

It is understood that other variables (place of growth) do not affect the level of entrepreneurship statistically.

Table 12. Results of Correlation Analysis Between Recreation Awareness and Entrepreneurship Scores of Participants

		Pleasure/Fun	Social/Success	Self-improvement
	R	0.49**	0.51**	0.52**
Entrepreneurship	P	0.00	0.00	0.00
	N	1493	1493	1493

As a result of the correlation analysis, a statistically significant positive correlation was found between the entrepreneurship scores of the participants and the recreational awareness scale sub-

dimensions of pleasure/fun, social/success and self-improvement ($r=0.49$, $p<0.01$, $r=0.51$, $p<0.01$ respectively), $r=0.52$, $p<0.01$). Accordingly, as the recreational awareness of the participants increases, their level of entrepreneurship increases.

5. Discussion

In this study, the recreational awareness and entrepreneurship levels of university students were compared according to various variables and the relationship between these two dependent variables was examined.

According to the research findings, it was determined that the scores of the "RAS" sub-dimension scores did not differ according to the gender variable. It was determined that the average scores of women in the sub-dimensions of "Pleasure/Fun", "Social/Success" and "Self-improvement" were higher than men. Gender is an important factor in leisure and recreation studies. The participation of women in recreational activities has been encouraged in many studies and benefits such as morale, motivation, socialization and self-actualization have also been stated (Doğusan and Koçak, 2021; Gürbüz and Henderson, 2014; Henderson and Gibson, 2013). In some studies in the literature, no statistically significant difference was found in recreational awareness levels (Demirel et al., 2021b). Statistically different results in the participant groups in the gender variable in participation in recreational activities can be expressed as a reflection of cultural expectations. It has been determined that the scores of the participants from the "ESUS" differ according to the gender variable. It is seen that women tend to be 8.9 times more entrepreneurial than men. In some studies in the literature, a male-dominated entrepreneurship factor is observed. The obstacles that women face in their entrepreneurial activities are also mentioned (Marlow & Patton, 2005). In this study, on the contrary, it was determined that women were more entrepreneurial. In the literature, there are studies in which women entrepreneurs are at the forefront and support the creation of new stakeholders in the economy (Bruni et al., 2004; Sarfaraz et al., 2014). From these perspectives, it can be argued that the higher entrepreneurship level of women in parallel with the research is due to the high entrepreneurship awareness of the female participants in the sample group. According to another finding obtained from the research group, the scores obtained from the "RAS" differed statistically significantly in terms of the place of growth.

According to this result, it was determined that the mean scores of the individuals who grew up in the metropolitan city were higher than others group. According to Carlino and Saiz (2019), urban economists agree on beautifying metropolitan cities and providing facilities for enjoying leisure. In this context, there are plenty of places where individuals can spend quality free time in big cities. This may affect the recreational habits of the participants in terms of the environment in which they live and grow. The scores obtained by the participants from the "ESUS" do not differ according to the place of growth variable. While this result is similar to some studies in the literature (Akçakanat et al., 2014), it is not similar to others (Taysı & Canbaz, 2014). It can be argued that this situation arises from the perception of entrepreneurship in the the place of growth.

According to the research findings, it was determined that the scores obtained by the participants from the "RAS" for the business idea variable did not differ according to the sub-dimensions. In the study conducted by Sidorkiewicz (2021) to determine the recreational entrepreneurship of university students, he stated that although students have a business idea, they have financial inadequacies and fear of failure. At this point, it can be said that it partially parallels the research. It was determined that the scores obtained by the participants from the "ESUS" differ according to the business idea variable and that there are 3.7 times more entrepreneurs than the participants who have a business idea. It can be said that it is very important for the individual to have a business idea and to create a business opportunity in entrepreneurship. In parallel with this result, Karimi et al. (2016) on university students, it was determined that students who participated in the entrepreneurship program were more successful in identifying a new business opportunity and generating business ideas.

According to the research findings, the scores obtained by the participants from the "RAS" for the work experience variable differ statistically significantly. According to this result, the mean scores of individuals with work experience in the sub-dimensions of "pleasure/fun", "social/success" and "self-improvement" are higher than those without. It can be stated that business environments provide individuals with opportunities for sociability, success and self-improvement so that they can become more entrepreneurial individuals. The scores of the participants from the "Entrepreneurship Scale" differ according to the business idea variable. According to this result, individuals with work experience were found to be 3.7 times more entrepreneurial than those without. In the study conducted by Peterman and Kennedy (2003) it was

stated that individuals with previous work experience have more entrepreneurial tendencies. Contrary to the study, in the study conducted by Fatoki (2014) on South African students, it was determined that there was no significant difference in the work experience variable. When we look at the literature, such different results show that work experience can be an important variable in explaining the concept of entrepreneurship.

According to the findings obtained in the research, a statistically significant relationship was found between "RAS" and "ESUS". Accordingly, it can be stated that as the recreational awareness of the participants increases, their level of entrepreneurship also increases. When we look at the literature, recreation and entrepreneurship studies from different cultures are seen (Ball, 2005; Kwapisz, 2021; Lindström, 2016; Shipway et al., 2023). In the study conducted by Kwapisz (2021), it was determined that individuals who are sole founders of recreational-based enterprises are more likely to establish a new company if they have financial means. Shipway et al. (2023) stated that the recreation and entrepreneurship sectors have an important relationship, and especially with the modern period, opportunities such as research and development in the entrepreneurship dimension and expanding the talents with digitalization have emerged. In a study conducted by Lindström (2016) in Sweden, they found that entrepreneurship contributes to personal development in outdoor recreation areas. When these results in different cultures are examined, it can be argued that there is an important relationship between recreation and entrepreneurship in parallel with the study, and it is possible to develop the recreation market and create new business ideas in entrepreneurial activities.

6. Conclusion and Recommendations

As a result, while there were significant differences in gender, business idea and work experience variables for university students in terms of the scores they obtained from "RAS" and "ESUS", there was no statistically significant difference in the level of welfare variable for "RAS". Similarly, there was no statistically significant difference in terms of the place of growth in the "ESUS". Contrary to the "RAS", a statistically significant difference was found in the level of welfare variable for "ESUS". As a result, it was found that as university students' recreation awareness increased, their level of entrepreneurship also increased.

Entrepreneurship perceptions of male university students can be increased in suggestions for research findings. In addition, policy makers, various government institutions and educators can focus on entrepreneurship training in order to increase the entrepreneurship level of individuals raised in villages, towns, districts and provinces. In addition to these suggestions, studies to be conducted with various variables in different sample groups can be a guide for future studies.

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