

ORGANIZATIONAL TRUST

The Case of the Turkish Tourist Industry

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The 2000's are a period of great changes. It has led companies to new administrative policies especially with an increasing competence, which had a considerable pace in 1980's. Therefore, this period has caused some radical changes not only in the development of administrative relationships but also in the priorities of administrative applications. In this constantly changing structure, companies have realized that it is necessary to create an atmosphere of confidence in order to keep up with the changing conditions and apply the new administration methods which have appeared upon the destruction of traditional structures. It has been observed that it is positive when the workers trust their organization's administration, their superiors and their colleagues. The aim of this study is to measure the employees' trust in their administrators and to have an application in hotel management, which has vital importance for Turkey.

KEY WORDS: *organization, trust, hospitality industry.*