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GRADUATE SCHOOL OF SOCIAL SCIENCES
TOURISM MANAGEMENT PROGRAMME

MASTER THESIS

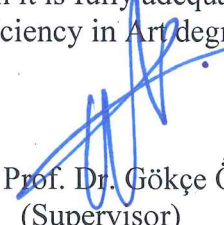
**ANALYSING TRAVEL MOTIVATIONS OF
LOCAL PEOPLE LIVING IN COASTAL
DESTINATIONS: A CASE OF ANTALYA**

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2019 İZMİR.

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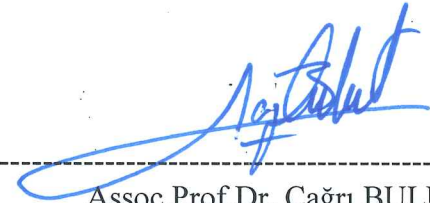

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ABSTRACT

ANALYSING TRAVEL MOTIVATIONS OF LOCAL PEOPLE LIVING IN COASTAL DESTINATIONS: A CASE OF ANTALYA

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In recent years, as a result of tourism development, many destinations have been competing with each other to increase tourism revenues. As competition increased, marketing activities shifted from macro-destinations to micro-destinations. Tourism is considered as a people-oriented industry in terms of its structure, and it is vital to understand tourist behaviours. Identifying tourists with travel attitude and motivation factors that affect them is the main direction to marketing activities. Many theories include motivation for travel in literature. This study is centred as a push and pull travel motivation theory, and the study aims to determine the travel motivation factors of the people living in coastal areas. In this direction, research questionnaires have been applied to measure the motivation and travel attitudes of the people living in Antalya, which is an essential coastal destination. The data set around the collected questionnaires were analyzed and evaluated in the SPSS program. Determinations related to the travel motivations of the individuals living in the coastal destinations based on the case of Antalya the in the findings section of the study, and the conclusion part was interpreted by considering them from the marketing point of view.

Keywords: tourist motivations, pull and push factors, travel attitude, destination

ÖZ

SAHİL KENTLERİNDE YAŞAYAN HALKIN SEYAHAT MOTİVASYONLARININ İNCELENMESİ: ANTALYA ÖRNEĞİ

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Son yıllarda, turizmin gelişimi sonucunda birçok destinasyon turizm gelirlerini artırmak için birbirleriyle rekabet içersindedirler. Rekabet arttıkça, pazarlama faaliyetleri makro destinasyonlardan mikro destinasyonlara kaymıştır. Turizm yapısı gereğince insan odaklı bir sektör olarak değerlendirilmektedir ve turist davranışlarını anlayabilmek büyük önem taşımaktadır. Turistleri seyahat tercihleri ve onları etkileyen motivasyon faktörleri ile tanımlamak pazarlama faaliyetlerine yön vermek için bir temel teşkil etmektedir. Literatürde seyahat motivasyonunu içeren bir çok teori bulunmaktadır. Bu çalışma, itme ve çekme seyahat motivasyonu teorisi olarak merkezlenmiştir ve sahil destinasyonlarında yaşayan halkın seyahat motivasyon faktörlerinin tespiti amaçlanmaktadır. Bu doğrultuda, önemli bir sahil destinasyonu olan Antalya'da yaşayan halkın seyahat motivasyonları ve seyahat tutumlarını ölçmek üzere araştırma anketleri uygulanmıştır. Toplanan anketler çerçevesinde oluşan veri seti SPSS programında analiz edilerek değerlendirilmiştir. Antalya örneğinden yola çıkarak sahil destinasyonlarında yaşayan halkın seyahat motivasyonları ile ilgili tespitler araştırmanın bulgular kısmında özetlenmiş ve sonuç kısmında ise pazarlama açısından ele alınarak yorumlanmıştır.

Anahtar Sözcükler: turist motivasyonları, çekici ve itici faktörler, seyahat tutumları, destinasyon.

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Pelin Özad

İzmir, 2019




TEXT OF OATH

I declare and honestly confirm that my study, titled “Analysing Travel Motivations of Local People Living in Coastal Destinations: A Case Of Antalya” and presented as a Master’s Thesis, has been written without applying to any assistance inconsistent with scientific ethics and traditions. I declare, to the best of my knowledge and belief, that all content and ideas drawn directly or indirectly from external sources are indicated in the text and listed in the list of references.

Pelin Özad

Signature

.....


September 23,

2019

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ABBREVIATIONS

ATT Travel Attitude

PUSH Push Factor

PULL Pull Factor

SN Subjective Norm

BI Behavioral Intention

TPB Theory of Planned Behavior

INTRODUCTION

In the sociology of tourism, tourists' travel choices the essential point that the researchers must address, and the motivation factors affect them (Andreu, Kozak, Avci, & Cifter, 2006). Tourism researchers give great importance to motivation studies for various reasons. The tourism experts seek to understand what drives the tourist to travel and then how tourists match their travel motives with destinations. (Hsu & Huang, 2008). In this study, it is aimed to analyse the tourist actions, including behavioural action and motivational factors, especially living in the coastal destinations.

There are several approaches to understanding tourist motivations in the literature (Pearce, 2011; Plog, 2001; Iso-Ahola, 1980; Dann, 1977; Maslow, 1943). In this thesis, push and pull motivations are used as the basis of the study. Push and pull framework involves push factors as the internal specific forces which affect personal choices to travel while pull factors mention individuals to select one destination over another one. (Dann, 1981). According to Ajzen (1991); motivational theory also is the primary determinant of tourist travel attitude (ATT). Ajzen also describes, tourist future travel activities, including travel intention (BI), subjective norm (SN) and perceived behavioural control (PBC) touch the people's behaviour process. The theory of planned behaviour (TPB) (Ajzen, 1991) is the theory that determines these variables in details. According to Ajzen, travel intention is affected by the push and pull motivation and attitude, which have great importance on the tourist decision-making process. Past travel experience (PTE) is also a critical issue that directly influences tourist future behavioural intention. (Mazursky, 1989). In this study, pull and push motivations as being two instruments that influence the traveller's attitude is investigated.

CHAPTER I

Tourism Destinations

1.1 Definition and Dynamics of Tourism

The framework of tourism includes a variety of services and activities. Notably, there need to describe what tourism is. In this context, the scholars analyse different meanings of tourism (de Esteban, Cetin & Antonovica, 2015). Tourism means not only “travel”; many types of purposes have recently developed, and travel does not reflect all tourist actions (Tribe, 1997). According to Wall and Mathieson (2006), there are three issues in travel determinants belonging to tourism. Firstly, tourism is a movement outside the natural environment. Secondly; the category of determination includes the previous limits, where tourism was restricted to recreation. Thirdly, there is cited only a maximal duration rather than minimal. The tourist movement may consist of an overnight stay or not (UNWTO, 2015). According to Mathieson and Wall in Tribe; (1997), tourist and tourism are defined as the following:

“The temporary movement to a destination outside the normal home and workplace, the activities were undertaken during the stay, and the amenities created to cater to the needs of tourists.”

Tourism is the growing industry worldwide; it is, in fact, the fourth after fuels, chemicals and food industry (Puryova, 2013). Tourism includes the concept of leisure and recreation, on the other hand, migration and travel (Cruz, 2006). According to Williams (2006), tourism has unique characteristics that differ from other industry's . Williams mentions that, as different from other industries, tourism products and services are not mobile; thus, the consumer needs to travel to consume it. Besides, tourism products and services, to some extent, are not limited. Instead, the products of other industries are limited (Leiper, 1979). Cruz (2006) describes that tourism is a ‘labour-intensive’ and ‘people-oriented’ industry. According to Cruz, tourism needs more man-power and enables tourists to meet other people and experience how they live. Cruz also added that tourism was a multi-dimensional and dynamic industry, and tourism facilitates the change of ideas of tourists. Cruz, also, describes the importance of tourism as lies in being the primary universal industry

that can help many underdeveloped and developing countries in an economic side; thereby international tourism is the best means of dispersion of development. According to Cruz, tourism balances the difference between the poor and the wealthy nations. Cruz also adds; besides, expenditures by tourists influence the commercial industry and the decision-making process: tourism, likewise a dynamic and changeable industry of the human side. The tourist is explained as a person who explores a new place could be overseas or in their own country by Cruz (p.11-12).

It is hard to explain the different dimensions of the tourist approach. According to Leiper (1990), “tourism is what tourists do”. Also, Smith (1989), describe tourism in the following manner: “to define tourism in terms of motivations and characteristics of travellers, and that means to speak on the side of demand, would be as patients describe their illnesses rather than the health care professionals”.

The relationship between the tourism market and the destination changes over time, depending on visitor attractions and tourists’ behavioural characteristics (Leisen, 2001). Tourists have various reasons, and some scholars claim that the push factors manage these reasons. Push factors are mainly social psychological and tourist’s decision to travel or organise tourism activities strongly influence demand; instead, the selection of a destination refers to pull motivations (Kirkwood, 2009).

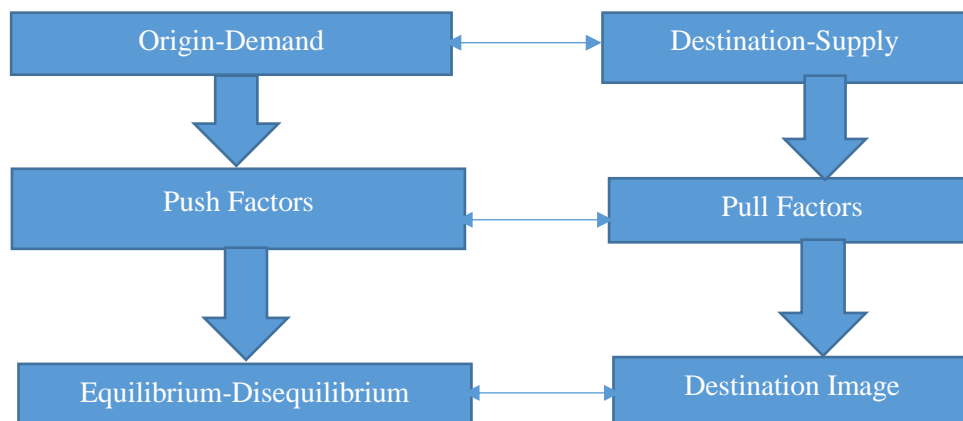


Figure 1. Demand and Supply Interactions

Source: Uysal, 1998, p.81

An important factor affecting demand and supply interaction between those motivations is the accessibility of the destination’s level of information which affects destination choice by consumers, and also essential for leisure experience (Uysal,

1998, p.82-84). As in physics and mathematics, this industry contains different definitions (Woodside & Martin, 2008). The word tourism is somehow complicated because various scholars define tourism within different approaches. Tourism faces fundamental changes in the last few years as it became an essential industry in the global economy (de Esteban, Cetin, & Antonovica, 2015), although it is not a quantifiable industry (Saarinen, 2006).

Consumer psychology and behaviour is an essential subject of marketing scholars and practitioners, social scientists and psychologists (Andreasen, 1994). Knowledge of how consumers think, feel and behave is also a focal point for tourism literature (Sirgy & Su, 2000). Consumer attitude in leisure industry studies is the main sub-discipline of psychology discipline (Crouch, Perdue, Timmermans, & Uysal, 2004). This behaviour research has been a valid model since the late 60s (Mullen & Johnson, 2013; Gnoth, 1997). Social psychology is a combination of sociology and psychology, and it is described as the individuals' interaction between each other. (Perdue, Timmermans, & Uysal, 2004, p.2). Sociology is a procedure as being recognised in a separate modification (Cohen, 1985). Similarly, tourism is recognised by other social sciences (de Esteban, Gurel, & Arta, 2015; Cohen, 1985). In this sense, tourism is a social practice and tourist is the person that explore something different far away from their usual place (Edensor, 2000). Therefore, all theoretic definitions try to explain this phenomenon (de Esteban, Gurel, & Arta, 2015).

Tourism cannot be influenced by economic factors, but also other factors that affect tourism (Šimková & Holzner, 2014). Krippendorf (1986) describes that tourists want to escape from everyday routine and travel to find a new experience under the motivational effect. Instead; the tourist's action is not only influenced by motivation and does not include only economical permanent; also, personal emotional speculation is included (Šimková & Holzner, 2014).

Anthropology, sociology and sociopsychology are mainly essential to understand tourism (Gnoth, 1997). Attitudes are the main subject according to tourist motivation (Fodness, 1994) also a critical factor for the travel behaviour procedure by emotionally and motivationally (Pizam, Chon & Mansfeld, 1999). In contrary to the sociological approach, the sociocultural approach explores everyday life, including the reason why people travel (Puryova, 2013; Cohen, 1984). Van Raaij (1986),

illuminates that most of the social-psychology research consists of the consequences of trip events.

1.2 Definition and Dynamics of Destination

The term destination is defined as “the place to be reached” according to the Turkish Language Institution's current Turkish Dictionary (2018). In tourism literature, the destination explained as a tourism centre, tourism area, tourism locality, touristic station, and tourism region (Ringer, 2013). Tourism destination is stated as “the place where the touristic goods and services together with the touristic experience are provided and also; the main sources for the realisation of these activities (Britton, 1991). It also contains accommodation, transportation, attractiveness, infrastructure and other services as a system (Tinsley & Lynch 2001; Buhalis, 2000). According to another definition, the destination is described as a geographic location that tourists visit without aiming to earn money (Bardakoğlu, 2011; Sofield, 2003).

1.2.1 Definition of destination

According to Theobald (2005), the destination is the place where the person travels outside the place of residence while attracting the attention of visitors with different natural features or attractions. Although the destination is stated as the place where tourism has, it is also suitable for conducting fundamental tourism analyses, tourism products, and tourism policies (Yoon, & Uysal, 2005). Also, Öner (1997) defines the tourist destination as the geographical region where tourists organise trips to a village, town, city, congress centre or seaside whereas Coltman (1989) describes it as “places with different natural charms and features to be considered attractive for tourists”. One another definition is ‘the geographic area, which has a variety of resources and facilities to perform a specific economic activity’ (Melian-Gonzalez & García-Falcón, 2003), and meets the needs of tourists (Pike, 2009). Similarly, according to Çakıcı and Aksu (2007), destinations are regions where the opportunities for supply come together to enable a touristic experience. From another point of view, a destination is a place where travellers stay, observe and experience certain features based on their interest (Çakıcı, 2005).

Numerous researchers describe the destination as the mix of tourism products presenting combined experiences to tourists. (Saraniemi & Kylänen, 2011; Komesli, Ercan, & Özdemir, 2011). The destination region, which is intended to be reached in the travels, is chosen as the point where the person wants to travel or wants to reach the destination (Gonzalez & Bello, 2002; İçöz & Başarır, 1996). The destination can be defined as a place that creates demand by itself and creates its supplies and requires planning to meet the secondary needs that arise during the purpose of the initial visit (Usta, 2008). Destination defines a geographic location that can offer all or part of the touristic products that have various touristic values and characteristics and may be needed during the touristic consumer's travel (Leiper, 1979). For different reasons, the destination is not a stopover point for consumers during their travels; and also business, visit, rest, leisure, refers to areas or areas of different size from one village to a continent (Ünal, 2018). Destinations combining various stakeholders can be a single region or a centre, as well as a broader range of destinations consisting of areas, districts and centres formed by their cluster (İpek, 2016). Separating destinations according to geographic and political boundaries can often lead to errors. (Leiper, 1979). Because; the destination is a concept based on personal comments, travel routes, cultural backgrounds, travel objectives, educational levels and previous experiences of tourist consumers (Özen, 2009).

Sometimes; the concept of the resort can be used instead of the destination concept. (Glover & Prideaux, 2009, p.10). 'Resort' in a classic manner was used for a seaside place or a mountain ski town (Leiper, 1979). The areas where tourism is a significant activity refers to the concept of the resort (Glover & Prideaux, 2009, p.10). In the same way, the term destination describes a great place in the country or other countries with tourism alternatives (Leiper, 1979). The difference between resort and destination is about the range in size of the province, for example, as Alanya is the resort, Antalya is a destination (Glover & Prideaux, 2009, p.10). There are many destinations in the world and Turkey is one of the best examples of seaside destinations. In Turkey; there are so many beach resorts that the visitors prefer such as Bodrum, Marmaris, Kuşadası, Side and Alanya. (Rodgers, 2001) In this paper, because of the size of the range, Antalya is discussed as a destination.

1.3.2 Destination Features

In literature, many scholars divided the destination into towns and cities, seaside resorts, purpose-built resorts, countryside areas and historical, cultural resort (Rodgers, 2001, p.86). Destinations can be categorized micro destinations and macro destinations. (Doğan & Gümüş, 2015). While the destinations whose borders are physically present or thought to exist are defined as micro destinations, macro destinations are more significant locations with more than one target are (Ritchie & Crouch, 2003). A region should have specific characteristics to be a touristic destination and develop in terms of tourism. These features can be grouped under six main headings (İlban, 2007):

- **Attractions:** Human structure, natural architecture, cultural heritage, special events,
- **Accessibility:** Transportation system, access to the area, inland transportation, vehicles,
- **Facilities:** Accommodation, catering, travel agents and other services,
- **Scheduled Tours:** Existing tours organised by travel agencies,
- **Activities:** All activities in the destination to be used during the tourist's visit,
- **Support services:** Services such as banking communication tools and health services.

Also, the tourist destination's features are classified as follows (Erdemir, 2018, p.7):

- Physical, social and cultural characteristics,
- Products and facilities that can create artistic charm,
- Easy accessibility (airway, road, railway, seaway),
- Price/quality compliance,
- A favourable climate,
- Activity presentations and diversity in facilities,

- Proximity to cultural or natural heritage.

According to Kastenholz (2003), the most commonly used destination image features as follows:

- Hospitality, nature/countryside views,
- Relaxation, price/value for money, climate,
- Shopping, hotels/accommodation, kitchen, nightlife, historical sites, cultural heritage,
- Security / safety, attractions / attractions,
- Quiet / cozy / peaceful, national / local parks,
- Places of interest, transport, transportation, beaches, tourist information, various activities/recreation, crowded
- Interesting, adventurous, ski/winter sports, cities/towns, entertainment, beauty, sport.

The nature of the destination is in interaction with entity and services, qualifications and facilities (Özdemir, 2014, p.7-8). Direct and indirect destination product in this context, occurs two parts as tourism-related products. The destination product consists of the services and experiences obtained by the consumer. In this case, a product can carry different meanings for every tourist (Özdemir, 2014:7-8). Destinations are assessed in a local, regional and national context (Ritchie & Crouch, 2003). Destinations are suitable for multiple sales, and many different consumers of the same physical space groups can be sold many times based on different qualities (Buhalis, 2000). For example, the city is also a shopping city, sports city, or other city and can be sold to different or the same consumers. Also, the characteristics of a destination are stated by Gunn (1989):

- **Natural Environment Properties and Processes**

This segment includes environmental processes as natural beauties of destinations like a mountain, the river, sea etc. also, the geographical location of the tourism region, the presence of animals, rest and picnic areas, walking

areas, sea and sandy beaches and the distance from the tourist sending districts.

- **Economic Structure and Economic Development**

This segment includes the level of economic development, the diversity of the industry, the investment partners and the export-import components of destination revenue.

- **Social Structure and Organization**

This category contains the demographics of the population, the power, female labour force, regional relations, moral behaviour; security and health levels, perceptions, attitudes towards tourists; language, traditions and gastronomic diversity.

- **Political Organizations**

The political structure and specific authorities of the vital country are essential. Law regulations, incentives and limitations and national, regional and local destination management organisations are stated as the impact on tourism.

- **Level of tourist development**

This level contains the effect of local participation in the vacation industry, variety, quality of accommodation, entertainment and consumption facilities and the role of travel agents.

1.2.3 Relationship between Destination and Tourism

In tourism, the product appears in two ways (Göker, 2011). The first of these is the product of tourism created by all-natural, historical and touristic resources of the country or a region. The second is; the touristic services that enable the consumers to

make their vacations and, in other words, the touristic services which constitute a package tour. According to Leiper (2000), destinations are places where people travel and stay for a certain period, and some perceived features of the destination are included in the tourists' choice process. Similarly, the concentration of amenities and services planned to satisfy the needs of the tourists can be described as a destination (Kuo, 2002).

Tourism creates cooperation and management, as it passes through the sphere of expertise and the administrative boundaries associated with almost everything in society, also affects the environment (Ersun & Arslan, 2011). Emerging technological and economic circumstances in the tourism sector affects the status of destinations (Aksoy & Kılıcı, 2011). Özdemir (2007) states that; in a particular destination if tourism is a dominant role, tourism is economically connected at that location, as well as developments in tourism affect this destination locally. Özdemir also describes, if tourism in a given destination is only one of many economic activities in this destination, tourism has lower sovereignty here, and developments in tourism affect the economic success of this destination.

Ersun and Arslan (2011) state that the marketing of a destination in terms of tourism depends primarily on the creation and sustainability of attractiveness and various services that can be purchased by visitors. Ersun and Arslan also describe that the state-owned administrative organisations need to take part in the efforts of tourism to prepare the land use and economic development plans and to concretise the touristic products. Although it is a fact that cannot be denied the importance of the region's unique conditions in terms of the possibilities and services offered by a destination, it is generally accepted that the fact that a positive image knows it is one of the factors shaping tourism movements (Leisen, 2000, p.56). Besides, the local people's approach to tourism has a direct impact on the development of tourism in that region, and there is no possibility to catch the success in a destination where the local people do not have a positive approach to tourism and tourism activities (Türker & Özaltın, 2014).

The increase in production in the last fifty years has caused many difficulties in the tourism sector (Wilkerson, 2003). Determining an effective destination positioning strategy has become a need in this competitive and challenging market, and the positive direction of tourist decisions depends on the strength of these strategies. (Smith, 1956). The unique and attractive image of the destination or the

formation of its image on the consumer's mind explains this strategy (Echtner & Ritchie, 1991). Consequently, with the increasing demand for tourism, since destinations become critical, tourist satisfaction creates repeat visits, and this demonstrates the importance of destination management to meet the expectations of tourists (Kozak & Rimmington, 2000)

1.2.4 Types of Destination

In literature, the destination is defined as a country, a city, a town, an island (Rodgers, 2001, p.86). Clients understand the destination as a personal perception depending on their travel programs, cultural backgrounds, visiting aims, educational levels or past experiences (Boukas; 2008). Namely, the tourist leaves the place where he/she is living to have a holiday or business trip (Hall & Lew, 2009), and this area can be named as a destination (Boukas; 2008). Some of the destinations are ideal owing to the cultural and historical tradition, some of them have natural attraction elements such as the sea, forest, mountain and some of them are preferred because of the original studies that people make with their hand (Pretty, 2013). Destinations include visitor supply and attractions, organisations, tools, support industry, and administrative creatures and coordination activities (Pike, 2008, p.24). The most mutual classification used to destinations is the political authority, geographical line standards (Özdemir, 2008) :

- A macro-region consisting of more than one country (such as Europe),
- Countries (such as Turkey)
- An area within a country (such as the Mediterranean Region)
- A state within a country (such as the USA) or a province (such as Istanbul),
- A city or town (Such as Alaçatı),
- A smaller and unique place (such as a national park, a historical site)

On the other hand, according to another scholar, touristic destinations can be collected into six categories (Pekyaman, 2008, p.8)

1. Ethnic tourism and ethnic destinations:

Living of engaging communities what people do to screen their cultural values and form is called ethnic tourism.

2. Cultural tourism and cultural tourist destinations:

Visiting the remaining regions, watching the extinct lifestyles and rejoining them can be described as cultural tourism. Visitors in this type of tourism often eat in rural areas attend local festivals or folklore and also they want to see their art.

3. Historical tourism and historical touristic destinations:

Exploring places and values, sound and light that recover essential events of the past to take part in shows, churches and cathedral tours with guides and monuments, belongs to historical tourism. Historical tourism, especially in necessary mass trips and easy to circumnavigate in big cities fascinations, can be organised in residences or centres.

4. Environmental destinations:

In this type of tourism; people prefer regions instead of ethnic attractiveness and charms. Environmental tourism has a geographic article. People appreciate more national parks, has natural wonders with long walks and climb the mountain, go canoeing and camp. Trips that are sensitive to human and environmental relations are named ecological tourism.

5. Recreational tourism and entertainment:

Destinations that provide social relationships in a comfortable environment sunbathing, participating in various sports activities, healing baths is called as Entertainment tourism. The people aim to relax in this context.

6. Business tourism and business tourism destinations:

Including congress, symposium, seminar, conference and the courses tourism is called business tourism. Business trips are generally changeable tourism one or more of its type. For example, essentially, entertainment destinations is a tourist destination that also offers occasions for business tourism.

Smilarly, Buhalis (2000) has pointed out a different perspective and classified destination types as follows:

- **City destinations:**

According to Buhalis (2000), the demand for cities is high because they have a central location in terms of business, the full range of facilities for congresses and meetings, the diversity and opportunities in the field of education, and the existence and vitality of cultural-social life. Buhalis describes that big cities always attract tourists. Buhalis also describes; due to the diversity offered in urban areas, tourism become extensive. However, according to Özdemir (2008); the capitals are essential parts. Özdemir also describes that since the capitals are the political centres and heart of the countries; they are flocking to the business environment that wants to lobby and influence government decisions. Özdemir also adds, at the same time, capitals draw attention with their historical, cultural and symbolic roles. City destinations offer entertainment and cultural heritage opportunities such as London, provide excellent conference facilities such as Barcelona, and offer a wide range of shopping and sightseeing opportunities such as New York. (Buhalis, 2000)

- **Seaside destinations:**

Seaside destinations are areas that offer sea-sand-sun tourism because of this visitors prefer commonly these destinations in the summertime (Buhalis, 2000) Turkey is an example of these destinations with their beautiful coastal areas such as Antalya; Çeşme; Bodrum etc. (Kılınç, 2011) Seaside destinations have main attractiveness for newcomers because of having simplicity at transportation. (Buhalis, 2000)

- **Mountain Destinations**

According to Buhalis (2000), people prefer mountain destination because of their winter beauty, winter sports, and natural beauty. Buhalis also describes that people interested in hiking are interested in mountain destinations. Also, people move away from the confusion of the city and to be entangled with nature, especially for the weekend .

- **Local destinations:**

Local destinations include agricultural activities and offer a natural life (Buhalis; 2000). Demand for these destinations has increased because people escape from cities to meet nature and natural (Chiesura, 2004). All kinds of tourism activities in rural areas such as trekking, canoeing, plateau tourism, birdwatching, angling, hunting can be defined as rural tourism (Buhalis, 2000).

- **Authentic destinations:**

Authentic destinations are commonly underdeveloped and limited tourism development because of this to reach severe for this destination (Buhalis, 2000). Some visitors like experiences in places with limited tourism development. For example; developing destinations in Asia, South America and Africa are attracting adventurous tourists ready to leave their comfort to interact with local people and the perfect environment.

- **Unique-Exotic-Distinguished destinations:**

Various factors control the number of visitors in such destinations such as transport and accommodation capacity, visa applications, *etc.* According to Buhalis, these destinations are located in the minds of visitors as a very prestigious tourist product. Similarly, Buhalis describes that the visitors thought that these destinations are used to as once in a lifetime and for high wages. Also, these destinations deal with a prestigious, unique product, for example, weddings, honeymooners, anniversaries, or exclusive travel or travel trips.

1.2.5 Resort Destinations

The resorts change commonly in their character and size because of this definition of the resort is complicated (Liu & Wall, 2009; Mullins, 1992). A resort is generally defined to be a resort town or a tourist destination area, and this area needs to include a large number of tourism businesses and earning money by tourism plays a leading factor in its reality (Liu & Wall, 2009). There are so many definitions on resorts size side; then regularly, a resort town is usually at a point between a city and a village (Butler, 1980). Resort towns mainly contain beaches, mountains, lakes, forests and natural places, but these facilities are not enough to define it. ecause, for a

place to be identified as a resort, tourism must be the main earning factor in this cultural and economic sense (Liu & Wall, 2009).

Resorts include several the representative and quantifiable part that characterise them as kinds of destinations; also, like cities or regions, their economies have long been dependent on the tourism industry, which has shaped unique historical, social and spatial environment (Falade-Obalade & Dubey, 2014). By itself, resorts attract peoples pursuing family trips, romantic escapes and clubbing holidays (Butler, 1980). Resorts is a global journey's end with recognized tourism-related organization, services and activities containing several natural and constructed fascinations; more than a few housing options from backpacker hostels to five-star hotels, restaurants, bars and nightclubs; shopping malls, gyms and spas; and tour operators to ensure that guests are voluntarily able to access what is on the proposition (Cantillon, 2018). The most important feature of a resort is that it is several from the other elements of the provision of tourism facilities (Butler, 1980). It is dedicated in satisfy tourists in addition to the needs of the resident, and complete method and role are understandably designed by tourism and leisure (Liu & Wall, 2009).

Although tourism has been crucial in the economic base of resorts, and although it continues to generate employment and large amounts of revenue the industry has also had negative impacts, both socially and environmentally (Briggs, 2013). Resorts are nodules in a global network of other similar destinations. They are foodstuffs of global trends in mass tourism, but these trends depending on each place's local features (Goffi & Cucculelli, 2014). To define the local 'character' of a resort, we must sign its associations with what is elsewhere, both in terms of how it is affected by and how it affects other localities and, it is not possible to think that any individual city without understanding its connections to elsewhere (Dredge, 2006). Resort destinations may change over time or may pass fashion; it may be related to explorer or drifter feature of this destination (Cohen, 1972).

Resorts have their local features or urban spatial features which refers to their unique geographical, social, political and cultural contexts and histories. (Massey; 1994, p.156) Resorts have different landscapes, architectural styles, demographics, social and political issues, cultural practices (Dredge, 2006). Also; there are many foundations of local features that influenced by internally and formed by external forces (Massey; 1994, p.156). Resorts are established by the local and the global and

a mixture of extensive and more local social relations (Massey; 1994, p.153). Resorts are regions where different classes of people are involved, but also have very different lifestyles, and coastal resorts combine entertainment and close-up modes; thus, resorts are established around the coast to meet the demand (Walton, 2000, p.3)

1.2.6 Coastal Resort Towns

Coastal resorts are destinations that include swimming, surfing, yachting, sunbathing, fishing and promenades that bring tourists with different demographic characteristics socially and culturally (Lew, Hall and Williams, 2008). They are known for their warm weather and beautiful beaches, but also for nightlife and for playing host to events resorts share similarities in terms of their popular imaginaries, myths, tourism narratives and representations, being perceived (Cantillon; 2018). The fascination of the beach with its many activities includes culture nature crossing point between land and sea (Jeans, 1990).

Beaches are commonly defined as current a smiling face to people, and he creates their homes to socialise and relax; but also their social settings depend on the nature of the conditions and the attractiveness of the place (Shields, 1991). Surfing on waves is an everyday leisure activity on many beaches, and surf tourists show a variety of emotions with surfing; also newcomer group member can enjoy with of riding the waves in the surfing places (Preston, 2001). The development of the seaside holiday caused by industrialization and; in literature, the factors that attract working-class residential tourists to the seaside can be defined as below: (Steven, 2016)

- Economical and operative transportation to a apposite beach;
- The employed classes have enough income to pay for a holiday in times,
- The coastal guests need time to the holiday;
- The resorts have enough facilities,

- The resorts must be attractive because the guests use their income that earns in a hard situation, for the seaside holiday.

To sum up; the coast was a primary geographical side for mass tourism, and a had attractive landscape, mountain areas, activities and population; also the seaside resorts have an infrequent morphological feature (Preston, 2004). Many studies in the literature include seaside resorts such as medical business, development and economic trends, transport, social psychology, history, and commercial activity (Liu & Wall, 2009).

1.2.7 Destination image

Destination image is another important subject of tourism behaviour. Although the destination image seems to affect small producers and tourism companies, it has national importance (Sönmez & Sırakaya, 2002). The meaning of the concept of image is “mental vision, perception or idea” and image is the formation of an object in a person's mind (Avcıkurt, 2004). There is a representative image that portrays this object, and this picture allows the purpose to be understood and remembered (İlban, Köroğlu & Bozok; 2008; Avcıkurt, 2004) The image methods slowly continuous (Türkkahraman, 2004) and reflects personal perceptions (Güzel, 2007). The private ideas of an individual about a specific object or place can also be defined as an image (Baloğlu & Brinberg, 1997). According to Crompton (1979), the image is an emotional view, an underlying attitude and a figure of the community, which are shared by the members of a specific group. In literature, there are so many definitions about the destination image and, Echtner and Ritchie (1991), in their research, summarise these meanings in the following Table.1 Also, Beerli and Martin (2004), define dimensions/attributes determining the perceived destination in the following Table.2.

Sönmez and Sırakaya (2002) explain that the destination image affects tourist destination decision importantly, and this effect may be positive or negative. According to Sönmez and Sırakaya, positive perceptions of destinations positively help decision-makers, which also affects market distribution globally. According to Echtner and Ritchie (1991), information and experience affect the destination image Entner and Ritchie also describes; people can dream of going to a destination they

have never been to before, but, most of the time, they make decisions based on the image of the destination and past travel experiences. Gunn (1988) pronounces destination image model in the seven following manner:

- Collecting mental images of the holiday experience
- Replacing these images with more information
- Vacation trip decision
- Journey to destination
- Goal participation
- Return home
- Adjusting images according to the holiday experience.

Table 1 *Definitions used by Destination Image Researchers*

Reference	Objective	Definition of Image
Hunt (1975)	To measure the images of four states; Utah, Montana, Colorado, Wyoming	"Perceptons held by potential visitors about an area"
Crompton (1977)	To measure the image of Mexico	"Organized representations of a destination in a cognitive system"
Goodrich (1977)	To measure the image of nine destinattions: Florida, Hawaii, Mexico, California and five Caribbean Islands	Not defined
Crompton (1979)	To measure the image of Mexico in different States of the United States	"Sum of bellefs, ideas and impressions that a person has of a destination"
Pearce (1982)	To measure and compare the pre-travel and post-travel images of seven countries	Not defined
Haahti & Yavas (1983)	To measure the image of Finland (twelve countries included in the survey)	Not defined
Crompton & Duray (1985)	To measure the image of Texas (while testing alternative approaches to importance-performance analysis)	Not defined
Kale & Weir (1986)	To measure the image of India	Not discussed
Phelps (1986)	To measure pre-travel and post-travel images of Menorca	"Perceptons or impressions of a place"
Tourism Canada (1986-1989)	To measure the image of Canada in various major tourism generating markets	"How a country is perceived relative to others"
Gartner & Hunt (1987)	To measure the change in Utah's image over a 12 year period	"Impressions that a person ...holds about a state in which they do not reside"
Richardson & Crompton (1988)	To explore differences in images held of USA and Canada between French and English Canadians	"Perceptons of vacatton attributes"
Gartner (1989)	To measure the images of four states: Utah, Montana, Colorado, Wyoming (utilising multidimensional scaling techniques)	"A complex combination of various products and associated attributes"
Calantone, <i>et al.</i> (1989)	To measure the images of eight Pacific Rim countries held by tourists from various countries of origin	"Perceptons of potential tourist destinations"
Reilly (1990)	To measure the image of Montana	"Not individual traits ... but the total impression an entity makes" (ref: Dichter)

Source: Echtner and JR Brent, 1991

Destination decision is influenced by “both internal (i.e., images, perceptions, motives, attitudes, and beliefs) and external factors(i.e., time, destination attributes, perceived costs of tourism, product, buyer characteristics, and benefits sought)” (Sönmez & Sırakaya, 2002). Martineau (1958), explains the alteration amongst the functional and psychological apparatuses of destination image as: “functional characteristics are defined as non-stop quantifiable while psychological

characteristics directly not measured.” The measurement of an image would involve individual functional attributes and psychological attributes (MacInnis & Price, 1987). Purpose image includes functional features, intangible features of the destination and psychological characteristics in intangible aspects (Schmoll, 1977; Moutinho, 1984; Echtner & JR Brent,1991). Similarly, according to Gunn (1972), destination images include two parts: ‘organic and induced’. The organic image includes experience or visit, while the induced image includes on the exterior received info such as advertisements, publicity, news reports and word of mouth.

Table 2 *Dimensions Determining the Perceived Destination Image*

<u>Natural Resources</u>	<u>General Infrastructure</u>	<u>Tourist Infrastructure</u>
<ul style="list-style-type: none"> *Weather Temperature Rainfall Humidity Hours of sunshine *Beaches Quality of seawater Sandy or rocky beaches Length of the beaches Overcrowding of beaches *Wealth of countryside Protected nature reserves Lakes, mountains, deserts, etc. *Variety of uniqueness of flora Moreover, fauna 	<ul style="list-style-type: none"> *Development and quality of roads, airports and ports *Private and public transport Facilities *Development of health Services *Development of telecommunications *Development of commercial Infrastructures * Extent of building development 	<ul style="list-style-type: none"> *Hotel and self-catering Accommodation Number of beds Categories Quality *Restaurants Number Categories Quality *Bar, discotheques and clubs *Ease of access to the destination *Excursions at the destination *Tourist Centres *Network of tourist information
<u>Tourist Leisure and Recreation</u>	<u>Culture, History and Art</u>	<u>Political and Economic Factors</u>
<ul style="list-style-type: none"> *Theme parks *Entertainment and sports activities Golf, fishing, hunting, skiing, scuba diving, etc. Water parks Zoos Trekking Adventure activities Casino Nightlife Shopping 	<ul style="list-style-type: none"> *Museums, historical buildings, *Monuments, etc. *Festival, concerts, etc. *Handicraft *Gastronomy *Folklore *Religion *Custom and ways of life 	<ul style="list-style-type: none"> *Political stability *Political tendencies *Economic development *Safety Crime rate Terrorist attacks *Prices

<u>Natural Environment</u>	<u>Social Environment</u>	<u>The atmosphere of the Place</u>
*Beauty of the scenery	*Hospitality and friendliness of The residents	*Luxurious
*Attractiveness of the cities and towns	*Underprivileged and poverty	*Fashionable
*Cleanliness	*Quality of life	*Place with a good reputation
*Overcrowding	*Language barriers	*Family-oriented destination
*Air and noise pollution		*Exotic
*Traffic congestion		*Mystic
		*Relaxing
		*Stressful
		*Fun, enjoyable
		*Pleasant
		*Boring
		*Attractive or interesting

Source: Beerli and Martin, 2004

Purpose image includes functional features, intangible features of the destination and psychological characteristics in intangible aspects (Schmoll, 1977; Moutinho, 1984; Echtner, JR Brent 1991). Similarly, according to Gunn (1972), destination images include two parts: 'organic and induced'. Gunn explained that the organic image includes experience or visit, while the induced image includes on the exterior received info such as advertisements, publicity, news reports and word of mouth.

Also; according to Gartner (1993); destination images include three specifically dissimilar and interrelated factors: *cognitive*, *affective* and *conative*. *Cognitive* images mention the information of characteristics of a destination; *affective* images are an issue that people's emotional and motivational in destination selection, and *conative* images are the connection of cognitive and affective images (Gartner, 1993). The cognitive images are related to the physical qualities of a destination, and the effects related to individuals effective quality of feelings (Baloglu & McCleary, 1999; Hosany, Ekinci, & Uysal, 2006) Stimulus factors and social factors in the image formation process is investigated by most of the researchers. However, psychological factors on destination image have been limited. (SanMartín & Del Bosque, 2008). Baloglu and McCleary (1999) explain this model at the *Figure 2*.

Chon (1990); investigated twenty-three regularly cited destination image studies. From these studies, the subject of the character and impact of destination image in visitors purchasing actions and pleasure are the most famous ones. Chon also recommends that destination image is a crucial factor that impact visitor's purchasing activity depends on decision making. According to Chon also; expectation about the destination, past travel experience and satisfaction also impact

the decision making (p. 3). To measure image this too crucial for marketers because of changes in destination image earlier and later examination (Echtner & JR Brent 1991). The reason for this, the visitors focus on their mental images about the destination purchase decision that is affected by earlier collected images; then they adapted both images through additional information exploration (Mayo, 1973)

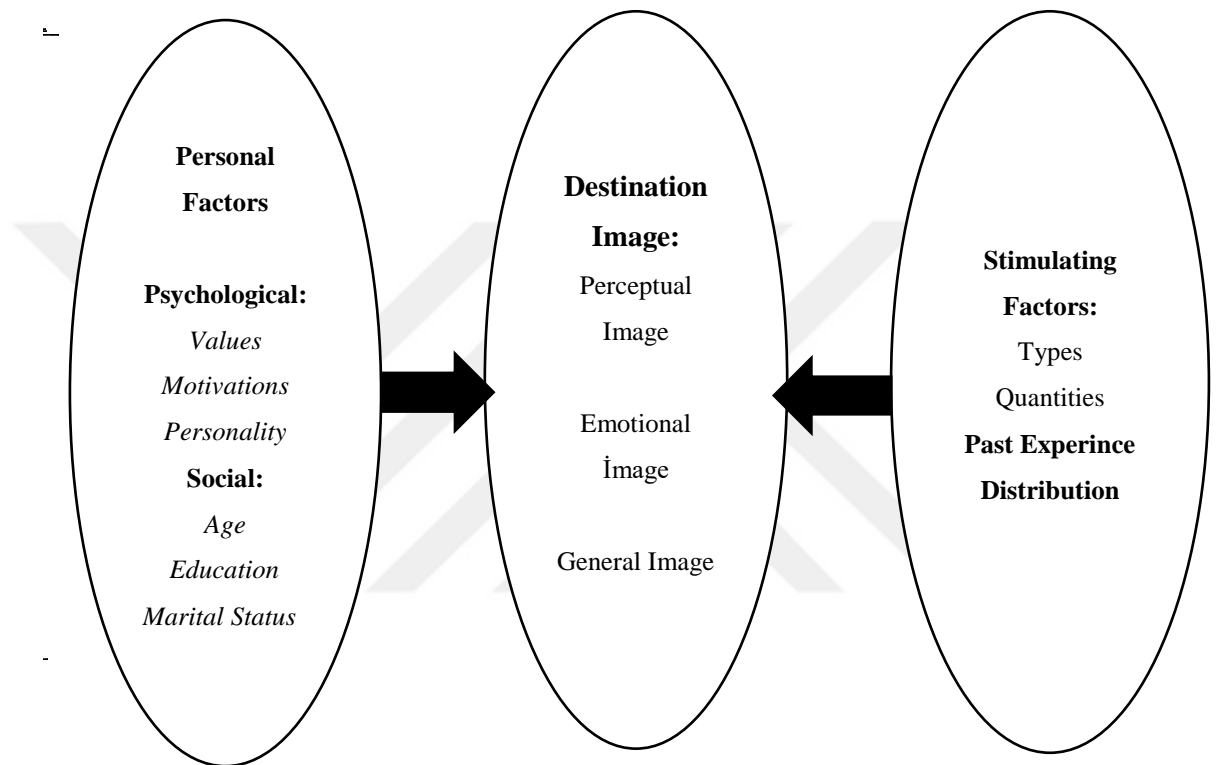


Figure 2 Factors affecting the Destination Image

Source: Baloglu and McCleary, 1999

On the other hand, developing countries keen on the emerging sustainable tourism industry and try to growth their part in the global market and because of the markets competes for each other, they need to be careful about their place in this massive industry (Buhalis, 2000). In this sense; tourist's images are a serious factor that is improving placing policies (Sönmez & Sarıkaya, 2002). In the same way, the competition between destinations related images since the tourism product is intangible (Buhalis,2000). The tourist is before travel, during and after travel activities interrelated with these intangible products and destination image; buying

decisions, the experience of the destination and the evaluation of this experience excite the tourist behaviour (Chen & Tsai, 2007)

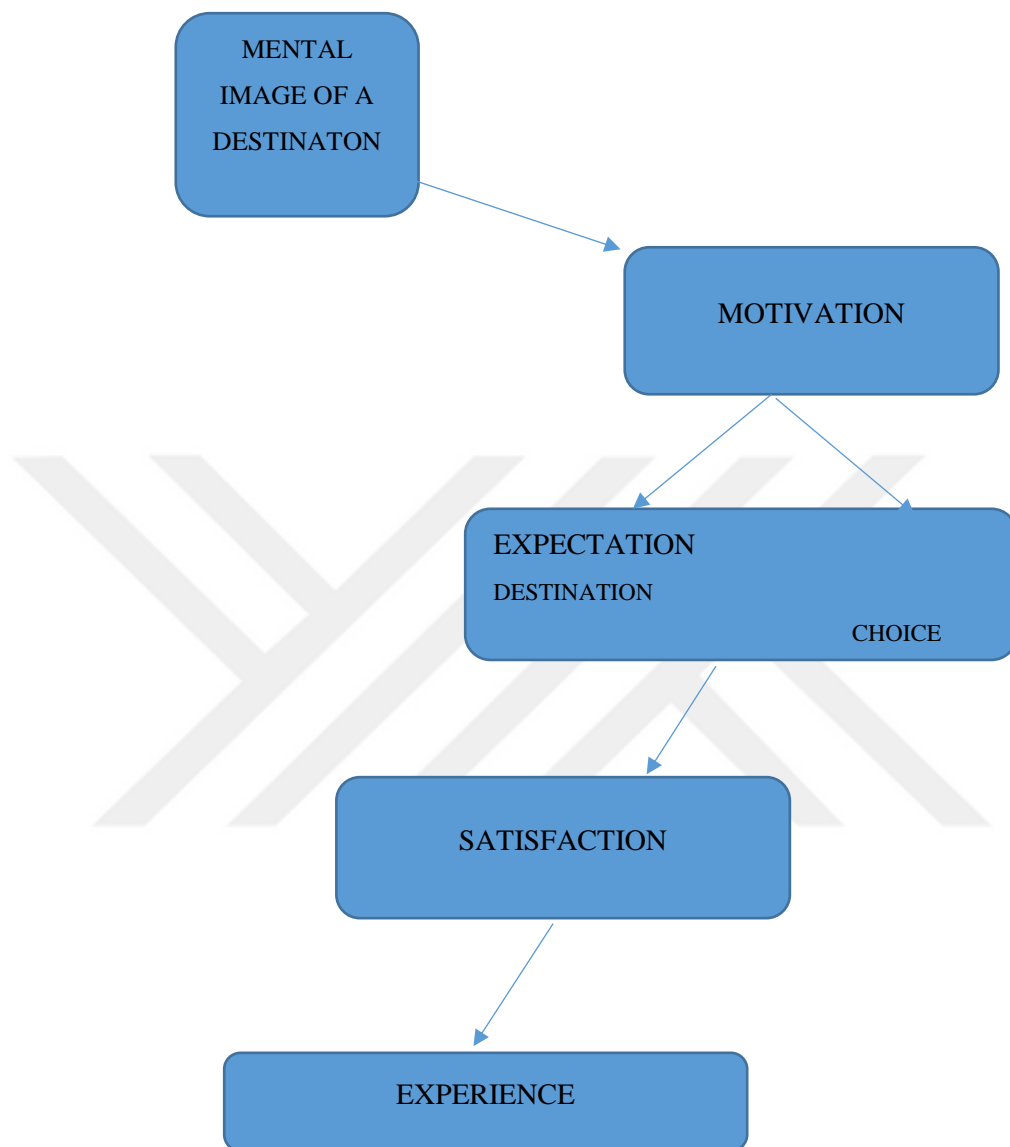


Figure 3. Mental Image-Related Features of a Tourist Destination

Source: Šimková and Holzner, 2014

According to Šimkova and Holzner (2014), mental images have a significant effect on individuals travel motivation and also motivation impact the expectations before the visitors decide to go to specific destinations (*Figure 3*). Motivations differ over time and also describe previous travel practices results. Travel consumers think about the performance of the tourism product before using them. (Mazursky, 1989). Also, it is crucial to define the causes and responses of consumer satisfaction or

dissatisfaction to improve understanding of satisfaction decision (Crompton, 1990; Mazursky, 1989). The level of satisfaction determines the experience negatively or positively (Šimková & Holzner, 2014)

1.3. Destination choice

The destination selection process in travel is conceptualized in four different perspectives in the literature (Um & Crompton, 1991). The first includes a cognitive procedure, encompasses destination selection, the insight of incentives, combining incentives with requirements, evaluation of substitutions. The second one is determined by the attitude towards achievement and the impact of social groups. The third is an economic movement in which an alternative that maximized efficiency was selected. The fourth was perceived as leisure time participation buried in perceived competence and led to investigating the target qualities believed to give the best arousal (Iso-Aloha & Clair, 2000; Um & Crompton, 1991).

Ajzen (1991), describes that the behavioural process is very complicated. The main framework of this process, the theory of planned behaviour (TPB) model, has great importance for the behavioural intention of choosing a travel destination. This model includes three dimensions, such as boldness, independent norm, and seeming behavioural control. As is the extent of the theory of reasoned action (TRA), the model should be considered in the prediction of the human behavioural intention (Ajzen & Fishbein, 2000). Past behaviour has direct effects on behavioural intention formation and actual behaviour (Mazursky, 1989). Past experiences and normative standards have great importance in the information process (Ajzen, 1985). Mill and Morrison are quoted by Mazursky, in the following manner: Our experiences and the generalisation arising from them are heavier than any information received, partly because our need for information is weakened by strengthening our decision criteria. Bright (2008) describes the combination of motivational factors and the theory of planned behaviour. At figure 2,8; motivations, attitudes, behavioural intention and destination choice relationship was shown.

Attitudes toward a destination

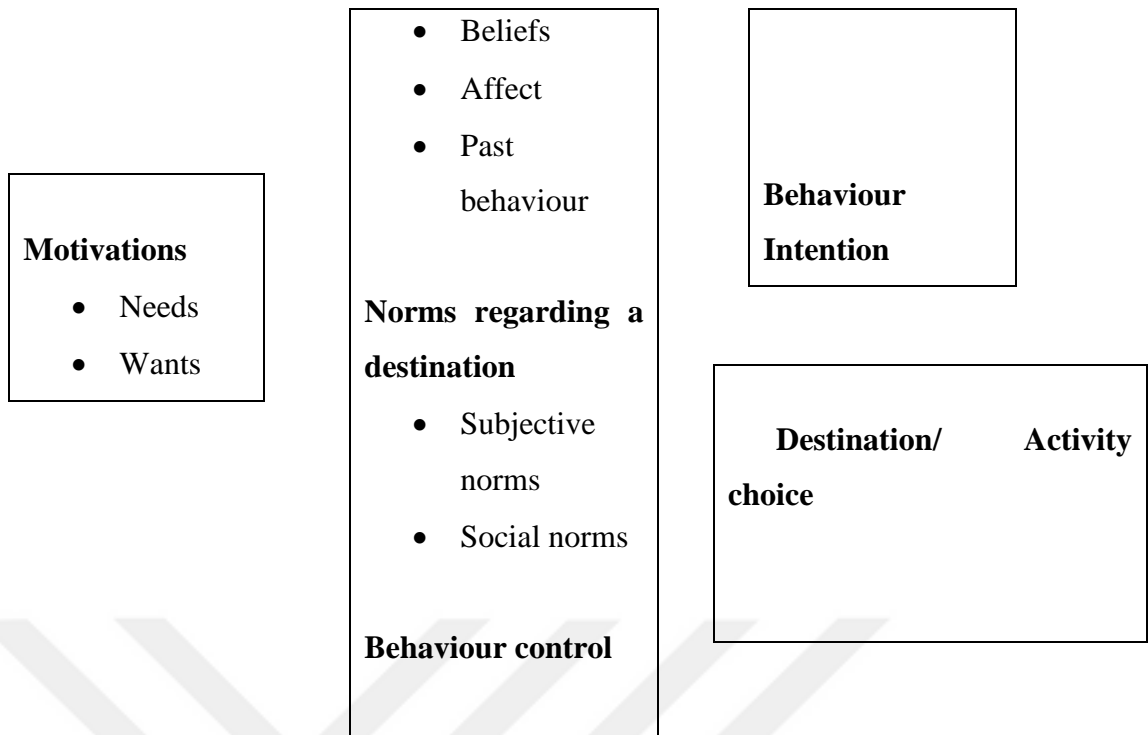


Figure 4. Model of motivation-destination choice relationship

Source: Allan,2008

1.4 Theory of Reasoned Action (TRA) and Theory of planned behaviour (TPB)

Theory of Reasoned Action, (TRA) is developed in 1975 by Fishbein and Ajzen. TRA depend on social psychology and focusing on the behaviours of individuals based on their own will. The researchers aim with this theory is control person's specific behaviour (Ajzen & Fishbein, 1980). This model defines that the *intention* of behaviour depends on *attitude* and perceptions of social pressure. Also, the attitude of a person includes personal judgments with favourable or unfavourable behaviours and the *subjective norm* defined as the perception of the person as what

the person thinks about urgent, specific referrers (Ajzen & Fishbein 1980). TRA attempts to explain how a consumer has a particular buying behaviour. In other words, whether or not to perform a behaviour according to TRA is determined by intention. (Ajzen & Fishbein 1980).

People's social behaviour is logical (Buhalis,2000). Human attitudes, subjective norms and perceptions of behavioural control the are main issues to behavioural intention (Ajzen & Fishbein 1980). This view has been questioned by theoreticians, who claim that human behaviour. (Bamberg & Ajzen & Schmidt, 2003). The Theory of Planned Behavior (TPB) has emerged with the development of the Theory of Reasoned Action (TRA) (Ajzen & Fishbein 1980). TRA assumes that individuals use their will to perform a behaviour. Therefore, it is important to predict behaviours based on will. However, according to Ajzen (2015), behaviours outside the control of will may also occur. According to the author, TRA lacks to measure out of behaviours. In other words “many behaviours; ability to have the resources needed to perform the behaviour, etc. In terms of subjects, it is located in an area where individuals cannot have full control (Kocagöz, 2010:140).

According to TPB, behavioural intention is the primary determinant of behaviour (Lam& Hsu, 2004). Therefore, there is an occasion to move, intention roots behaviour. Then it will provide the best guesstimate of behaviour if the intention measured correctly (Ajzen, 1991). TBP includes the intention of the individual to perform a specific action. It can be defined as the tougher the meaning to absorb in performance; the more likely it should be its performance (Ajzen, 1988). Ajzen (1988), assumed that attitude, subjective norm and perceived behavioural control are three main subjects that affect the behavioural intention. Ajzen & Fishbein (1980) developed by the TPB model, according to the intention, behavioural attitude and subjective norm, as well as perceived behavioural control, are also affected (Ajzen, 1985; Ajzen & Fishbein, 2008). Ajzen defines the TPB in the following manner: The *attitude* defines that person’s positive or negative evaluation of the behaviour in the inquiry. The *behavioural control* perceived defines as the ease or difficulty of implementing the behaviour. Standing attitude, *subjective norm*, and perceived behavioural control in behavioural intention is expected to differ across behaviours and situations (Ajzen, 1991). According to TPB (Ajzen, 1985), behaviours are associated with the individual’s specific behaviours. The consequences of the behaviours are measured in advance, the decision reaches the

results, and finally, the decision is transformed into action. Again in line with this theory; it is possible to state that the social behaviours of people are under the control of individual factors and that they are caused by various reasons and have emerged in a planned way (Ajzen, 2011).

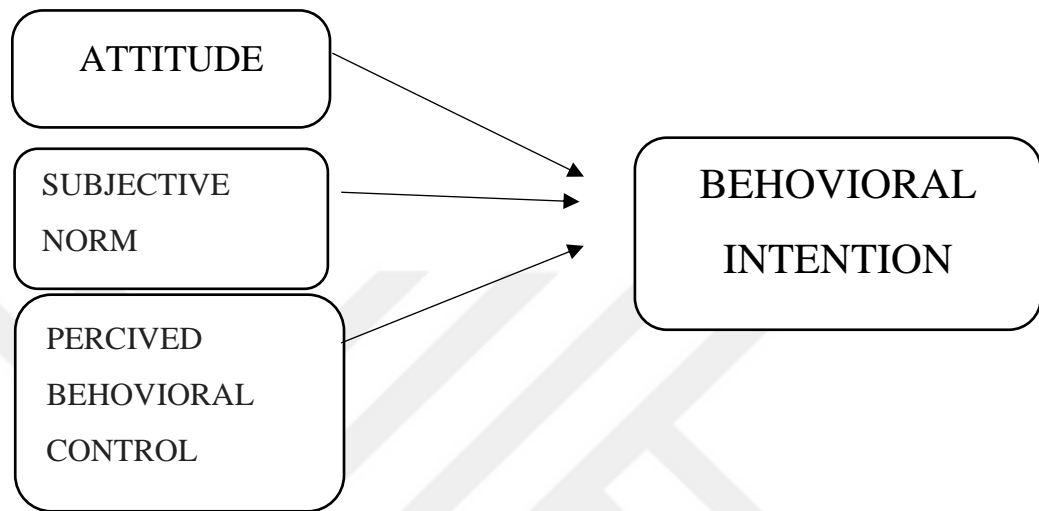


Figure 5. Flowchart of the TPB model

Source: Ajzen, 1985

To sum up, if the "Attitude towards Behavior" is positive and "subjective norm" is more acceptable, and the "Perceived Behavior Control" is stronger - the aim of the human behaviour intention will be stronger (Erten, 2002)

1.4.1. Behavioural Intention

According to Ajzen (1991), the intention is the intensity of the individual's willingness and effort to carry out a behaviour. The intention, according to the function of an intermediary variable in determining the behaviour is expressed as the effort put forward in establishing the wishes and requests of individuals to assess any behaviour (Ajzen, 1991). Before a behaviour takes place, the individual is first mentioned by many social and psychologists who have the intention of conducting behaviour, and therefore intent is considered as a structure that mediates between the

variables explaining the behaviour (Ajzen, 2008). In the determination of this invention, it is suggested that the attitude towards behaviour and subjective norms (SN) are effective (Davis, Bagozzi, & Warshaw, 1989). According to TPB, intention mediates between attitude and behaviour, and intention predicts behaviour more accurately than attitude. (Ajzen & Fishbein, 1977). The dominant categories of this theory are *behavioural attitudes*, *subjective norms*, and *perceived behavioural control*, or self-perception.

1.4.2 Attitude toward a Behaviour

Attitude is the core measurement tool for tourist behaviours (Um & Crompton, 1990). Many studies on travel have defined the attitude of destination or the attitude towards the image for the choice of destination (Um & Crompton, 1990; Fishbein & Ajzen, 1975). Attitude includes the attitude towards travel to a specific destination rather than the attitude towards the goal (Fishbein & Ajzen, 1975). Emotions have great importance for the attitude subject (Gnoth, 1997; Chaiken & Stangor, 1987). Emotions touch behaviour of social norms and individual need to content the self and social norms. (Gnoth, 1997). The attitude function includes knowledge, ego defence, value expression, utility and social adaptation and attitudes are revealed amongst needs and values (Gnoth, 1997; McGuire, 1985). Attitude is positive or negative evaluations about objects, people or events (Ajzen & Fishbein, 1977). In other words, an attitude refers to how individuals feel about anything (Maslow, 1943). Behavioural attitudes are personal evaluations of individuals (Ajzen, 1985). Attitudes towards behaviour are the behaviour of the person to exhibit the behaviour to be evaluated as positive or negative. (Kwok & Gao, 2005). In the emergence of attitudes, the previous experiences and the result of these experiences and the storage of information consisting of environmental factors, sub-factors in the social environment are effective. (Henriques, Hollway, Urwin, Venn, & Walkerdine, 1998). With the expression of a psychological object, it can be summarized that individuals can develop positive or negative attitudes towards everything they think can exist in their world, and individuals can have an attitude about each subject (Kağıtçıbaşı, 1999)..

1.4.3 Subjective Norm

Subjective norms (SN) can be expressed as the individual's sense of social and psychological feeling. (Ajzen, 1985) The reference environment, which may affect the preferences of individuals, may sometimes lead to social pressure on blocking, and sometimes to encourage the individual (Fishbein & Ajzen, 1975; Ajzen, 1985, 1991). The subjective norm is social pressure on the person (Ajzen,1985). According to another definition, when performing a certain behaviour, people are influenced by the people who are significant to them (reference people), institutions and organizations (Thaler, 1980).In other words, the subjective norm refers to the social pressure that the individual feels about whether or not to perform the behaviour by the individuals (family, relatives, close friends, colleagues, etc.) that the individual considers essential (Baker & White, 2010). To sum up, personal beliefs are the consequence of social pressure or subjective norm (Ajzen, 2002).

1.4.4. Perceived Behavior Control

According to the TPB model developed by Ajzen & Fishbein, the intention, behavioural attitude and subjective norm, as well as perceived behavioural control, are also affected by each other (Ajzen, 1991; Ajzen & Fishbein, 2008). Perceived behavioural control means that individuals see behaviour as accessible or challenging to perform (Mullan & Wong, 2010). The excess of resources and opportunities owned by the individual and the lack of barriers increase the perceived control of the individual on behaviour (Kocagöz & Dursun, 2010, p.140-141). Perceived behaviour control is the belief of how easy or how difficult it will be for the person to display the behaviour (Ajzen, 1985). Perceived behavioural control is defined as perceived functions related to the behaviour of an individual based on his or her behaviour (Ajzen & Fishbein, 2008) It is difficult for the individual to predict the behavioural control the senses regarding his or her future behaviour. (Albarracin, Johnson, Fishbein, & Muellerleile, 2001). Therefore, the behavioural control of an individual can vary between the time it is measured and the time at which that behaviour is to be performed, and consequently, the validity of the predictions about the behaviour may also be diminished (Notani, 1998). Finally, if the individual controls the perceptions on the behaviour (perceived behavioural control), this will further encourage the realization of the behaviour (Kocagöz, 2010).

1.4.5 Past Behavior

The difference between the optimal or ideal level of inspiration and the actual lifestyle experience influences the tourist destination choices (Cohen,1979). Emotions and authentic behavioural attitudes and past attitudes impact future travel intentions (Ajzen, 1989). According to Mazursky 1989; peoples experience of a tourist serves as the baseline for a social comparison that determines levels of satisfaction.

Behavioural intention and future behaviour are the main factors of related behaviour in the past (Ajzen & Madden, 1986). One of the reason is that people tend to show behavioural stability (Ajzen,1991). Past behavioural intention is a sign of habitual power (Bamberg, Ajzen, & Schmidt, 2003). Ajzen (1991) define that attitudes do not manage past behaviour about intentions and subjective norms, also effect on the actual behaviour. Ajzen (2005) also claims that based on Quellette &Wood (1998) studies; the past behaviour is expected to influence behavioural intentions directly. When past behaviour added TPB model, variance increased in behavioural intention. Habit is mainly mediator factors, and in fact, it may not be necessary at all to explain behavioural stability. The frequency of earlier behaviour will be a strong predictor of subsequent behaviour. The previous behaviour reflects the internal and external operation of all factors of past behaviour (Bamberg, Ajzen, & Schmidt, 2003).

Lam and Hsu (2005), define that past behaviour has great importance of the traveller's selection. Also, it increases the original TPB's ability. These factors will determine the response in the past. They remain unchanged means they will behave in the future (Bamberg, Ajzen, & Schmidt, 2003). Personal experiences are effective in people's decision-making process, and according to this definition, past travel experiences are the thoughts of a person when they are experiencing another destination, which affects their decision to make a future destination (Teye, Sönmez, & Sırakaya, 2002).

CHAPTER 2

Tourist Motivation

2.1 Motives and Motivation

Motivation is an encompasses target topic in tourism research. Wide range of factors that support tourist to make a particular purchase decision is defined as tourist motivations (Burman & Soderberg, 2007, p.7). Crompton in Dale (1994), recommended who, when, where, and how questions include the social and economic physiognomies of persons and "why," the most crucial issue of tourism and also, motivation is psychological, biological needs and requirements, which influence tourist's conduct and action. Travel motivators define as the reasons tourists choose to do something, the time they will not spend and how they are going to direct these. (Saayman, Slabbert, & Van der Merwe, 2011). Travellers influenced by different motivators even before they decide about the purchase (Park, Reisinger, & Kang, 2008) Motivation also affects many needs that affect individuals' choices in numerous ways. The tourist decision to meet the demand for relaxation affect the decision to do something for this need. (Saayman, Slabbert, & Van der Merwe, 2011; Park, Reisinger, & Kang, 2008). A person prefers to select positive behaviour, and it would be acceptable to assess motivation indirectly because of the tourist may not show their real ideas (Pearce, 2013). Thus, self-reported travel experiences are references for individual motives (Pearce, 2013). Tourists are individuals who have different things in their life because of their personality and experience (Puryova, 2013).

Motivation is based on the needs of individuals or groups. Maslow, (1943) considers the needs theory as the physiological needs, safety needs, belongingness and love needs, self-esteem needs and the self-actualisation need. Lower needs must be content before higher encompasses target become have been met (Maslow, 1943; Poston, 2009). This theory also affected studies about travel motivation. Motivators can be affected by age, gender, income, and culture (Ryan, 1998). For example,

young people are usually looking for entertainment activities; otherwise, older adults prefer to relaxation. In literature, scholars mention that motivational factors can be changed over time according to personality, and it is also influenced by different market segmentation and external effects (Haugtvedt, Petty, & Cacioppo, 1992). Swarbrooke & Horner's (2001) motivation model consists of four components. The intellectual component which is about tourist's motivation in exploring, mental activities, discovering and learning. The social component is about travellers being in a social gathering. The competence component is about person abilities. The stimulus avoidance component reaches a tourist who needs to escape from the typical place.

The intellectual component which is about tourist's exploring, mental activities, discovering and learning. *The social component* touches travellers in a social joining. *The competence component* is about person abilities. *The stimulus avoidance component* reaches a tourist who needs to escape from the typical place.

The tourists are pronounced as the key of motivations but destinations and attractions different in their motivational shape (Burman & Soderberg, 2007, p.17). The sources of motivation models are mainly psychological and dealing with individuals as collections (Pearce, 2013). In regards to, human are partial to realise the motivations of tourists because the motivation is complex (Prentice & Andersen, 2003).

2.2 Approaches to Tourist Motivations

In recent motivational studies, different authors examine variances between tourists from diverse nationalities (Kozak, 2002). Tourist motivation and characteristics of destination are mostly about destination positioning (Marcussen & Zhang, 2007). Advertising strategies, shape an image and distinguish products and services from competing destinations also essential factors for motivation (Marcussen & Zhang, 2007; Puryova, 2013). The tourist behaviour depends on nationality or cultural group (Kozak, 2002)The tourist opinions of a tourist place will differ individually, including satisfaction levels travel activities and demographic features (Kozak, & Rimmington, 2000). Kozak (2002) compare motivators into four primary travel motivators: Culture, Physical motives, Pleasure-seeking (fantasy-based motives) and Relaxation. On the other hand, Swarbrooke and Horner (2001) explained the primary motivators that; *Personality, Image, Lifestyle; Perceptions,*

Past experience and *Past life experience* An important thing to understand tourist behaviour is related to motivational factors (Prebensen, 2007). Prebensen (2007), defines the table below, which includes different theoretical approaches to tourist motivation studies:

Table 3 *Approaches to Tourist Motivation*

Researchers:	Theoretical approach applied on tourist motivation:	Focus:	Dimensionality
Maslow (1943; 1954)	Maslow's Hierarchy of Needs Theory	Five levels of motivation identified as basic hierarchical needs: 1) psychological, 2) safety, 3) love, 4) esteem and 5) self-actualisation.	Multimotive Approach
Pearce (2011) based on Maslow (1943; 1954)	Travel Career Ladder	Past holiday experiences influence motivations for travel change over time and. A distinction amongst internally (self) and externally (other) directed motives. People have a range of touristic motives.	Multimotive Approach
Dann (1977; 1981)	Pull and Push Theory	Tourist Motivation Factors that predispose a person to travel, moreover, those that attract the tourist to a given resort.	Multimotive Approach
Iso-Ahola (1980, 1989)	Optimal Arousal Theory	People avoid overstimulation (mental or physical exhaustion) or boredom (too little Stimulation). Seeking intrinsic awards and escaping everyday problems, troubles and routines. Personal and interpersonal dimensions.	Multimotive Approach
Plog (2001)	Allocentric/ Psychocentrism Model	His model depends on two key behaviour concepts: ' <i>allocentric</i> and ' <i>psychocentricism</i> .'	Multimotive Approach

2.2.1 Theory of Needs Hierarchy

Maslow's (1943) theory, originally was used for clinical psychology; then it was acceptable to other areas, such as industrial and organizational psychology, counselling, marketing and tourism (Woodside & Martin, 2008). According to Maslow, personal needs describes in a hierarchy of five categories includes physiological needs, needs of safety, belongingness and love esteem and self-actualization (*Figure 5*) (Mengich, 2011). According to the theory of needs hierarchy, people need to satisfy the basic needs first and after the lower-level needs are satisfied, higher-level needs in the hierarchy satisfied. (Maslow,1943). Human needs usually follow this hierarchical order, and if lower step not satisfied, an individual does not meet higher-level needs (Maslow,1943; Woodside & Martin, 2008). Pearce (2013) explained the Maslow's (1943), theory:



Figure 6. Maslow's Hierarchy of Needs Theory

Source: Terblanche,2012

- *Biological and physiological needs* are dynamic to human survival and represent part of the basic needs of air, food, beverages, shelters, temperature, sleep and gender
- *Security needs*; including law and order, which are critical for continued existence, include content protection and security needs and, although hierarchically important, are not as dominant central as psychological needs.
- *Belonging needs, love* includes friendships help meet romantic attachments and family, friendship and acceptance needs.
- *Esteem needs* include features that raise self-esteem such as respect needs, independence, prestige and status.

- *Self-realization*, at this level, people pay more attention to the opinions of others and strive to develop their potential for personal growth and experience.

Based on Maslow's work, motivations explain the following four types: (Swarbrooke & Homer, 2007:54)

- *Type 1*: The idea component includes mental activities such as learning, exploration, exploration, thinking and imagination.
- *Type 2*: Social component can be explained by how much people are interested in tourism activities for social reasons and how much they need personal relationships and friendship.
- *Type 3*: Competence-mastery component examines how far individuals have fled to a destination that is far to reach the leisure activities, and these activities are usually features of adventure, struggle and competition.
- *Type 4*: Avoidance component assesses people's desire to avoid regular but over-stimulating life situations.

According to these types, Pearce (2013), has explained the motivations as the needs of the tourist's ability to fulfil their self-fulfilment, love and belonging and physiological needs to this degree.

2.2.2 Travel Career Ladder (TCL)

TCL model is based on the conceptualisation of Maslow's needs (Ryan,1998). Pearce in Prentice (2004), identified three theoretical approaches to motivational psychology in tourism: *psycho-centric-allocentric, the travel career ladder, and intrinsic motivation-optimal arousal* (Prentice,2004). Travellers' needs or motivations begin with the relaxation needs being at the lowest level, followed by safety/security needs, relationship needs, self-esteem and development needs in that order, and finally, at the highest level, fulfilment needs. (Ryan, 1998). People's travel experience has great importance to travel motivation, and TCL can be directly defined as the travel careers that reach the people's lifecycle and travel experience (Woodside & Martin, 2008). According to Ryan (1998), TCL includes the following categories; (*Figure 6*)

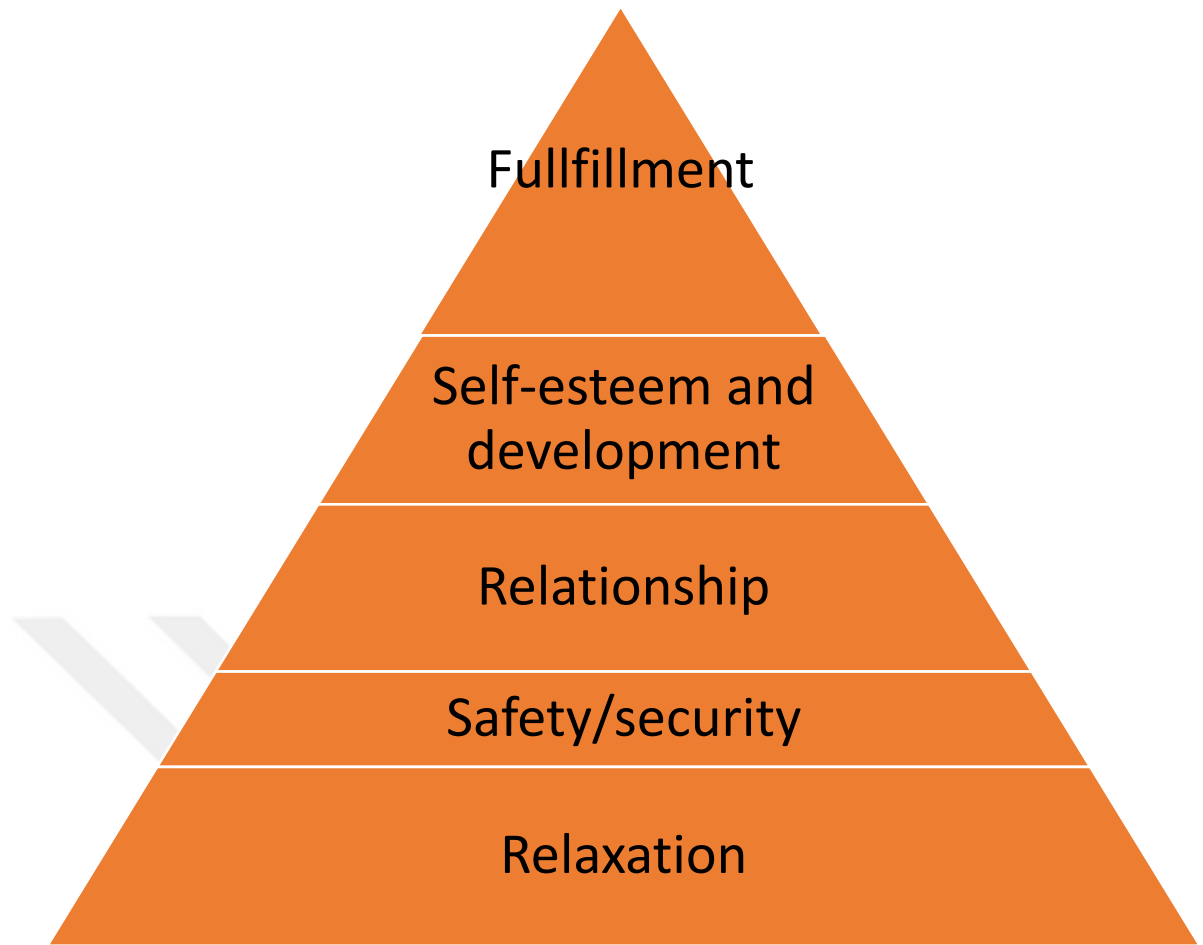


Figure 7. Travel career ladder.

Source: Ryan, 1998)

- **Relaxation Needs;**

Tourists want to move away from their everyday routine and relaxing, and their aim is reaching both the physical and the spiritual sense.

- **Security Needs;**

Every tourist wants to be in a safe place before and during their travels. These concerns are the factors in the destinations, the food they will consume, and the people they will be in contact with.

- **The relationship;**

Tourists y are in contact with people and are a motivating factor that improves themselves socially

- **Self Improvement and Self-Esteem;**

As a result of the pleasure that their travels give them, prestige gives status and increases their level of knowledge.

The self-realization of the individual

The self-realisation of the last phase of the travel career step enables the person to be engaged with himself as a result of his travels, to create self-confidence and to be peaceful. (Ryan, 1998)

The original TCL explains that travel motives as tourist's travel experience increases, but also this consequences as the development of Travel Career Pattern (TCP) theory (Ryan, 1998). TCP is a reformed version of TCL. (Hsu & Huang, 2008). According to TCP, the underlying causes such as innovation, escape/relaxation, development of relationships are defined as the core layer. The next level is self-realisation. Pearce and Lee's (2005) study regarding TCP, initiate 14 scopes to travel motivation, of which the most excellent significant were: *escape/relax, novelty, relationship, and self-development*. This study maintained the critical perceptions of the TCP theory and propose that there is a centre of the travel career pattern.

2.2.3 Escaping and Seeking Dimensions

Tourism activities are a key of motivation that allows people to relax, to move away from their current atmosphere and to upturn their knowledge and experience, and is a unique spare time activity that meets people's escape and seeking pasts. (Iso-Ahola, 1982). Travellers need to escape from their personal daily lives and problems; also, they need to look for a particular time to relax, tourists need to even communicate with their friends, family and destination residents (Puryova, 2013). In literature, tourist motivation studies can be categorized into three groups (Caber & Albayrak, 2016). First one is related to personal needs and coordination that result from the demographic characteristics of the people. The classification of tourism in the motivational sense, such as cultural, natural, adventure etc. is the second

category. The third category includes to develop customer relations and to raise satisfaction levels.

Leisure behaviour can be measured with attitude (Huang, 2009). According to Isa-Ahola (1982); two motivational factors affect tourist schedules. These are: “escape from monotonous and worrying atmospheres’ and ‘seek destination opportunities for converted emotional loots” (Woodside & Martin, 2008, p.15-25) (Figure 7) In other words, “*first you need to leave the place, and secondly, you have to win important prizes.*” Escaping defines as the request to leave the everyday condition behind oneself”, and seeking specifies the request to get emotional assets through travel in a changing condition’ (Iso-Ahola, 1982). A person’s travel actions are part of an *escape* from one’s routine personal and interpersonal environment (Woodside & Martin, 2008, p.5-25). They are also *seeking* to satisfy individual and interpersonal experiences, namely; both these origins have personal and interpersonal sections (Šimková,2014). This includes four structures along with these main origins: escaping the own environment, escaping the interpersonal environment, seeking central personal loots, seeking central interpersonal loots.

The personal and interpersonal *escaping* extents include an individual exit behind personal troubles. In opposition, the personal and interpersonal *seeking* extents contain learning, exploration and relaxation for persons and social relationship refers to a person’s external incentive (Iso-Ahola, 1982). (Figure 8) Specifically; personal motivations include motivations such as: ‘Relaxation’; ‘Prestige’ ‘Applying skills “,“ Learning about other cultures’; and interpersonal motivations include ‘social interaction’ ‘encounter with indigenous people“, ‘foreign cultures’ and ‘past lifestyles’ (Iso-Ahola, 1982).

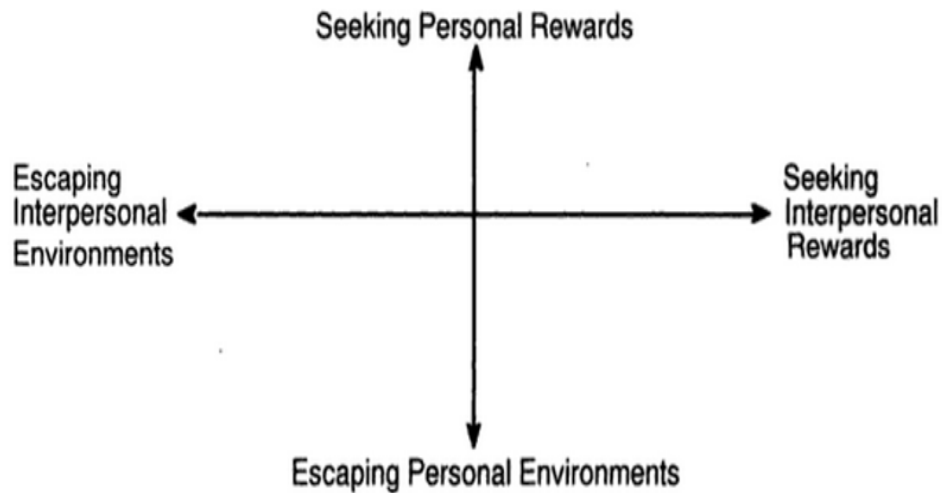


Figure 8. Escaping and Seeking Dimensions

Source: Mannel and Iso-Ahola, 1987

interaction' 'encounter with indigenous people', 'foreign cultures' and 'past lifestyles' (Iso-Ahola, 1982).

This may provide essential rewards about the feeling ability of persons and may offer an escape from the routine environment (Yoon & Uysal, 2005). The personal and interpersonal *escaping* extents include an individual exit behind personal troubles. In opposition, the personal and interpersonal *seeking* extents contain learning, exploration and relaxation for persons and social relationship refers to a person's external incentive (Iso-Ahola, 1982). (Figure 8)

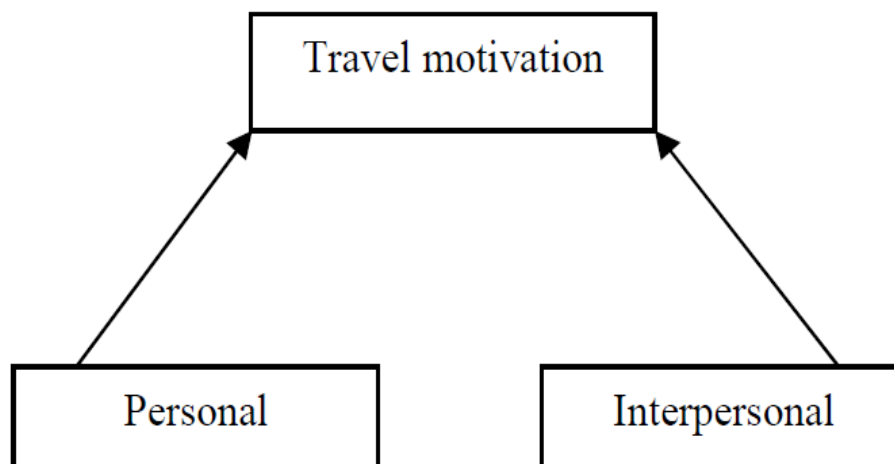


Figure 9 Personal and interpersonal theory of Iso-Ahola

Source: Tsephe and Obono, 2013

Specifically; personal motivations include motivations such as: 'Relaxation'; 'Prestige' 'Applying skills', "Learning about other cultures"; and interpersonal motivations include 'social interaction' 'encounter with indigenous people', 'foreign cultures' and 'past lifestyles' (Iso-Ahola, 1982). This may provide essential rewards about the feeling ability of persons and may offer an escape from the routine environment (Yoon & Uysal, 2005).

The travellers can both depart from the monotonous atmosphere and can reach interpersonal personal satisfaction. (Abraham & Yoel, 1999). Besides, the interpersonal routine turns, leaving from the monotonous that lecturing both personal or interpersonal satisfaction.

People can travel because of both "personal seeking and escaping from the personal environment", "interpersonal seeking and escaping from the personal environment" or/and "personal seeking and interpersonal environment", "Interpersonal seeking and Interpersonal Environment" (Iso-Ahola, 1982). According to Fridgen (1991);

'if a person's life is too quiet, the person may seek out stimulation through activity. If too much is happening in a person's world, then the person seeks to escape this stimulation and find a quieter environment.'

To be exact, people rise or cut this stimulation to reach the ideal flat and tourism provides an excellent opportunity for people to achieve this (Choe, Blazey, & Mitas, 2015). Namely; visitors are often motivated by the need for excitement in their routines or the need to move away from stress seeking peace (Fridgen,1991). On the other hand, escape-seeking separation and the concept of push-pull factors are interrelated, because particular cases regarding push motivations as seeking or escaping are the necessary measurements of motivation (T Jang, Bai, Hu, & Wu, 2009). These variables are similar categories as push (escape) and pull (seeking). (Crompton & McKay, 1997). Iso-Ahola (1982) also reflects that leisure motivations can change during people's lifecycle because visitors have changed places and social cases. Holidaymakers search changed levels of travel to escape either over motivation (mental and physical energy) or too little motivation (monotony) (Chang,2007).

In Iso-Ahola and Allen (1982)'s work, there are kind consequences about the motivation for tourism. They investigated on 60 different teams formed by 438

basketball players at Big Ten University; whether there was a difference between the needs of the people before and after the participation. According to this; providing diversity and control in interpersonal relations, individual competence, escape routine life, positive interpersonal development and competence are recognized. Motivational factors such as increasing communication with the opposite sex were also defined. The results can say that it is the most suitable recreation and activities for the needs of the tourists who are in search of the escape and searching.

Pearce in Crompton and Stacey (1997), specified his opinion about the exact measures of the future of this theory would be limited. Assuming that theory is derived from the leisure context, it is not a persuasive conceptual schema for tourist motivation researchers. Nevertheless, as recommended by Iso-Ahola, it depends on the importance of the concept of tourist and the readiness to take measurements close to real tourism periods. (Crompton & Stacey, 1997) On the other hand, Dann (1981), Argyle (1996) and Goossens (2000) have the same idea regarding Iso-Ahola (1982)'s theory. They argued that *escaping* and *seeking* are often reflected basic needs of traveller's simple motivational power. Ingham (1986) resists that there is a relationship between motivation and the results behind activities (Singh & Best, 2004).

To Sum up; Iso-Ahola theory is mainly crucial in knowing the correct motivation of visitors. It seems to describe that hard. Because the summary methods regularly describe the aims for the trip rather than the motives (Pearce & Lee, 2005).

2.2.4 Plog's Allocentrism/ Psychocentrism Model

As a result of the development of destinations over time, the destinations can lose their impressiveness and may no longer reach their local visitors or have a rapid failure in the number of visitors. (Güran, 2008). At the same time; there is a relationship between tourist characteristics and tourist behaviour (Deniz & Y. Kalem, 2018). The tourist types are very varied, and Plog (2001) investigates the visitors to define with their personality (Plog, 2001). His model depends on two key behaviour concepts: 'allocentricism' and 'psychocentricism'. The visitors depend on *Allocentrism*, prefer free holidays in exotic destinations away from their home (Bright, 2008). They are seeking an exciting holiday and are ready to take risks through their trips (Plog, 2001). Therefore, they prefer to travel alone to more

unusual destinations (Plog, 2001; Güran,2008). Besides, these type of tourists is friendly and self-confident people (Nisari, 2018). On the other hand; psycho-centric tourists are the people who do not prefer to leave their lifestyle and prefer to stay in the same destinations (Deniz & Kalem, 2018). Deniz and Kalem (2018) stress that those tourists prefer similar foods and drinks and do not prefer the excitement and change, and also they use mostly package tours for popular destinations. They travel typical and famous places (Bright, 2008); and often need standard services (Šimková & Holzner, 2014). This kind of visitors repeatedly visits the same familiar site if they had a pleasure the destination that they visited before (Plog, 1974; Güran, 2008). Some mid-centrists are individuals living in the middle of the limit of near psycho-centric and near allocentric, and they are characterized as non-problematic travellers that make it easy to meet their needs (Plog, 1974). In 2001's study, Plog updated these names to name *dependables*, rather than psycho-centric, and *venturers* for allocentric. According to Plog (2001), in America, dependables prefer to travel to beach resorts such as Hawaii and venturers prefer to go to underdeveloped countries such as Africa and Antartica (Heitmann, 2011)

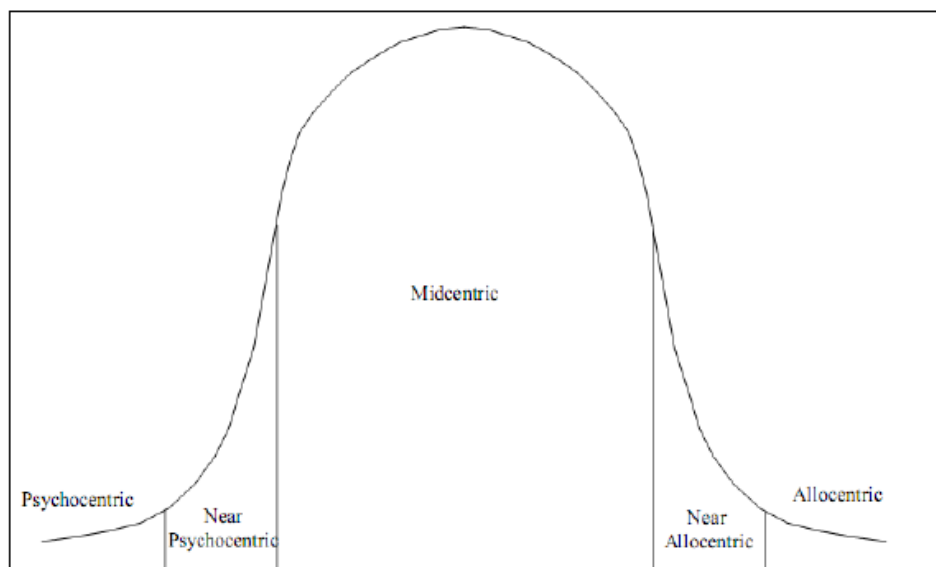


Figure 10. Plog's Allocentrism/ Psychocentrism Model

Source: Plog, (1979)

There is also energy measurement in Plog's model, which explained the tourist activities (Plog, 1979). The energy dimension defines tourists activities as *fast-paced* versus *lower-paced* activities. The 'high-energy' traveller favour many types of

activities, but the 'low-energy' traveller prefer low activities (Ross, 1998). Plog (1979), also established eight psychographic extents related to tourists as:

- courage,
- pleasure search,
- momentary movement,
- self-confidence,
- planned movement,
- patriarchal structure,
- intellectual structure and
- being human-oriented.

The lack of clear boundaries between these extents and the fact that a few are active at the same time can lead to difficulties in determining the boundaries of the study area and its subjects (Kayar, 2008). The level of acceptance of tourist motivation by this theory is very partial, and it cannot change prediction tourist behaviour. (Allan, 2011). Alan 2011 states that people's interest is complicated, and the approach has small self-governing experiential confirmation. Allan also states that tourist behaviour may vary from allocentric to psychometric and vice versa. That is why; according to Allan tourism dealers think that Plog's theory does not include a wide variety of traveller motivations and behaviours

On the other hand, the typologies of Plog are simple and can easily explain the various aspects of tourist motivation, but when implementing, both destination-oriented changes, the life cycle changes in the traditional mass of the ratio and the potential change in the general tourist typology should be followed up (Plog, 2001, 13-15). Also; destination lifecycle use this theory. However, Plog later revised the concept to include types of holidays and thereby removed the geographical focus (Heitmann, 2011)

2.2.5 Push and Pull Theory

Motivation is based on the psychological and biological needs and is a combination of the behaviours and activities of people (Huitt, 2011). As soon as a person requests to fulfil a need, the motivation factors appear and motivation is a circumstance that meets satisfaction (Deci, 1972). Society plays a vital role as a motivation factor that pushes people to travel or influence them to new destinations (Jamal & Lee, 2003). The motivation process includes emotional and mental features such as internal motives are related to feelings, while external motives contain mental pictures such as beliefs or knowledge (Crompton, 1992). Internal motivations are typical requirements, such as hunger and thirst, arising from the individual (Dann, 1977). While the external motivations are the supplies that appear when the person remarks about the environment (Gnoth, 1997), these factors impact people to move an activity to satisfy a need (Kassean & Gassita, 2013). Pull and push factors determine the buying behaviour of tourists and play a role in consumers (Dann, 1977).

According to Dann (1977), people go on vacation because they are pushed and pulled due to some forces or factors. The pushing factors are internally motivated forces to make the travel decisions in the lives of domestic or foreign tourists; pull factors are the concrete reasons that make a destination different from other destinations and enable them to be preferred (Klenosky, 2002) According to Dann, (1977) the push-pull framework provides essential elements for explaining the motivations based on tourist behaviour. Dann (1981) describes that push factors refer to the reasons for pushing a person away from safe places while pull factors relate to the characteristics of destination images, qualities, and trends. According to Dann, the tourists travel to a new destination with two types of motivation, such as they are pushed by internal factor and pulled by external factors. The author also mentioned: 'Once the trip has been decided, it can be handled where you are going to go, what to see or what to do.'

While classifying push factors in the form of escaping from the perceived ordinary environment, exploring and self-evaluation, resting and relaxing, gaining reputation, health and fitness, being together with the family, adventure and social interaction, pull factors are identified as innovation and education (Lee, 2009). From another perspective, Albayrak (2013) describes the internal travel motivations as relaxation, prestige, innovation, knowledge and socialising. In the same way,

according to Dann (1977), the push dimensions are an escape, novelty, enhancement of kinship relationships, prestige, and relaxation/hobbies whereas novelty and escape are the most important factors. Dann also describes that push motivations are related to the feelings that the person feel inside and provide individuals to get ready to travel. When a person is pushed, we can recognize the behaviour behind travel and define the purchasing decisions (Park & Yoon, 2009). As a result; push motivations are intangible (Baloglu & Uysal, 1996). In this case, features such as accommodation, restaurants, entertainment amenities or similar fundamentals of the holiday are not of much significance to the tourist (Heitmen, 2011). According to Dann (1977), instead, the person feels the need to 'getaway' from his/her current environment. Dann also states that two push travel motivations are anomie and ego-enhancement. Dann stresses that anomie appears when the tourist wants to leave the everyday routine, so this is related to internal needs impacting the persons feeling. The author also mentions that as a substitute ego enhancement occurs when the person is trying to prove himself and requesting to have the prestige with travelling.

Each destination offers different products to attract tourists and tourists have the chance to choose among them (Crompton, 1992). Pull factors can be described as destination-specific attributes or outer motivations attractions or the destination as a whole is so attractive that it is 'pulling' the tourist towards it (Heitmann, 2011). In other words, supply-side factors are concrete features that express the pull forces of the destination (Baloğlu & Uysal, 1996). Fakeye and Crompton (1991) highlight those factors as: social opportunities and attractions, natural and cultural characteristics, accommodation and transportation, infrastructure, food and beverage, and friendly people, physical facilities and recreational activities, bars and nightlife. . Attractions in a destination can be different from other destinations, and the importance of pull factors for people who want to travel to that place can be diverse (Baloğlu & Uysal, 1996). These factors can also affect the choice of holiday destinations positively or negatively. Pull factors play a significant role especially when people have to choose between different alternatives and prefer a holiday destination to another (Cha, McCleary & Uysal, 1995). Although this theory is easily applicable, this is difficult to determine which factor has more stimulus on the decision or which comes into play first (Heitmenn, 2011). Heitmenn (2011) also concludes that when traveller decides to travel, there is more emphasis on push motivations, but pull factors have a significant influence on the destination choice.

Table 4 *Push and Pull Theory*

Push factors	Pull factors:
<ul style="list-style-type: none"> • Escape • Rest & relaxation • Self-esteem • Prestige • Health & Fitness • Adventure • Social interaction • Benefits • Interests 	<ul style="list-style-type: none"> • Climate • Historical sites • Scenic beauty • Sunshine • Beaches • Snow • Cultural events • Recreational opportunity

Source: Woodside and Martin,2008

Crompton 1979 defined socio-psychological motives and cultural influence. His seven socio-psychological reasons are:

- Escape from a perceived ordinary environment,
- Self-investigation and evaluation
- Relaxation,
- Prestige,
- Regression,
- Development of kinship relations and
- Acceleration of social interaction

Cultural motifs are categorized by way of innovation and education. The push and pull motivators drive into socio-psychological sources, although the attractive factors are social reasons (Woodside&Martin, 2008). Dann (1977), described on two conceptualisations: *anomie* and *self-enhancement*. To sum up, push and pull factors are using by any decision-making process (Crompton, 1979). People lack by their inside services and travel to decide to go target destinations and pull by the societies influences (Uysal & Jurowski in Lam & Hsu, 2006)

2.2.6 Homeostasis and Disequilibrium Theory

Crompton (1979); describes that traveller behaviour is easy to define while classifying a tourist. However, it is hard to explain “why” (Pearce, 2005). Crompton (1979) investigates the social-psychological context of traveller motivation. According to him; there are two perceptions – *disequilibrium and homeostasis*. In a level of disequilibrium, people can escape from monotonous and try to find results on how to meet the unmet needs originating the disequilibrium (Jamal & Lee, 2003). According to this model, psychological stresses (disequilibrium) of people may appear, and people try to satisfy their wants or needs. In other words, disequilibrium means a decision to travel to meet the wish and need. For instance, tourism is an activity that travellers choose for relaxation and the need for relaxations can be met by this activity (Crompton & McKay, 1997). According to Crompton (1979); when disequilibrium rises, people try to satisfy states of disequilibrium when they go pleasure vacation. In other words, “tourism motivation is . . . < dynamic process of internal psychological factors (needs and wants) that generate a state of tension or disequilibrium within individuals” (Crompton & McKay, 1997) This model is focused on the statement that people wish to keep a balance between expectation and performance. (Lee & Crompton, 1992).

As a whole, motivation arises after people requests to satisfy a need and it istuned to action when a people is stimulated to do something. Individuals generally want to stay in a place of stability, *homeostasis*. Their *homeostasis* is interrupted when they aware of a need shortage andto satisfy a need the individuals decide to buy a product or service in other words, they are motivated to buy (Mill & Morrison 1985).

Besides this model, Crompton (1979) clarified tourist motivation as socio-physiological and cultural motivations. He found seven socio-psychological motives or push factors: escape from a perceived mundane environment; exploration and evaluation of self; relaxation; prestige; regression; enhancement of kinship relationships, and facilitation of social interaction, and two cultural motives: novelty and education. Crompton and Mckay (1997) were dimensioned motivational factors as cultural exploration, novelty/regression, recover equilibrium, external interaction/ socialization, gregariousness.

2.2.7 Cohen's Tourists Typology

Cohen (1974), refers to tourist motivation studies as a “fuzzy set”. Cohen's definition was regarding, ‘who is a tourist?’, while the standard definitions generally related to defining ‘why do people travel?’. Cohen (1972, 1974, 1979), investigated on his studies why peoples travel, similarly; what type of experience are they generally looking for. Cohen (1979) stated that tourists were different types depending on different features, and there could not be a uniform experience concept for every tourist. According to him, there could be a typology of travellers based on motivation. Also, he proposes a typology of the theoretical/phenomenological tourist experience, based on the importance of culture, social life and the natural environment in the places where tourists go, in search of experience (Cohen, 1988). Cohen (1972) mentions about four types of tourists, based on tourist roles which are summarized as follows:

- *Organized mass tourists* are tourists who do not go out of their familiarity, prefer to go to known places, and often buy a package tour for their holiday.
- *Individual mass tourists* are tourists who make their own trip programs compared to organized mass tourists and frequently travels within the group. Individual mass tourists prefer travel agencies and seek a relaxed holiday environment.
- *Exploring tourists* are tourists who plan their travel themselves, avoiding as far as the advanced and well-known tourist destinations.
- *Stray tourists* can be described as travellers who have flexibility in travel schedules, have the freedom to choose where to go on their destinations, and travel to several towns and cities, not sticking to one place in their destination

CHAPTER 3

METHODOLOGY AND RESULTS

3.1. The aim of the study

Today, it is known that most tourism participants prefer mass tourism. Coastal tourism destinations are relevant tourism income sources that address these mass tourism preferences. People make various vacation plans to make use of their free time, and many factors are affecting the decision making the process. At the beginning of these factors are the attractions that pull them to choose a specific destination and the psychological factors that determine this choice. The combination of these push and pull factors are the motivation factors that affect the decision-making process of a tourist. Tourist motivations are more concerned with the question of why the tourist travels, rather than the many tourism questions found in the literature. Many factors are affecting these reasons in the literature, and many theories indicate these elements. While these elements may vary from destination to destination, these studies have been combined with many issues.

In this study, motivation factors affecting holiday choice of local people living in coastal destinations, which are considered as sea sand sun destinations, are examined. This study aims to analyze the motivations of people who already have coastal tourism opportunities.

3.2 Antalya as a Case Study

The study was conducted on people living in Antalya. The reason for choosing Antalya as the application area for the research is that Antalya is an important holiday destination representing a typical coastal destination. Antalya, extending from the west to the east, Muğla, Burdur, Isparta, Konya and Mersin, is adjacent to the Mediterranean (Sarı, Oban, & Erdogan, 2011) as illustrated in Figure 11. Antalya has a mild and rainy climate with hot and dry winters and mild and rainy winters (Sensoy, Demircan, Ulupinar, & Balta, 2008). While the average temperature in summer is between 30-34 degrees, in January the temperature ranges from 9 to 15

degrees and there are almost no meteorological events like snow and frost in the city. The annual average relative humidity is around 64%.

Antalya has up to 640 km. Long coasts and has mostly parallel to the mountains up to 3000 meters of Taurus Mountains and, Dalmatian type coastal shapes and karst morphology belongs to Antalya (Erkuş-Öztürk & Eraydın, 2010). In the coastal area of Antalya, summers are both long and hot, while winters are not too cold. With only 40-50 days of the year covered and rainy, Antalya is one of the rare regions open to tourism movements during the 12 months of the year with an average temperature of 18.7 ° C and can swim in this region for at least nine months of the year.

Antalya has many natural and cultural attractions that allow performing congress tourism, winter tourism, cave tourism, golf tourism, yacht tourism, sports tourism and so forth (Çakar, 2018). The main factors effective in the development of tourism in the city are the beaches along the long coastline (Lara, Konyaalti, Kemer, Incekum, Kaputaş, Kundu, Phaselis, etc.) (Erkuş-Öztürk & Eraydın, 2010).



Figure 11. The map of Antalya

Source: Anonymous,2019

Şevket and Zoğal (2017) mention that Antalya is the most important example of concrete in Turkey's tourism urbanization. In other words, tourism has become a very

important industry for the city of Antalya. According to these authors; Antalya has rapid population growth, high internal migration, and a cosmopolitan population, foreign population ratio and property acquisition of foreigners, rapid growth of the business day and structural change, effective role of the state, tourism indicators and new spatial symbols in the city.

3.3. Methodology

The general name of the procedures that involve the collection and analysis of data which aim to answer a research question, and which have the particular design of the research is called the research method (Rogelberg, 2008). The research method has two main categories which can be defined as qualitative and quantitative research (Marshall, 1996). Quantitative data is structured and statistical data designed to collect objective facts, which provides general results from research, and also it includes the mathematical features (Seawright & Gerring, 2008). Qualitative data, on the other hand, include analysis for defining a subject that is not intended to measure (Gelo, Braakmann, & Benetka, 2008). Qualitative surveys of impressions, opinions, and ideas are less structured and aim at an in-depth study of the topic (Hsieh & Shannon, 2005). Qualitative research is an idea used to discover the problems that people can think of, which helps to gather detailed information about a topic (Debats, Drost, & Hansen, 1995) which these ideas can become hypotheses that need to be proved by quantitative research.

In this study, a quantitative research methodology was used, and in this context, the questionnaire technique was used for data collection. A self-complete electronic questionnaire was intended. The reason for choosing this method is that it is easily accessible and economical, and this method aims to investigate the relationship of quantitatively measurable variables of interest independent of personal inference with connected certainty (Graneheim & Lundman, 2004). The data in this study were analyzed in SPSS 20 Statistical Package Program and the results were tabulated and interpreted.

3.3.1. Survey Instrument

In the literature, many researchers have used motivation scale in their studies (Dann, 1971; Figler, Weinstein, Sollers, & Devan, 1992; Kim & Lee, 2002; Robinson & Gammon, 2004; Guha, 2009; Huang, & Hsu, 2009). In this study, these similar motivation scales were adapted. This questionnaire was used because of its reliability and validity. In the first part of the survey, the participants were asked about their travel-related characteristics. This section has eight questions which aim to explore travel experiences, travel habits, alternative tourism preferences, travel aims and demographics of the citizen profiles. In the second part of the survey, the attitude of the participants towards a destination was investigated. This part was adapted from the research of Huang and Hsu (2009), which is evaluated the travel attitude towards a destination with motivational factors. This section has seven questions which are related to the attitude of the participants towards Antalya, and travel destination preferences outside Antalya. In the third part of the survey, the push factors affecting the motivation of the participants were examined, and this part of the survey has ten questions. In the fourth part of the questionnaire, which has 15 questions, pull factors affecting the participants' travel motivation were examined. Demographic variables of participants were evaluated in the fifth section, which has five questions also.

5-point Likert in survey form scale was used. In the 5-point Likert scale, the questionnaire was classified as “1” Strongly Disagree” to “5 ” strongly agree ”.

In this thesis, four research questions are formulated:

- 1-Which motivation factors affect the people living in coastal cities to travel to a new destination?
- 2- What is the main pull and push factors of the people living in coastal destinations?
- 3- Which motivations factors have more effect on the local participants; push or pull?
- 4- Is there a relationship between travel motivations and destination attitude of the people living in Antalya?

Also, two hypotheses were formulated in this study.

H₁: Push travel motivation items of Antalya citizens to have a positive relationship with the attitude towards a destination.

H₂: Pull travel motivation items of Antalya citizens have a positive relationship with the attitude towards a destination.

3.3.2 Sampling and Data Collection

Since it is not possible to reach the whole population determined for the sample in the research studies, the target group is chosen as a subgroup of the general group in order to generalize this population (Magnani, Sabin, Saidel, & Heckathorn, 2005). The target group of the study is the people living in coastal destinations. In this context, as a sub-group, an important coastal destination example was reached to the people living in Antalya. In this study, the questionnaire was presented to the target audience through the internet and requested to be completed. It was left to the participants to decide whether to complete this questionnaire or not, and it was aimed to reach out to individuals within a certain period, regardless of a criterion. Therefore, the non-probability convenience sampling method was used (Etikan, Musa, & Alkassim, 2016). The data were obtained from the people living in Antalya through the online survey. Participants were reached via social media platforms such as Facebook Instagram, and the survey was sent via docs. google and 253 surveys were conducted between February 2019 and May 2019. The questionnaire applied to the participants is given in as an appendix.

3.3.3. Data Analysis

In this study, various analysis methods such as frequency, descriptive, reliability test, exploratory factor analysis, Pearson Correlation test, multiple regression analysis were used.

Table 5 *Table of Analysis Method List*

Socio-Demographic Characteristics of the Participants	Frequency Analysis
Travel-Related Features of the Participants	Frequency Analysis
Analyses of Tourist Motivation Attitude-Related Statistics	Descriptive Analysis Descriptive Analysis

3.3.4. Limitations

In this research, the number of people that can be reached is far below what it should be. The reason for this is that the participants were reluctant to answer the questionnaire questions. Other than that, there are problems due to the online survey. A survey link was sent to over 1000 participants, but only 256 people returned.

3.4 Findings and Results

3.4.1. Socio-Demographic Characteristics of the Participants

Table 6 *Demographic Profile of the Respondents*

Demographic variables	Items	f	%
Age	Under 20	2	,8
	20-29	86	34,0
	30-39	63	24,9
	40-49	37	14,6
	50-59	42	16,6
	60 and over	20	7,9
Gender	Female	165	65,2
	Male	84	33,2
Education	Primary school	6	2,4
	Secondary school	3	1,2
	High school	47	18,6
	University	164	64,8
	Postgraduate	30	11,9
Marital Status	Married	130	51,4
	Single	120	47,4
Montly Income	less than 2020 TL	30	11,9
	2020-2999 TL	66	26,1
	3000-3999 TL	53	20,9
	4000-4999 TL	27	10,7

More than 5000 TL	69	27,3
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Table 6 reveals the main characteristics of the participants' demographic profile, containing age, gender, marital status, education and monthly income. Most of the participants in the study were female (65.2%) and were married (51,4%). 34.0% of the respondents were between ages of 20-29, followed by the group between ages 30-39 (24,9%) and 40-49 (14,6), while respondents over 60 years old generated 7.4% and under 20 years old generated 0,8. This data shows that most of the participants in this study are young and middle-aged. Most of the participants are university graduates (64,8%), and it is not right to make inferences about their incomes because their income varies (2020-2999=26% and more than 5000 TL= 27,3%).

3.4.2. Travel-Related Features of the Participants

Numbers	<i>f</i>	%
0	6	2,4
1	52	20,6
2	56	22,1
3	38	15,0
4 and more	101	39,9

Table 7 *Number of trips during the year*

N=253

According to Table 7 , the number of most travels made during the year is 4 and more (%39,9). This number is followed by 2 with 22.1% and 1 with 20.6%. Participants include people who have never travelled during the year, with 2.4%. Accordingly, it can be concluded that the majority of the participants participating in this study have a high number of trips during the year.

How many times do you travel during the year?

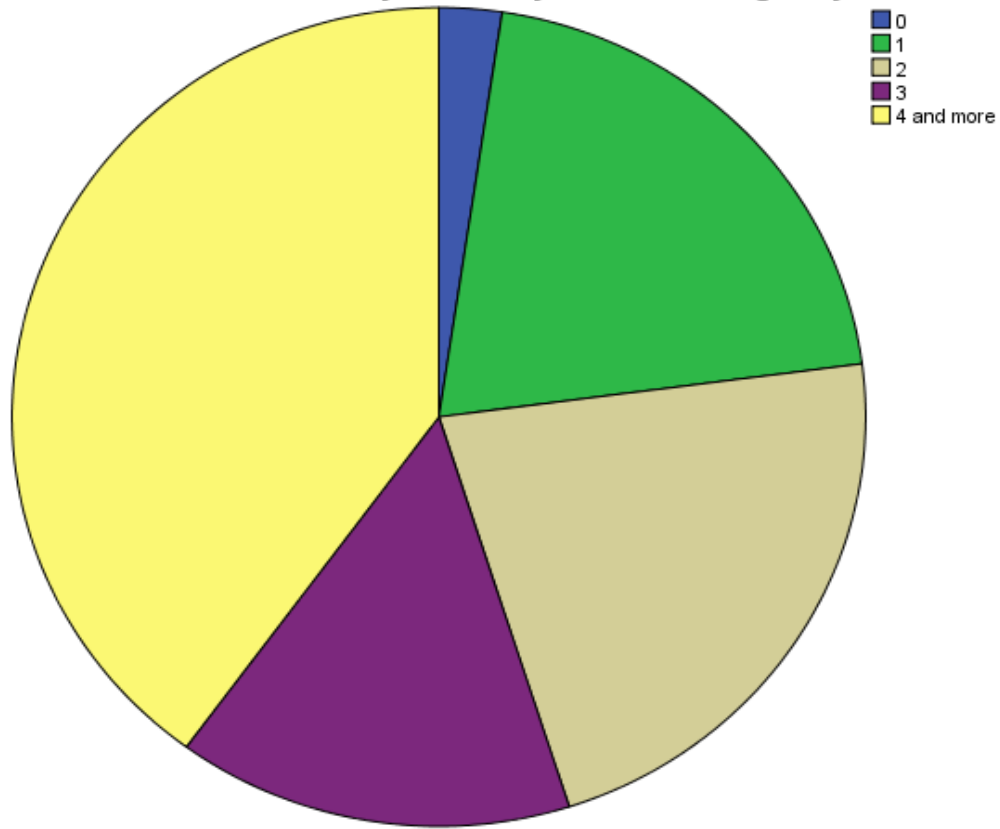


Table 8 *Travel Preferences*

Preferences	<i>f</i>	%
Business	33	13,0
Vacation	177	70,0
I do not travel for more than one year	43	17,0

N=253

In this study, it was observed that the travel preferences of the participants during the year were a vacation (%70) with an overwhelming majority. Also, the rate of those who have not travelled more than one year is 17%, and the purpose of business is %13.

Table 9 *Life time in Antalya*

Years	<i>f</i>	%
1-5	29	11,5
6-10	19	7,5
11-15	20	7,9
16-20	20	7,9
21 and more	164	64,8

N=252

The number of respondents to this question is 252, 1 participant has left this question blank. According to the data in Table 9 the majority of the participants (64.8%) are people who have been living in Antalya for 21 years or more. This rate is 11%, followed by people who have been living in Antalya for 1-5 years, and the minimum rate is 6-10 with 7.5%.

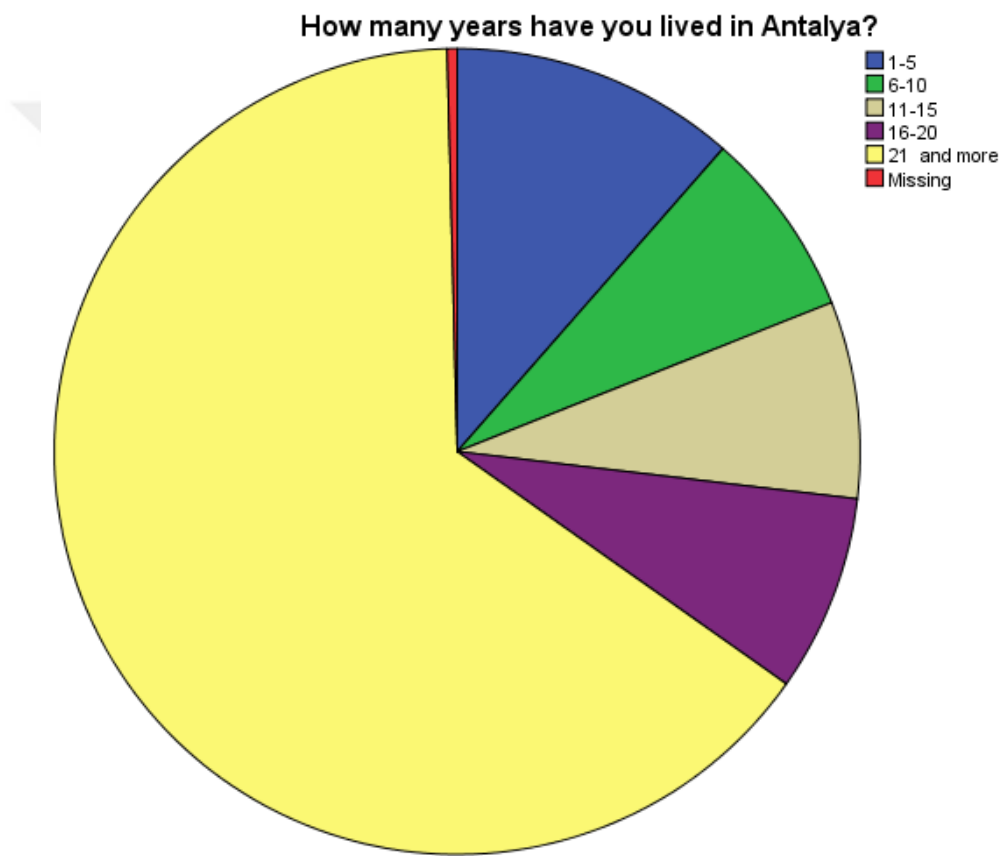


Table 10 *Native Status*

Native or Not	<i>f</i>	%
Yes	122	48,2
No	131	51,8
N=253		

According to Table 10, whether the participants are native (%48,2) or not native (%51,8) is almost equal.

Table 11 *The status of preferring the coastal destinations outside Antalya for sea sand and sun tourism during the time lived in Antalya*

Items:	<i>f</i>	%
Yes	195	77,1
No	58	22,9

N=253

Participants were asked whether they preferred another coastal tourism city during their stay in Antalya. According to Table 37, 77.1% of the respondents preferred another coastal destination during their stay in Antalya, while 22.9% did not.

Table 12 *The number of the status of preferring the coastal destinations outside Antalya for the purpose of sea sand and sun tourism during the time lived in Antalya*

Numbers:	<i>f</i>	%
1-5	136	53,8
6-10	52	20,6
11-16	22	8,7
16 and more	38	15,0

The participants were asked the question ‘How many times have you travelled to a coastal destination other than Antalya for the purpose of sea, sand, sun tourism during the time they lived in Antalya?’. The responses are listed in Table 38. The number of answers to this question was 248 and 5 participants chose to leave this question blank. (N = 248). According to these data, the rate of the majority of the participants preferring other coastal destinations for the purpose of sea sand and sun tourism during their stay in Antalya is between 53.8% and 1-5 times. The proportion of other coastal destinations visited 6-10 times is 20.6%. However, the number of visits made 16 times or more, which is a large number, is also quite high 15%. According to these data, the number of people who prefer another coastal destination of Antalya for the purpose of sea sand and sun tourism is between 1 and 5 times and it can be inferred that the people living in Antalya prefer their own cities for sea sand and sun tourism.

How many times have you traveled to the coastal cities outside Antalya for the purpose of "sea sand sun tourism" during your stay in Antalya?

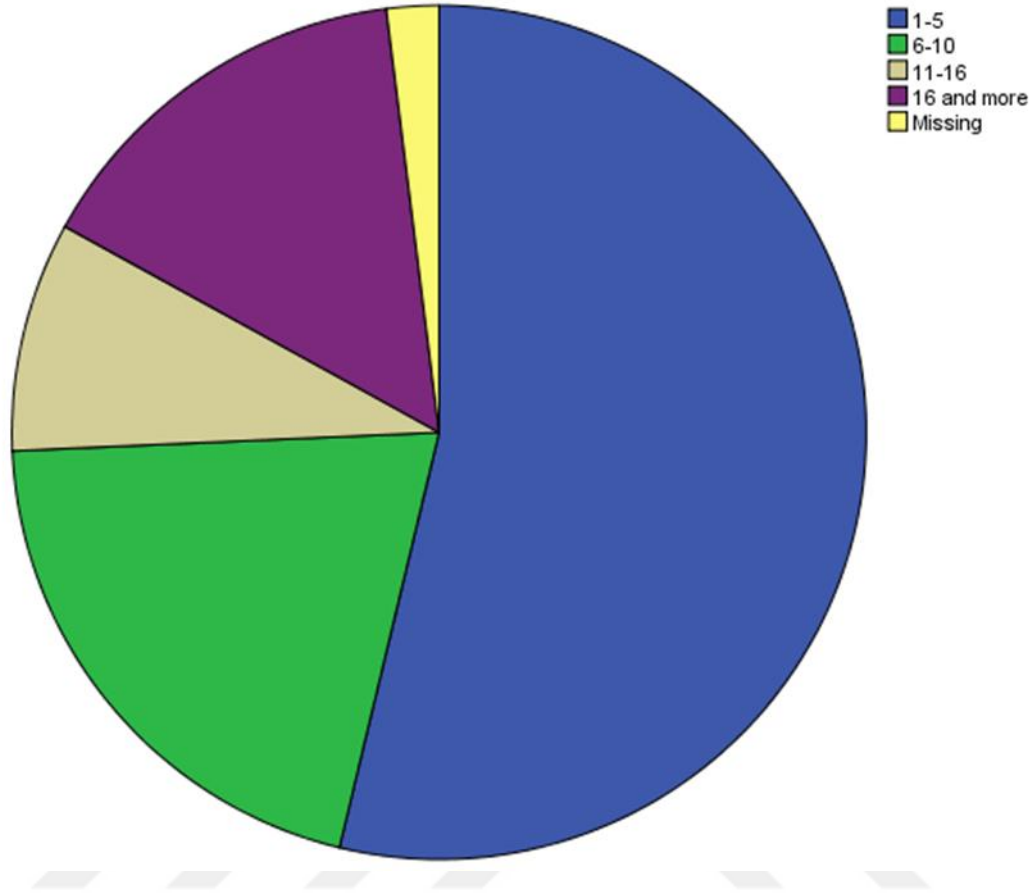


Table 13 *Other preferred destinations outside Antalya during the time in Antalya*

Destinations	<i>f</i>	%
Bodrum	83	35
Marmaris	84	35,4
Fethiye	127	53,6
Kuşadası	61	25,7
Çeşme	71	30
Others	10	4,2

According to Table 13, the most preferred coastal destination outside of Antalya is Fethiye with 53.6% of frequency, a then Marmaris with 35.4% and Bodrum with 35% follows it whereas Çeşme has 30%, and Kuşadası has 25.7% of frequency.

Table 14 *Alternative Tourism Preferences of Participants*

Activities	f	%
Winter Sports Tourism	30	12,3
Highland Tourism	91	37,3
Golf Tourism	3	1,2
Health and Thermal Tourism	43	17,6
Cultural Tourism	166	68
Others	5	2

According to Table 14, the most preferred alternative tourism type of participants is a cultural tourism, with 68%. The following category is 37.3% with Highland tourism. The reason for this result to get ahead of other alternative tourism types is that Antalya has many highland areas, and people prefer to go to these places in the summer heat.

3.4.3 Attitude-Related Statistics

Table 14 *Descriptive statistics of Attitude Towards a Destination*

Ranks	Statements	Mean	Std. Deviation
1	I think that Antalya is the best tourism destination within the scope of sea sand and sun tourism.	4,4206	,86697
2	I usually prefer to travel to a sea sand sun tourism city outside of Antalya.	2,3680	1,26011
3	It is not enough for me to make my holiday in Antalya.	2,7560	1,46942
4	The reason why I don't want to travel to other destinations is that Antalya is developed in terms of tourism.	3,4779	1,41720
5	Since Antalya is very crowded in high season, I prefer quieter places for holidays.	3,2169	1,38342
6	I prefer cooler places because Antalya is hot and humid in high season.	3,4699	1,40298
7	Since Antalya is expensive in high season, I prefer more affordable places.	3,1492	1,30548

Seven statements were determined in order to measure the participants' attitudes towards other destinations. According to the results of the analysis, the idea that Antalya is the best tourism destination in terms of sea, sand and sun tourism is the statement that has the highest mean score with 4,4206. ‘The reason why I do not want to travel to other destinations is that Antalya is developed in terms of tourism’ statement which has mean 3.4779 and ‘I prefer cooler places because Antalya is hot and humid in high season statements’ which has mean 3,4699 are followed by these statements. On the other hand, statements which have the least mean scores are ‘It is not enough for me to make my holiday in Antalya’ (Mean= 2,7560) and ‘I usually

prefer to travel to a sea sand sun tourism city outside of Antalya’ (Mean= 2,7560). According to the results of this analysis, it is observed that the participants have a positive attitude about the tourism destination structure of Antalya and their attitude towards sea sand and sun tourism destination outside Antalya is not very high. Among the reasons for choosing a destination outside Antalya, Antalya was crowded during the high tourism season (Mean = 3,2169), humid and hot (Mean = 3,4699) and expensive (Mean= 3,1492). Based on the mean scores, it can be interpreted that the participants were indecisive in their opinions since these three statements were very close to the middle value.

3.4.4. Analysis of Tourism Motivations

Table 15 defines the classifications of the push motivations of Antalya residents want to learn new and interesting things’ (Mean= 4,5360) was the essential push factor for travel motivation. ‘I care about exploring new places’ is the second most significant statement (Mean= 4,5060) followed by ‘When I return to the place where I live, I will be happy to tell my experiences to the people around me’ (Mean= 4,3865) and ‘I would like to learn the lifestyles of people from other cultures’ (Mean= 4,3546). ‘I prefer to go to destinations I have never been before’ (Mean= 4,2800) and ‘I travel to get away from the stress of my daily life.’ (Mean= 4,2640) Statements are among the most favourite items. On the other hand, ‘It is important for me that the accommodation in the destination and the services I will use will be of luxury standards and high price’ (Mean= 2,3426) valued as the smallest major motivation. According to this data, we can foresee that most of the participants attach the most importance to exploration and gaining knowledge, and give the least importance to prestige.

Table 15 *Descriptive Statistics of Push Motivation Factors*

Ranks	Statements	Mean	Std. Dev.
1	I prefer to go to destinations I have never been to before.	4,2800	,98481
2	I would like to learn about the lifestyles of people from other cultures.	4,3546	,99092
3	I care about exploring new places	4,5060	,81343
4	I want to learn new and interesting things.	4,5360	,76681
5	It is important for me that the accommodation in the	2,3426	1,29794

	destination and the services I will use will be of luxury standards and high price.		
6	When I return to the place where I live, I will be happy to tell my experiences of the people around me.	4,3865	,91181
7	I prefer to spend more time with my family while travelling.	3,6480	1,27090
8	I want to meet new people and socialize.	3,9960	1,13214
9	I travel to get away from the stress of my daily life.	4,2640	,95655
10	A trio of sea sand sun is enough for me.	3,0683	1,32413

Table 16 describes the categorizations of the pull motivations of Antalya residents. ‘I would like to taste the local cuisine’ (Mean= 4,5000) was the most vital pull factor for travel motivation. ‘There should be historical texture and cultural possibilities’ (Mean=4,4800), ‘I want the restaurants to have a welcoming attitude’(Mean=4,4622), ‘Natural resources should be rich’ (Mean=4,2500) and ‘Ecological and environmentally friendly facilities should be available’ (Mean=4,1120) are the most preferred substances. Instead, ‘Spa and massage services should be improved.’ (Mean=3,1165) is the least important motivation among pull motivations. According to the findings, ost of the participants attributes importance to mainly core attractions of the destinations.

Table 16 *Descriptive Statistics of Pull Motivation Factors*

Ranks	Statements	Mean	Std. Dev.
1	The direct flight should be possible.	3,7888	1,22444
2	There should be the possibility to use the tour package.	3,2088	1,31406
3	Ecological and environmentally friendly facilities should be available.	4,1120	,99376
4	There should be multi-functional conferences and training facilities.	3,1355	1,26835
5	The diversity of shopping opportunities is important to me.	3,2311	1,35488
6	I would like to be more in touch with the local people.	3,8247	1,10246
7	I'd like to taste the local cuisine.	4,5000	,85100
Z8	I want restaurants to have a welcoming attitude.	4,4622	,89618
9	There should be historical texture and cultural possibilities.	4,4800	,81260
10	Natural resources should be rich.	4,2500	,94386
11	Spa and massage services should be improved.	3,1165	1,28425
12	Health tourism services should be developed.	3,5280	1,26977
13	Festivals should be held.	3,5139	1,23555

14	Nightlife must be improved.	3,4032	1,33879
15	Animation and performing arts must be advanced	3,3684	1,27471

3.4.5 Factor Analysis

A principal component analysis was carried out on ten push, and fifteen pull motivation items by using Direct Oblimin rotation. With this analysis, it is aimed to classify the basic rates of travel motivations of people living in coastal destinations. Kaiser-Mayer-Olkin test results are .789 for push items and .850 for pull items. This shows that the sample size was adequate for factor analysis to be calculated. The inner reliabilities of the push variables were estimated using Cronbach's alpha. Because some statements were loaded on more than one factor in the analysis, these statements were excluded from the analysis and re-measured. As a result, ten statements containing push factors decreased to 8 statement statements and 15 statements containing pull factors decreased to 14 statements.

As a result of the factor analysis applied to these eight push motivation statements, only two factors could be reached, and the factor loadings are shown in Table 35. These three factors of eigenvalues are larger than 1.0, also has 69.7684% of the overall variance. The three motivational factors were labelled as follows: novelty and knowledge, rest and relaxation. Cronbach's alpha quantities were ranged from .734 to .527, and the prestige factor has only one item, that is why the Cronbach's alpha quantities were not evaluated. The first one of the three push motivational factors is novelty and knowledge, which includes five items. These are 'I would like to learn the lifestyles of people from other cultures', 'I care about exploring new places', 'I want to learn new and interesting things', 'I prefer to go to destinations I've never been to before' and 'I want to meet new people and socialize'.

Table17 *Factor Analysis of Push Items*

Statements	Factors		
	Novelty and Knowledge	Rest and Relaxation	

I would like to learn about the lifestyles of people from other cultures.	,892	
I care about exploring new places	,888	
I want to learn new and interesting things.	,737	
I prefer to go to destinations I have never been to before.	,587	,796
I want to meet new people and socialize.		,748
I prefer to spend more time with my family while travelling.		
A trio of sea sand sun is enough for me.		
Variance explained (%)		
Reliability	41,104	16,529
	,734	,527

Also, as a result of factor analysis applied to 14 pull statements, three factors were reached illustrated in Table 17. These three factors explain 69.7684% of the overall variance. The three main pull motivation factors mentioned in the study can be explained as follows: Facilities and Services, Core attractions and Events and Activities. Cronbach's alpha was ranged from .702 to .660. The first one of the three pull motivational factors is Facilities and Services, which includes five items. These are 'There should be the possibility to use the tour package', 'There should be multi-functional conferences and training facilities', 'The diversity of shopping opportunities is important to me', 'Direct flight should be possible and 'Health tourism services should be developed' The second factor is Core attractions which involve six items as welcoming attitudes of the restaurants, local cuisine, cultural possibilities, natural resources, environmentally-friendly facilities, interaction with local people. Events and Activites as a third factor of the pull motivations of participants have 3 items which contain nightlife activities, animation and performing arts and festivals.

Table 18 *Factor analyses of Pull Items*

Items	Factors
--------------	----------------

	<i>Facilities and Services</i>	<i>Core attractions</i>	<i>Events and Activities</i>
There should be the possibility to use the tour package.	,912		
There should be multi-functional conferences and training facilities.	,701		
The diversity of shopping opportunities is important to me.	,688		
The direct flight should be possible.	,666		
Health tourism services should be developed.	,551		
I want restaurants to have a welcoming attitude.		-,883	
I'd like to taste the local cuisine.		-,881	
There should be historical texture and cultural possibilities.		-,836	
Natural resources should be rich.		-,758	
Ecological and environmentally friendly facilities should be available.		-,602	
I would like to be more in touch with the local people.		-,449	
Nightlife must be improved.			,861
Animation and performing arts must be advanced.			,765
Festivals should be held.			,642
Variance explained (%)	36,096	16,516	9,048
Reliability	,685	,702	,660

3.4.6. Correlation Analysis

In this section, it is tested whether there is a significant relationship between push motivation, pull motivation and attitude towards a destination. First of all, the mean values of the data are calculated (Pushmean=3,9820, Pullmean=3,7450, attitudemean=3,2655). Before the correlation analysis, normality test was applied, and according to the results, it was determined that the data were distributed normally. Since the number of skewness and kurtosis of these variables are between -1.5 and 1.5, it is clear that these variables are normally distributed (Tabachnick, Fidell & Ullman, 2007). Pearson Correlation analysis was applied to the data after the normality test was positive. According to the Pearson correlation, there is a

meaningful relationship between push and pull motivation factors and attitude. This relationship has almost the same correlation values for push and pull motivation factors($r_1=0,272$, $r_2=0,204$).

Table 19 *Descriptives of Normality Test*

Descriptives		Statistic	Std. Error
Pull Motivations	Mean	3,7450	,04077
	Skewness	-,274	,153
	Kurtosis	,576	,305
Push Motivations	Mean	3,9820	,02833
	Skewness	-,114	,153
	Kurtosis	-,344	,305
Attitude	Mean	3,2655	,03965
	Skewness	-,107	,153
	Kurtosis	,484	,305

Table 20 *Pearson Correlation(Two-Tailed) Analysis of PUSH,PULL and ATT*

		1	2	3
Pearson Correlation (Two-Tailed)	PUSH	1	,440**	,272**
	PULL	,440**	1	,204**
	ATT	,272**	,204**	1

Note. PUSH= Push motivational factors Pull= Pull Motivational Factors
ATT=Attitude toward a destination

** . Correlation is significant at the 0.01 level (2-tailed).

Multiple regression analysis was used to explain the relationship between attitude and push and pull motivation factors. While the dependent variable is Attitude (ATT), the independent variables are Pull and Push motivation factors. According to the hypothesis (H1) Pull motivations have a positive relationship with Attitude. As a result of multiple regression analysis, Pull sig =, 125, this hypothesis was rejected.

(Sig. Value = $p < .05$). On the other hand, our second hypothesis (H2) 'Push motivation has a positive relationship with the attitude toward a destination' express Push sig = ,001, that is why our hypothesis is significant and confirmed. Also, Adjusted R Square=,043 and Sig. Value Of ANOVA=,000 $p < .05$. According to these variables, this hypothesis meaningful and only near %4 variance was explained in this study.

Table 21 *Multiple regression analysis for PPA*

	Variables	Standardized Coefficients Beta	t	Sig
PPA(Constant)	(Constant)		4,653	,000
	push	,227	3,360	,001
	pull	,104	1,541	,125

Adjusted R Square=,043 $p < .05$

Dependent variable ATT= Attitude

Independent Variables: Pull factors, Push Factors

CONCLUSIONS

Travel motivation have a significant impact on demand and supply in the tourism industry. The relationship between tourism market and destination is constantly changing depending on tourist decisions and one of the most important factors affecting the travel decisions is the motivations people have. In this context, pull factors indicate destination characteristics, while push factors include social psychological tendencies of tourists. Destination is a geographic area that includes all services and features designed to meet the needs and wants of tourists. The characteristics of the destination express the attractiveness that affects tourists! travel decisions. Destination image has a complex structure that stimulates tourist motivations.

In this study, it is aimed to analyze the travel motivations of the people living in Antalya which is an important tourism destination in Turkey. The questionnaire prepared to reach this goal was presented to the residents of Antalya between February 2019 and May 2019. According to the results of this research, it is seen that most of the participants in the survey are young and middle aged. No inferences can

be drawn about the income status of the participants because the proportions of the different income groups are very close to each other. Likewise, marital status rates are almost equal to 50%.

This study also analyzed the travel related information of the participants. In this context, it was found out that the majority of the participants traveled more than four times in a year, and it was revealed that an overwhelming majority of these trips were for holiday purposes. Most of the participant profiles consisted of people living in Antalya for 21 years or more. The frequency of travelling to other destinations other than Antalya for the purpose of sea sand and sun tourism was very little during their residency in Antalya. The reason for this is that Antalya's tourism destination features are various and high quality according to the participants. depending on the the statement of 'I think that Antalya is the best tourism destination in the context of sea sand and sun tourism' which had a very high rate. In addition, it was observed that spending their holiday in other destinations is well below the average. According to the results of the factor analysis of motivation items, two factors related to push motivation, namely novelty in addition to rest and relaxation a were reached. According to the findings, most important factors affecting the residents of Antalya are novelty and knowledge. It is recommended that tourism planners and marketers should take this situation into consideration and explore the expectations of explorers, information seekers and innovators of the residents at a coastal tourism destination.

In addition, there factors related to pull statements were reached in the study. These are facilities and services, core attractions and events and tourism activities respectively. When the mean values of these were examined, it was seen that the highest ratio was related to core attraction. In other words, when the residents of Antalya choose a destination, they look at the specific features of that destination. Travel motivation studies have a great importance in promotion and marketing issues including target marketing and attaining marketing strategies. The results of this analysis provide a great perspective to marketing planners in terms of organizing tourist products and developing services. The marketing segments can be tailored to these results, and it is more understandable how participants expect experiences and

services. At the same time, the target market can determine its own image in this direction.

This study also offers some practical implications. According to the results of this study, it is observed that local people living in Antalya do not prefer other destinations very much because the touristic needs are met to some extent in the city where they live. According to the results residents living in Antalya are mostly interested in cultural tourism as an alternative tourism. For this reason, in order to improve tourism mobility, managers of tourism enterprises and public managers should make efforts to promote especially cultural tourism destinations to the residents of Antalya. According to the data obtained from the results of the study, people living in Antalya expect the novelty and knowledge factor when they choose other sea sun and sand destinations. For this reason, travel agencies should provide interesting destinations accordingly to attract the residents to travel to other destinations. Also in order to attract the residents core attractions such factor as local cuisine, welcoming attitude of restaurants, cultural and natural texture of destinations should be emphasized by tourism authorities.

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APPENDIX- The Survey (Turkish)

**YAŞAR ÜNİVERSİTESİ
SOSYAL BİLİMLER ENSTİTÜSÜ**

Sayın İlgili,

Bu anket Yaşar Üniversitesi, Sosyal Bilimler Enstitüsü, Turizm İşletmeciliği Anabilim Dalında hazırlamakta olduğum "Sahil kentlerinde yaşayan halkın Seyahat Motivasyonunun incelenmesi: Antalya Örneği " konulu yüksek lisans tez çalışması ile ilgilidir. Bu araştırmada elde edilecek sonuçlar bilimsel ahlaka uygun olarak gizlilik içerisinde değerlendirileceğinden soruları samimiyetle cevaplandırmanız çalışmanın güvenilirliğini artıracaktır. Yoğunluğunuz içerisinde bu bilimsel araştırmaya kendi görüşlerinizi belirterek yardımcı olacağınız için teşekkür ederim.

Saygılarımla,

Pelin Özad .

Yaşar Üniversitesi Sosyal Bilimler Enstitüsü
Turizm İşletmeciliği Anabilimdalı Öğrencisi.

Aşağıdaki sorular geçmişteki ve genel seyahat tecrübelerinizle ilgilidir. Size en uygun cevabı işaretleyiniz.

- 1) Yıl içerisinde kaç kez seyahat etmektesiniz?
 - a) 0
 - b)1
 - c) 2
 - d) 3
 - e) 4 ve üzeri
- 2) Cevabınız birden fazla ise çoğunlukla hangi amaçla seyahat ediyorsunuz?
 - a) İş
 - b) Tatil
 - c) Yıl içerisinde birden fazla seyahat etmiyorum
- 3) Antalya yerlisi misiniz

a) Evet b) Hayır

4) Antalya’da kaç yıldır yaşıyorsunuz?

a) 1-5 b) 6-10 c) 11-15 d) 16-20 e) 21 yıl ve üzeri

5) Antalyada yaşadığınız süre boyunca Antalya dışındaki herhangi bir sahil kentini ‘‘deniz kum güneş turizmi’’ amacıyla seyahat ettiniz mi ?

a) Evet b) Hayır

6) Antalyada yaşadığınız süre boyunca Antalya dışındaki sahil kentlerini ‘‘deniz kum güneş turizmi’’ amacıyla kaç kez seyahat ettiniz?

a) 1-5 b) 6-10 c) 11-15 d) 16 ve üzeri

7) Türkiyede Antalya dışında en çok deniz kum güneş turizmi amacı ile hangi sahil kentine gitmeyi tercih ettiniz? (Birden fazla seçenek tercih edebilirsiniz)

a) Bodrum b) Marmaris c) Fethiye d) Kuşadası e) Çeşme d) Diğer..... (Belirtiniz)

8) Deniz kum güneş turizmi dışında en çok tercih ettiğiniz alternatif turizm çeşitleri hangisi ya da hangileridir? (Birden fazla seçenek tercih edebilirsiniz)

a) Kış sporları turizmi b) Yayla turizmi c) Golf turizmi d) Sağlık ve Termal

Turizm e) Kültür Turizmi f) Diğer.....(Belirtiniz)

Aşağıdaki cümleler sizin yeni bir tatil destinasyonu seçerkenki görüşlerinizle ilgilidir. Katılım derecenize göre işaretleyiniz.

	1	2	3	4	5
Deniz kum güneş turizmi kapsamında Antalya’nın en iyi turizm şehri olduğunu düşünüyorum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Genellikle Antalya dışında bir deniz kum güneş turizmi şehrine seyahat etmeyi tercih ederim	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Tatilimi Antalya'da yapmak bana yeterli gelmemektedir	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Başka destinasyonlara seyahat etmek istemememin nedeni Antalya'nın turizm açısından gelişmiş olmasıdır.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	1	2	3	4	5
Antalya yüksek sezonda çok kalabalık olduğundan tatil için daha sakin yerleri tercih ederim.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Antalya yüksek sezonda sıcak ve nemli olduğundan daha serin yerleri tercih ederim	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Antalya yüksek sezonda pahalı olduğundan daha uygun fiyatlı yerleri tercih ederim	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	1	2	3	4	5
Daha önce hiç gitmediğim destinasyonlara gitmeyi tercih ederim	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Başka kültürdeki insanların yaşam tarzlarını öğrenmek isterim.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yeni yerler keşfetmeye önem veririm.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yeni ve ilginç şeyler öğrenmek isterim.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gideceğim destinasyondaki konaklama yerlerinin ve kullanılacağım hizmetlerin lüks standartlarda ve yüksek fiyatlı olması benim için önemlidir.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seyahat ettiğim yerlerde elde ettiğim deneyimleri yaşadığım yere dönünce çevremdeki insanlara anlatmak beni mutlu eder.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seyahat ederken ailemle daha çok vakit geçirmeyi tercih ederim	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yeni insanlarla tanışmak ve sosyalleşmek isterim.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Günlük yaşantımın stresinden uzaklaşmak için seyahat ederim.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Benim için deniz kum güneş üçlüsü yeterlidir.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Direk uçuş olanağı olmalıdır.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tur paketi kullanımı olanağı olmalıdır.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ekolojik ve çevre dostu olanaklar olmalıdır	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Çok fonksiyonlu konferans ve eğitim olanakları olmalıdır	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alışveriş olanaklarının çeşitliliği benim için önemlidir.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yerel halkla daha çok iletişimde olmak isterim	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bölgeye özgü yemekleri tatmak isterim.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restoranların misafirperver bir tutumda olmasını isterim.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tarihi doku ve kültürel olanaklar olmalıdır.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Doğal kaynakları zengin olmalıdır.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spa ve masaj hizmetleri gelişmiş olmalıdır.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sağlık turizmi hizmetleri gelişmiş olmalıdır.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Festivaller düzenleniyor olmalıdır.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gece hayatı gelişmiş olmalıdır.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Animasyon ve sahne sanatları gelişmiş olmalıdır.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Demografik Bilgiler:

Aşağıdaki sorular demografik bilgilerinizi içermektedir. Lütfen size uygun olan cevabı seçiniz:

1. Yaş grubunuz:

- a) 20 yaş altı b) 20-29 c) 30-39 d) 40-49 e) 50-59 f) 60 ve üzeri

2. Cinsiyetiniz:

- a) Erkek b) Kadın

3. Eğitim durumunuz:

- a) İlkokul
b) Ortaokul

- c) Lise
- d) Üniversite
- e) Lisansüstü

4. Medeni durumunuz:

- a) Evli
- b) Bekar

5. Aylık geliriniz :

- a) 2020 tl altı
- b) 2020- 2999 tl
- c) 3000- 3999tl
- d) 4000-4999tl
- e) 5000 ve üzeri

Mail adresiniz :

Anketime katılarak verdiğiniz destek için teşekkür ederim...





