Determination of travel motivations and motivational typology of tourists who have no intention to revisit Türkiye

Halil İbrahim Karakan[1] and Kemal Birdir[2]

[1]Ph.D. in Tourism management, Mersin, Türkiye, ˌhttps://orcid.org/0000-0003-3335-0923
[2]Mersin University, Faculty of Tourism, Mersin, Türkiye, ˌhttps://orcid.org/0000-0003-1353-3618

Abstract

This study aims to identify travel motivations and typologies of tourists without the intention to revisit. The study sample has yet to be studied in the national and international literature, making this study original. In this study, 3000 tourists visited Istanbul Atatürk Airport in August 2017, and 405 tourists who did not intend to visit again were identified. The study used a mixed-methods exploratory approach. The study found that curiosity and discovery were the main travel motivations. Other motives for travel were recreation, recognition and learning, and alternative tourism activities. Tourist typologies were identified as explorers, recreationists, intellectuals, and diversity seekers. As tourism ambassadors, satisfied tourists may influence potential tourists with zero-cost marketing.

Keywords: *No intention to revisit, Travel motivation, Tourist typology*

1. Introduction

In modern times, technological advances, transportation, and communication have led to increased leisure time for individuals, with traveling now considered a necessity rather than a luxury. These improvements have made people's quality of life more conducive to tourism. Consequently, tourism has emerged as a significant industry in every aspect, with great growth worldwide.

The increasing awareness of tourism's positive impacts, not only on the economy but also on society and culture, has prompted nations to increase efforts in developing this sector which provides a high-value-added economy. Today, countries with tourism potential are in fierce competition in the international tourism market to attract foreign exchange necessary for growth and development, improved employment opportunities, and increased national income. The rising competition is compelling tourist destinations to offer superior value to visitors compared with their counterparts. The primary objective of all tourism activities is to draw customers to the destination and the tourism industry, providing them with the means to spend their time and money. Hence, the significance of the satisfaction and retention of existing customers, particularly has increased (Güngören & Karakuş, 2015; Hazar, 2010).

Despite the 2020 coronavirus pandemic bringing tourism to a standstill. Türkiye welcomed 50.4 million visitors in 2022 and has increased its position as the 4th most visited country in the world (UNWTO, 2020). Türkiye ranked 6th in the world with 50.2 million visitors in 2019. Nevertheless, according to The Travel & Tourism Competitiveness Report (2019) by the World Economic Forum (WEF), Türkiye was in the 42nd position for providing the best tourism services and 43rd worldwide for tourism competitiveness. This condition indicates that Türkiye falls short in numerous ways, including retaining its existing tourists. Nevertheless, it is well established that finding new consumers (tourists) is 5 to 10 times more expensive than retaining lost ones. This illustrates the importance of satisfying tourists for their loyalty. Consumers (tourists) often share their vacation experiences with potential tourists via word-of-mouth recommendations and social media. Studies reveal that consumers tend to share their positive experiences, on average, with eight people, whereas negative experiences are communicated to twenty-four individuals (Ay, 2014).

In this context, effective customer relationship management can positively influence tourist satisfaction levels and encourage tourists to revisit the country. In addition, the

positive reviews these tourists post on various platforms play a crucial role in maximally promoting the country's tourism industry To effectively manage customer relationships, it is important to assess current tourists' travel motivations and typologies. This approach can lead to effective tourism marketing at zero cost by prioritizing tourist satisfaction over expensive and ineffective marketing strategies such as participating in tourism fairs.

This study systematically reviewed domestic and international tourism literature but found no research on the phenomenon of 'tourists who have no intention to revisit.' As a result, this study significantly contributes to the related literature because of its original value. This study employed both quantitative and qualitative research designs. Quantitative data were collected and analyzed using questionnaires. The qualitative research approach involved asking participants open-ended questions and then using content analysis to identify themes. Frequency analysis was applied to the themes obtained through content analysis.

2. Conceptual framework

Tourism literature focuses on factors that influence tourists' travel decisions and their motives for traveling. Tourists' decision-making process is heavily influenced by motivation (Crompton & McKay, 1997; Uysal et al., 2008). This section describes the concepts of motivation, travel motivation, and motivation theories and highlights the significance of travel motivation. Furthermore, this section includes studies on travel motivation and their findings based on national and international literature reviews.

Pearce and Caltabiano (1983) explained that travel motivation is crucial to comprehend tourists' travel behavior and to answer why people travel and what prompts purchase behavior. According to Kasim et al. (2013). Terblanche (2012) suggests that travel motivation is the reason for visiting a place. Traveling reasons can be classified into biological and psychological causes. Vacation motivation commonly depends on psychological factors. Prestige is one of the psychological reasons, which can comprise being a part of a specific group and gaining appreciation from peers (Mahika, 2011). An additional classification comprises fundamental and selective motives. McIntosh et al. (1995) categorized motivational factors into four headings: physical, cultural, interpersonal, and status prestige motivators. Physical motivators include reducing physical tension, rejuvenating both body and mind and the desire to participate in physical recreation and sports (Kim et al., 2009). Cultural motivators encompass the desire to experience different cultures and learn about their lifestyle, music, food, and dance. Interpersonal motivators have been expressed as meeting new people, spending time with family members and friends, and avoiding routine relationships. Kim et al. (2009) expressed status and prestige as self-esteem, self-knowledge, and attracting the attention of others.

There exist numerous studies in tourism literature concerning travelers' reasons for traveling. The literature review concentrates on the impacts of push and pull factors on travel motivations and theories on motivation. Damijanik and Sergo's (2013) research concluded that health tourism participants' travel motivations are determined by three push and two pull factors. The destination, relaxation, and local people are the push factors, while culture and nature are the pull factors. Kasim et al. (2013) researched to evaluate the motivations of domestic tourists traveling to an island in Malaysia. According to their findings, the most significant motivation was the desire for mental and physical revitalization. In contrast, visiting cultural sites was the least essential motivational factor.

Studies on travel motivation cover various destinations worldwide. According to Godfrey (2011), backpackers realize their long-standing dream of exploring the world, gaining personal growth, leaving their homes, building cultural capital, taking a break, or escaping. The reasons for selecting New Zealand include recommendations, scenic beauty, the backpacking tourism route, and Maori culture. Pesonen's (2012) researched the travel motives of tourists who visit Finland through 'push' and 'pull' factors as part of their study of rural tourism. Grazulis and Zuromskaite (2011) conducted a clustering and separation analysis study. The results revealed that resting away from routine, experiencing romance, and visiting one's ancestral places were the most distinct motives among all the clusters.

Tourists visiting Lithuania have identified factors affecting their travel motivations. These include a break from routine and problems, fresh air, and relaxation. Vuuren and Slabbert (2011) researched the motives of tourists staying in accommodation in South Africa. They identified rest as the most significant factor and placed the least importance on personal values. Mohammed and Som (2010) researched foreign tourists visiting Jordan. The factor with the highest score was visiting unexplored places, while the lowest was visiting family and friends. According to Huang and Li's (2009) study, innovation is the most important factor affecting Chinese tourists' travel motivation when visiting Hong Kong. This study contradicts other studies, finding that escape and rest were insignificant factors. Merwe and Saayman's (2008) research aimed to determine travel motivations for tourists visiting the Kruger National Park in South Africa. It concluded that the visitors were mainly motivated by escape, nostalgia, and nature. Zhang and Marcussen (2007) conducted a study to compare the motivational factors for the Danish cities of Copenhagen, Bornholm, and others. The study found that the highest motivating factor for Copenhagen was activity and entertainment. For Bornholm, the highest motivating factor was nature, cleanliness, and safety. The highest motivating factors for the rest of Denmark were nature and visiting family and friends.

Jang and Wu (2006) concluded that the primary push factor affecting the travel motivation of older individuals in Taiwan was the opportunity to see novel things, while the least significant factor was the perception that traveling serves no purpose. Safety and security were identified as the

most crucial pull factor, whereas shopping was the least significant pull factor. McGehee et al. (1996)'s factor analysis, which evaluated international travel motivations in Australia by gender, revealed that push factors included five categories: sports and adventure, cultural experience, family and kinship relations, prestige, and escapism. The prominent pull factors were cultural heritage, recreational activities, comfort and relaxation, open spaces, accommodation, and budget. Klenosky's (2002) research investigating the impact of push and pull factors on tourists' purchasing decisions in 23 states, including Florida, California, Colorado, Hawaii, and Mexico, highlighted the critical role such factors play in travel behavior. Kozak and Rimmington (2000) conducted a study to identify the push and pull factors that drive British and German tourists to visit Majorca and Türkiye. Their findings revealed that cultural factors were the most important motivation, whereas physical factors were the least significant.

Özgen (2000) appraised the travel motivations and satisfaction of both domestic and foreign tourists in the Cappadocia region, considering their demographic characteristics. Sirakaya, et al. (2003) studied the travel behavior of Japanese tourists who visited Türkiye, using Iso-Ahola's dichotomy of escape and seeking. The study discovered eight factors that motivated travel, including "enjoying the natural beauty," "strengthening family ties," "experiencing diverse cultures," "having fun," "escaping from daily routine," "learning," "shopping/luxury lifestyle," and "showing off travel experiences." Tourists' travel motivations and decision-making processes were examined by Bansal and Eiselt (2004). According to their study, most tourists travel in small groups seeking adventure.

According to Kim and Prideaux's (2005) research, the dissimilarities in the travel motivations of overseas visitors coming to Korea from different countries correspond to the length of the planning stage before the journey, their interests in tourist pursuits, information sources, and their national cultures. Swanson and Horridge's (2006) investigation demonstrated that travel motivation impacts souvenir purchase decisions, the attractiveness of souvenirs, and the store where these mementos are sold. Park and Yoon (2009) discovered that most tourists in rural tourism activities in Korea come with their families. According to this study, tourists from the entertainment and learning group possess higher incomes than those from the passive and wanting group. It has been discovered that the family-oriented group enjoys traveling extensively and pursues more artistic hobbies.

In contrast, the group inclined towards luxury has low levels of education but high motivation; they are easily pleased with everything. However, it has been established that tourists who possess better education, higher incomes, and belong to the passive group are less motivated. Paris and Teye (2010) discussed the travel motivations of backpackers within the scope of Pearce and Lee's (2005) Travel Career Steps Model. Among personal or social development, experience, relaxation, cultural knowledge, budget travel, and

independence, the most important motivation factor is cultural knowledge, while relaxation is the least important. According to the results of this study, travel experience affects travel motivations, and the result of the study is in parallel with the result of Pearce and Lee's study.

Çetinsöz and Artuğer's (2014) study found that the two critical factors influencing the preference of foreign tourists in Antalya are "hygiene and safety" and "natural beauty." You et al. (2000) conducted a cross-cultural comparison of push and pull factors in their study. The study found similarities and differences between England and Japan's demographic characteristics and motivational factors. Jang and Cai's (2002) research identifies "information seeking," "escape from the environment," and "being with family" as the crucial factors that drive destination choices. Most importantly, factors like "hygiene and safety," "easy accessibility," and "sun and exotic atmosphere" are seen as influential in destination pulling.

Correia et al. (2007) discovered that motivation factors, including "knowledge," "leisure," and "socialization," have an impact on the choice of destination and perceptions of tourists. They also found that attracting motivation factors like "opportunities," "destination attractions," and "natural beauties" have a similar effect. They have proposed. Sangpikul (2008) identified three driving factors for Japanese tourists visiting Thailand, which are "innovation and knowledge seeking," "relaxation," and "self-development." Additionally, four attractive factors emerged. The factors that interest visitors include cultural and historical attractions, travel-related programs and activities, shopping and leisure activities, and safety and hygiene. Of these, innovation and information-seeking cultural and historical attractions are the most significant considerations for tourists when choosing Thailand. Wu et al. (2009)' "outcomes" for tourists visiting China are "self-reward", "being with friends", "traveling", "personal values", "enabling travel" and "relaxing." Eight major influencing factors: "cultural and historical attractions," "natural resources," "food, accommodation, transportation, climate," "history," "reputation and image," "innovation," "price and convenience," and "activities" are the main driving factors.

Prayag and Ryan (2011) found that individuals of diverse nationalities have distinct reasons for visiting the region. Yousefi and Marzuki (2012) researched the travel motivations of foreign tourists visiting Penang, Malaysia. As a result of factor analysis, "innovation and knowledge seeking" is one of the attracting factors. However, it is understood that "historical and cultural attractions" are more prominent for tourists. Kassean and Gassita (2013) also discovered that "resting" and "relaxation" are push factors, while the "climate" and "weather" factors, which are attracting factors, have a significant impact on tourists' decisions.

As indicated in the literature, there seems to be a correlation between the desire to travel and the intention to revisit. The intention to revisit is a crucial aspect of tourism, similar

to the motivation to travel. The primary factors influencing the intention to revisit, which is a part of destination loyalty (Yoon & Uysal, 2005:32), include tourist satisfaction as the driving force behind the choice of destination and tourist loyalty measured by the frequency of revisits.

The significance of tourists' intention to revisit the destination in the tourism industry can be demonstrated as follows (Güngör, 2010: 35; Opperman, 1997):

• Repeated visits indicate that tourists are satisfied with their experience.

• Tourists whose return are likely to exhibit similar behavior in the future.

• Revisiting tourists may recommend travel destinations to their family or acquaintances.

• Marketing costs for tourists who revisit the same destination are lower than those visiting the first time (Alegre & Cladera, 2009; Boit, 2013). Similar findings have also been demonstrated by Gitelson and Crompton (1984) and Kozak and Rimmington (2000).

Several studies within the literature explore the relationship between revisit intention and travel motivation. Alegre and Cladera (2009) researched the factors that determine revisit intention. The research revealed numerous factors that influence revisit intention, with tourist satisfaction being the most significant. Furthermore, the study concluded that 'travel motivation,' 'number of visits to the destination,' and 'tourists' perceptions of prices' positively affect overall tourist satisfaction. Additionally, the study found that 'accommodation' and 'environmental quality' increased tourist satisfaction. Thus, motivation was found to have an indirect impact on revisit intentions. Thus, this study shows a positive correlation between motivational factors like "destination climate," "coasts," "quality" of previous visits, "price," and "quality comparison ideas," and revisit intentions. Additionally, selecting a destination based on price positively affects revisiting. Results indicated a significant inverse relationship with revisiting intentions.

Huang and Hsu (2009b) discovered that shopping, one of the central dimensions of Chinese tourist's travel motives, positively impacts re-visitation. Further, tourists' previous experiences measured by satisfaction and the number of visits positively impact revisit intention. Lee et al. (2011) concluded that Chinese tourists' travel motivation when visiting Korea positively impacts their perceived trip quality and directly links with their satisfaction. In contrast, customer satisfaction and complaints showed a significant relationship. It can be concluded that satisfaction and loyalty are linked since, as the number of complaints increases, the loyalty to the destination decreases.

3. Literature review

In the tourism literature, numerous studies exist on the motivations behind tourists' travel. This literature review will focus on the impacts of push and pull factors on travel motivations and current travel motivation theories. Past research has examined travel motivations in various ways, including solely investigating push factors (Demir, 2010; Ma, 2010) or exclusively examining pull factors (Demir, 2010; Evren & Kozak, 2012). Several studies have assessed the impact of push and pull factors on travel motivation (Damijanik & Sergo, 2013; Jang & Wu, 2006; Klenosky, 2002; Kozak & Rimmington, 2000; Mohammad & Som, 2010; Pesonen, 2012; Yoon & Uysal, 2005; Yuksel & Yuksel, 2008).

Damijanik and Sergo's (2013) research revealed that health tourism participants were influenced by three push factors and two pull factors when determining their travel motivation. Push factors for tourism include destination, relaxation, and interactions with locals, whereas pull factors include cultural and natural attractions. Kasim et al. (2013) investigated the travel motivations of domestic tourists on a Malaysian island. They found that body and mind rejuvenation was the most significant factor, whereas visiting cultural sites ranked low in importance.

In Cirik's (2013) investigation into the influence of information sources, travel motivation, and destination image on the quality of tourism in West-Central Anatolia tours, the highest average pertains to the desire to witness new and diverse locations, while mental and physical relaxation had the lowest average. Terblanche's (2012) study aimed to identify the travel motivations of adventure tourists visiting Magoebaskloof; escape and relaxation, group cohesion, and information seeking were determined to be the most significant motivational factors.

Pesonen (2012) attempted to determine the travel motivations of tourists participating in rural tourism activities in Finland using push and pull factors. In their study, Şenel and Kılıç (2022) analyzed clustering and separation, identifying the items most distant from the other clusters as taking time away from routine, seeking romance, and visiting ancestral places.

Şenel and Kılıç (2022) conducted a study on the impact of the Covid-19 pandemic on tourists' purchasing processes. According to the findings, there are statistically significant relationships between Covid-19 fear purchasing intention and travel motivation. The Covid-19 epidemic was not limited to the holiday purchasing process of consumers but also created concerns that it would pose a risk to employees (Dalgıç et al. 2021). Yazıt and Erkol (2022) on tourists visiting the Sultanahmet tourism region, their travel motivation, satisfaction level, and intention to revisit were examined. The researchers measured the relationship between intentions and perceptions of loyalty. The study found a moderately significant positive relationship between travel motivation, tourist satisfaction, intention to revisit, and destination loyalty. Consequently, some recommendations have been provided to relevant institutions and organizations based on the research results.

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4. Methodology

Ethics committee approval is not required because this study's data was collected in 2017. This article is derived from a Ph.D. thesis entitled "A Study to determination risk factors and travel motivation tourists who have no intention to revisit Turkey"

This study aimed to determine the travel motivations and tourist typologies of participants who do not intend to revisit Türkiye. A descriptive mixed research method was used in this study, in which both quantitative and qualitative data were used. The questionnaire technique was used in the study, and the data were collected through a questionnaire. Quantitative research findings were obtained using analytical techniques such as percentage frequency and exploratory factor analysis (EFA), and confirmatory factor analysis (CFA) to the data obtained. The validity and reliability of the scales were tested before factor analysis. An open-ended question was used to collect qualitative data, and participants' opinions on their experiences on the topic were obtained. The qualitative data obtained were first subjected to content analysis. Thus, participants who do not tend to return to Türkiye are grouped under the headings (themes) that attract tourists to Türkiye. After determining the themes related to the topic, content analysis techniques and word cloud formation methods were used to analyze the qualitative data.

4.1. Aim and importance of study

The variable "intention to revisit" has frequently been referenced in tourism literature. However, no previous research has been conducted on the sample of "tourists who have no intention to revisit" in national and international literature. The novelty of this study is that it is the first to examine the topic of 'tourists who do not intend to return' in national and international literature. Thus, the originality of this research is evident as it is the first to explore the topic of 'tourists who do not intend to revisit' in the tourism literature. The expected theoretical and methodological contributions and the novelty of this research make it significant.

4.2. Sampling

The research population consists of foreign tourists who have no intention of revisiting Türkiye. There is no scientific data on the number of tourists who do not intend to revisit Türkiye. Therefore, in this study, it was decided to apply the unlimited universe sampling formula (Ural, 2005). According to Sekaran (2003), if the population is larger than 100,000, it is sufficient for the sample to consist of 384 participants. In the context of this study, 405 usable questionnaires were obtained. The sampling method used was criterion sampling, one of the purposive sampling methods. In the purposive sampling method, all situations that meet a set of predetermined criteria are included in the sample (Yıldırım & Şimşek, 2013). In selecting the sample, the condition of "tourists with no intention to revisit " was

considered a criterion. In addition, Syrian and Iraqi nationals who participated in the survey were excluded from the sample because they may have refugee status.

Data was collected in August 2017. The Ministry of Culture and Tourism data shows 32.41 million tourists visited Türkiye in 2017. Approximately 8.5 million of these tourists, or more than 25%, entered through the border gate at Istanbul Atatürk (A.H.L.) Airport. According to TUROB data, approximately 13.5 million, or 34% of the foreign visitors who came to Türkiye in 2017 entered the country via Istanbul. Moreover, 76% of the foreign visitors arrived by air (TUROB, 2018). For all these reasons, it was considered that the data collected at Istanbul Atatürk Airport would be more comprehensive. Tourists at the airport can make a general assessment of their visit to Türkiye. This is another reason for collecting the research data at the airport. The research data was collected in August, one of the busiest months regarding the number of visitors.

4.3. Data collection and analysis techniques

The "Travel Motivation Scale" used in the research consists of 19 items. The scale has been used in the studies of Chiang and Jogaratnam (2006); Çetin (2015); Huang (2006); Manfredo et al. (1996), Özel (2011), and a 5-point Likert-type scale was used to measure the travel motivation of tourists. In addition, to ensure the scale's content validity, the opinions of 10 expert academics and 10 professionals in managerial positions in the tourism sector were used.

The questionnaire technique, which is a quantitative approach, was used in the data collection phase. Using the 19 items of the 'travel motivation' scale, the factors that motivate the participants to travel were identified using exploratory factor analysis in addition to the questionnaire technique. Semi-structured interviews were used to identify the factors that motivate participants to travel. In conclusion, the descriptive mixed research method was selected for this study. The 'travel motivation scale' was utilized to gather quantitative data. Parametric tests are justified since the kurtosis and skewness values of the item values represent a normal distribution between +1.5 and -1.5 (Tabachnick & Fidell, 2013).

Table 1 shows the distribution of demographic characteristics such as gender, age, education and income. Regarding gender, 54.3% of the respondents are male and 45.7% are female. The largest group is in the 25-34 age range with 43%, while the smallest group is 65 years and older with 1.5%. Regarding the distribution by education level, 45.7% of the respondents have a bachelor's degree, 22.5% have less than high school, 18.8% have vocational school, and 13.1% have a master's degree or higher. In terms of income, 50.6 % have average income, 20.2 % have low income, 18.3 % have high income, 8.1 % have very low income, and 2.7 % have very high income. This table shows the distribution of respondents by reflecting the characteristics of a specific demographic segment.

Table 1. Demographic data

Gender	n	%
Male	220	54,3
Female	185	45,7
Age		
18-24	79	19,5
25-34	174	43
35-44	83	20,5
45-54	39	9,6
55-64	24	5,9
65 and above	6	1,5
Education		
High school and below	91	22,5
Vocational school	76	18,8
Bachelor's degree	185	45,7
Postgraduate	53	13,1
Income		
Very low	33	8,1
Low	82	20,2
Avaradge	205	50,6
High	74	18,3
Very high	11	2,7

4.4. Research questions

In the literature review conducted as part of the research, no studies were found in the national and international literature on the subject of 'tourists who do not intend to return'. Therefore, as this research is exploratory, the following research questions were defined as:

R.Q.1: What are the travel motivations of tourists who have no intention to revisit Türkiye?

R.Q.2: What are the tourist typologies based on travel motivations drive tourists who don't intend to revisit Türkiye?

4.5. Limitations

A number of difficulties were encountered in the use of the questionnaire. The first of these is the difficulty in completing the questionnaires due to the large number of questions in the questionnaire. In addition, tourists who had limited time in their hotels during the last days of their holidays were not willing to complete the questionnaire. The data obtained is limited to Istanbul Atatürk Airport. The study is limited to August 2017. Therefore, the research is limited to the tourists who were ready to leave the international terminal of Istanbul Atatürk Airport in August 2017. Since the research was conducted in August, it does not cover seasonal types of tourism, such as winter tourism. In this context, this study also has time constraints. The research was conducted during the state of emergency. In addition, the political unrest between Türkiye and Russia continued during the research process.

5. Findings

The findings section consists of two main sections under the title of Quantitative Research Findings and Qualitative

Research Findings: In the first section, there are quantitative findings on the participants' travel motivations that drive them to travel and tourist typologies based on motivation, and in the second section, there are qualitative findings on the participants' travel motivations that attract them to travel.

5.1. Quantitative research findings

This section presents the results of analyzing the quantitative data from the research. In this context, the factor analysis results applied to the travel motivation scale are presented under this heading.

5.1.1. EFA results on the travel motivation scale

As part of the research, an exploratory factor analysis was carried out to determine the travel motivations of the participants. The main purpose of factor analysis is to create a group of multivariate analysis techniques by reducing and simplifying the scale to fewer basic dimensions to make it easier to understand and interpret the possible relationships between many variables (Altunışık et al., 2005).

Before conducting factor analysis, some tests and checks need to be carried out. These include sample size, incorrect coding, missing values, extreme values, normality, linearity, multicollinearity, and singularity (Cokluk et al., 2012). Before starting the data analysis, studies were conducted on the control of missing data, outlier analysis, and multivariate normal distribution test. In addition, since multivariate statistical techniques will be used in the data analysis, outlier analysis was conducted on the scale. In this direction, by controlling the minimum and maximum values of the variables, no observations were removed from the data set as the values of all variables were in the range of +/-3 (Cokluk et al., 2010).

The kurtosis and skewness values obtained from the scales were then examined to determine the normality of the data distribution in the scale. It was found that the kurtosis and skewness values for both scales were between +/- 1.5. These values are sufficient for a normal distribution (Tabachnick & Fidell, 2013).

The Kaiser-Meyer-Olkin (KMO) test was conducted to check whether the sample size was adequate for factorization before conducting the explanatory factor analysis as part of the research. This ratio is expected to be greater than 0.5. As the ratio size increases, the data set becomes more suitable for factor analysis. The KMO values and comments are as follows (Hair et al., 2013):

- K.M.O. <0.50 (not accepted)

- 0.50≤ K.M.O. <0.60 (weak)

- 0.60≤ K.M.O. <0.70 (moderate)

- 0.70≤ K.M.O. <0.80 (good)

- 0.80≤ K.M.O. <0.90 (very good)

- 0.90≤ K.M.O. (perfect)

Table 2. KMO test result

Scale	Sample Size	KMO test result
Travel motivation	405	0,892

Table 2 shows the KMO test results for the Travel Motivation scale, with a sample size of 405, yielded a KMO value of 0.892. This situation indicates that the data set is well suited to factor analysis. Statistical results, such as eigenvalues, factor loadings, and percentages of variance explained, obtained from the exploratory factor analysis applied to the Travel Motivation Scale are presented in Table 3.

Table 3. Results of the factor analysis of the travel motivation scale

Factors	Items	Factor Loadings	Eigenvalues	Explained variance %
Recognition and Learning Motive (RALM)	Tasting Turkish delicacies with a motive	0.810	7.925	39.623
	Seeing different cultures and lifestyles	0.787		
	Interacting with people living in this area	0.782		
	Buying Türkiye's local products (shopping)	0.766		
	Meeting people with similar interests	0.764		
	Revisiting places I'm used to seeing	0.760		
Recreational Activities Motive (RAM)	Having a good time with my friends	0.773	2.204	50.645
	Spend quality time	0.767		
	Relaxation	0.739		
	Have fun and cheer	0.663		
	Getting away from routine life	0.652		
Alternative Tourism Activities Motive (ATAM)	To be healthy	0.801	1.953	60.409
	Participating in sporting events	0.787		
	Visiting religious sites	0.765		
	Visiting historical places	0.651		
	Visiting natural places	0.639		
Curiosity and Exploration Motive (CAEM)	Satisfy my curiosity	0.790	1.254	66.678
	Learn more about the destination	0.746		
	Seeing new places	0.602		

Kaiser-Meyer-Olkin Sample Adequacy= .892 Bartlett's Test of Sphericity: p<.000 (Chi-Square 4904.779 df=190).

Table 3 shows there are 19 items on the travel motivation scale. As a result of the factor analysis, the result of the Barlett Test was found to be 4904,779, and the p-value was 0.000. It is seen that the data set is suitable for factor analysis. Principal components analysis and Varimax rotation (vertical rotation) techniques were used to determine the factor structure and obtain meaningful interpretable factors. Data with an eigenvalue statistic greater than 1 and a factor load above 0.50 were considered. The eigenvalues of all dimensions were greater than one. It is noted that the first factor explains 39.623% of the total variance with 7.925 eigenvalues. The first two factors explain 50.645% of the variance with 2.204 eigenvalues. The first three factors explained 60.409% of the total variance with 1.953 eigenvalues. Finally, the first four factors explained 66.678% of the total variance with 1.254 eigenvalues. The rotated factor analysis table's cut-off point for factor loadings was 0.50. In other words, the rotated factor load table contained no factor load less than 0.50. In the factor loadings table, only the first item was excluded from the factor analysis because it was an overlapping item. The factor loadings of all other items are greater than 0.50.

In Table 3, the travel motivation scale is grouped into 4 factors. The factor names were determined by looking at the items in the factors. The first factor of the travel motivation scale consists of seven items: "tasting Turkish delicacies," "seeing different cultures and ways of life," "interacting with local people in this living area," "buying local products," and "meeting people with similar interests." There are items for recognizing, experiencing, and learning, such as 'meeting people' and 'revisiting familiar places.' Therefore, the first factor of travel motivation is 'recognition and exploring motive.'

The second factor of the travel motivation scale consists of five items. The items collected in the second factor are related to leisure activities, such as 'having a good time with friends,' 'spending quality time,' 'relaxing/relaxing,' 'having fun,' and 'getting away from routine.' Activities appear. For this reason, this factor has been called 'recreation activities motive.' The third factor consists of five items in total. It is related to alternative tourism, such as sports, religion, history, nature, and health tourism. Therefore, this factor is called " alternative tourism activities motives". The last factor in this scale consisted of three items. As the content of this factor includes items such as seeing new places, arousing curiosity, and getting information about the destination, such as being curious, exploring, and experiencing differences, this factor was named 'curiosity and exploration motive'.

As a result, the 19-item 'Travel Motivation Scale' was grouped into four factors. These factors were identified as 'recognition and learning motive,' recreational activities motive,' 'alternative tourism activities motive,' and 'curiosity and exploration' motive.

Table 4. Reliability values of the scale

Factors	Cronbach's Alpha	No. of items
Curiosity and exploration motive	0,850	3
Recreational activities motive	0,822	5
Recognition and learning motive	0,840	6
Alternative tourism activities motive	0,870	5
Average travel motivation	0,775	19

The scales' reliability was determined using the "Cronbach alpha" criterion, based on the "internal consistency" method. The alpha value represents an average of the bifurcation coefficients resulting from all possible bifurcation combinations. The alpha value takes values between 0 and 1, and an acceptable value is desired to be at least 0.7 (Altunışık et al., 2005). Table 4 provides a clear view of how reliably each factor within the scale measures its intended motive. Higher Cronbach's Alpha values generally suggest stronger internal consistency and reliability of the measurement tool.

Table 5. Findings related to travel motivation scale factors

Rank	Travel motivation factors	x	SD
1	Curiosity and exploration motive	3,7251	1,01346
2	Recreational activities motive	3,6864	,97602
3	Average travel motivation	3,6320	,71390
4	Recognition and learning motive	3,5590	,97676
5	Alternative tourism activities motive	3,4148	,93659

Response categories: 1: strongly disagree, ... 5: strongly agree.
Level of significance: ***p<0.001; **p<0.01; *p<0.05

Table 5. shows the means and standard deviations of the dimensions. In the table, the dimension that motivates participants to travel at the highest level is 'Curiosity and discovery motivation' ($\bar{x}$: 3.7251). The other dimension with a value above the average travel motivation ($\bar{x}$: 3.6320) was identified as 'motivation to participate in leisure activities' ($\bar{x}$: 3.6864). The other dimension that has a value above the average travel motivation ($\bar{x}$: 3.6320) is "motivation to participate in recreational activities" ($\bar{x}$: 3.6864); the other dimension that has a value less than average travel motivation ($\bar{x}$: 3.4148) is "motivation to recognize and learn" ($\bar{x}$: 3.4148) and "motivation to participate in alternative tourism activities" ($\bar{x}$: 3.4148).

Table 6 shows that the most important item that motivates the participants to travel is "Many people say that Türkiye is a place worth seeing" ($\bar{x}$: 4.3481). The most important source of motivation for the participants is the tourists who have already visited Türkiye and had positive experiences. Therefore, it is important to ensure that the tourists who leave Türkiye return to their countries happy. According to the answers given by the tourists participating in the research, it can be seen that the second item that motivates them the most during their visit to Türkiye is the item "seeing new places" ($\bar{x}$: 3.9284). This is followed by items such as "seeing different cultures and lifestyles" ($\bar{x}$: 3.8642), "tasting Turkish tastes" ($\bar{x}$: 3.8148) and "getting away from routine life" ($\bar{x}$: 3.7975). In the table the item that motivates the participants the least is "participating in sports activities" ($\bar{x}$: 2.9062) The second item that motivates the participants the least is "being healthy" ($\bar{x}$: 3.2346). The other items that motivate the participants the least are, respectively, "meeting people with similar interests" ($\bar{x}$: 3.3753), "visiting religious places" ($\bar{x}$: 3.3877) and "revisiting places I used to see" ($\bar{x}$: 3.4296).

Table 6. Means and standard deviations in the travel motivation scale

Rank	Travel Motivation Factors	x	SD
1	Many people say that Türkiye is a place worth seeing.	4,3481	,69991
2	To see new places	3,9284	1,13770
3	Seeing different cultures and lifestyles	3,8642	1,13401
4	Tasting Turkish delicacies	3,8148	1,16584
5	Getting away from routine life	3,7975	1,14688
6	Visiting historical places	3,7852	1,21288
7	Visiting natural places	3,7605	1,16016
8	Relaxation	3,7383	1,17340
9	Learn more about Türkiye	3,7235	1,20747
10	Have fun and cheer	3,6988	1,16173
11	Interacting with people living in this area	3,6765	1,09525
12	Enjoying spending good/quality time with my friends	3,6296	1,15874
13	Spend quality time	3,5679	1,24019
14	Satisfy my curiosity	3,5235	1,14648
15	Buying Türkiye's local products	3,4494	1,22698
16	Revisiting places I'm used to seeing	3,4296	1,25197
17	Visiting religious sites	3,3877	1,21066
18	Meeting people with similar interests	3,3753	1,18880
19	Being healthy	3,2346	1,20510
20	Participating in sports activities	2,9062	1,17780

Response Categories: 1: Strongly Disagree, ... 5: Strongly Agree. Significance Level: ***p<0.001; **p<0.01; *p<0.05

Based on the data, it can be seen that the participants mainly go on the trip to see new places and have different experiences. It can also be said that the participants are motivated to travel by the positive destination recommendations they hear from their environment. The table shows the items' mean values and standard deviations in the travel motivation scale. The table shows that the most important item that motivates the participants to travel is "Many people say that Türkiye is a place worth seeing" (x̄: 4.3481). In this context, it can be said that the most important source of motivation for the participants is the tourists who have already visited Türkiye and had positive experiences. Therefore, it is important to ensure that the tourists who leave Türkiye return to their countries happy. According to the answers given by the tourists participating in the research, it can be seen that the second item that motivates them the most during their visit to Türkiye is the item "seeing new places" (x̄: 3.9284). This is followed by items such as "seeing different cultures and lifestyles" (x̄: 3.8642), "tasting Turkish tastes" (x̄: 3.8148) and "getting away from routine life" (x̄: 3.7975).

5.1.2. CFA results on the Travel Motivation Scale

Under this heading, analyses such as first-level CFA (Confirmatory Factor Analysis) and second-level CFA applied to the scale and goodness-of-fit indices (CMIN, CFI, GFI, AGFI, RMESEA) and reference values for these indices are included. Figure 1 shows the first level CFA model with modification indices added. As shown in Figure 1, no adjustment was made to the error term covariances of the items. The second level CFA model of the Travel Motivation scale is shown in Figure 2.

Figure 1. First-level CFA model
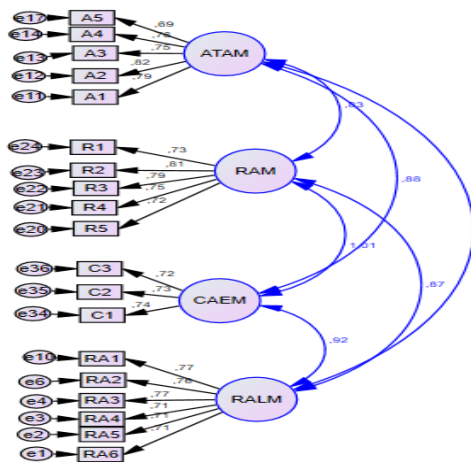
Standardized regression coefficients (factor loadings), significance values (p), and goodness-of-fit values of these coefficients were considered in deciding whether or not the model in Figure 2 was confirmed.

Figure 2 shows the goodness of fit values for the second-level CFA measurement model of the Travel Motivation scale in Table 7.

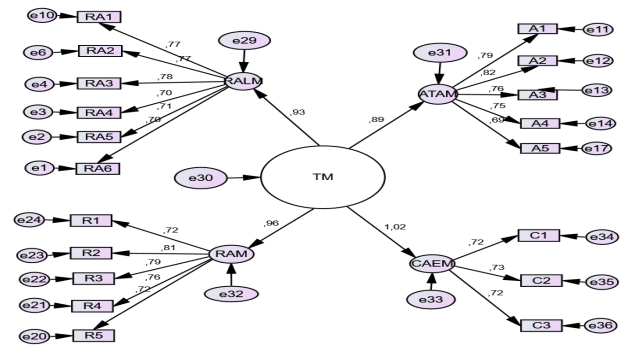Figure 2. Second-level CFA model

Table 7. Travel Motivation scale 1st level CFA goodness of fit scores

Index	Perfect fit values	Acceptable values	Model value	Result
CMIN	≤ 3	3≤ χ 2 /df ≤ 5	2,161	Perfect Fit
CFI	≥0,95	≥0,90	0,975	Perfect Fit
GFI	≥0,95	≥0,85	0,945	Good Fit
AGFI	≥0,95	≥0,80	0,929	Good Fit
RMESEA	≤0,05	≤0,08	0,44	Perfect Fit

Table 7 shows the goodness-of-fit values for this model are shown in Table 5. The goodness-of-fit values of χ 2/df, CFI, and the RMESEA index are excellent and the other indices have good fit values. As a result, the scale structure was confirmed in the study.

Table 8. Determination of tourist typologies based on travel motivation

Travel motivation factors	Tourist typologies
Curiosity and exploration motive	Explorers
Recreational activities motive	Recreationalists
Recognition and learning motive	Intellectual tourists
Alternative tourism activities motive	Diversity seekers

Table 8 shows the internal factors that motivated the participants to travel, as determined by the factor analysis. These factors are named according to the meanings of the items that make them up. Within the framework of these motivations, the determination of tourist typologies based on motivation was also carried out. For example, to determine the typologies of tourists who have no intention to revisit Türkiye, "Explorers" were defined as tourists with "Curiosity and Discovery Motives," "Recreationalists" were defined as tourists with "Recreation Activities Motives," and "Intellectuals" were defined for "Curiosity and Exploration Motives." Those motivated to participate in alternative tourism activities are called "Diversity Seekers."

The tourist typologies that do not intend to revisit Türkiye are 'Explorers,' 'Recreation Participants Motives,' 'Intellectual Tourists,' and 'Diversity Seekers.' Therefore, when

examining the mean values of the dimensions formed as a result of the factor analysis applied to the scale, since the dimension that motivates the participants to travel at the highest level is 'Curiosity and Discovery Motive,' these tourists are more inclined to the tourist typology of 'Explorers' ($\bar{x}$: 3.7251). As a result of the factor analysis, the dimension with the lowest mean value is "alternative tourist activities motives" ($\bar{x}$: 3.4148). Therefore, the tourist typology to which the participants are least inclined is "difference seekers."

5.2. Qualitative research findings

This section presents the results of the percentage-frequency analysis to determine the themes that attract participants to travel and the word cloud created in this context. The percentage-frequency distributions of the motives that attract participants to travel are shown in Table 7.

Table 9. Findings on participants' holiday behavior

No	Travel inspiring themes	n	%	Cum. %
1	Nature	204	14,2	14,2
2	Foods	188	13,1	59,3
3	History	178	12,4	98,9
4	Weather conditions	162	11,2	25,4
5	Culture	155	10,8	78,6
6	Local people's attitude	122	8,5	67,8
7	Cheapness	115	8	86,6
8	Tour activities	105	7,3	46,2
9	Service quality	96	6,7	38,9
10	Infrastructure	56	3,9	29,3
11	Superstructure	42	2,9	32,2
12	Other	16	1,1	100
	Total	1439	100	100

Table 9. shows the information on the factors that attract the participants. The sources from which the participants obtained information before coming to Türkiye and the percentage distribution of the factors that attract them to Türkiye. The factors that most attract tourists to Türkiye are: nature (14.2%; n:204; 1st rank), food (13.1%; n:188; 2nd rank), history (12.4%; n:178; 3rd rank) and weather conditions (11.3%; n:162; 4th rank). In addition, the factors that attract tourists least in Türkiye are infrastructure (3.9%; n:56; 10th rank), superstructure (2.9%; n:40; 11th rank) and other (1%; n:16; 12th rank). 1; N:16; 12th rank). In other words, the most important factors motivating participants are nature, food, history and weather conditions. Promoting alternative types of tourism with high potential, such as ecotourism, gastronomy and cultural tourism, is necessary. On the other hand, as shown in Table 7, factors such as infrastructure and quality of services do not attract many tourists. Therefore, future studies can be carried out that pay attention to overlooked factors such as infrastructure and quality of services.

6. Conclusion and discussion

A key point highlighted in the literature is that retaining existing customers involves significantly lower marketing costs than attracting new customers. Furthermore, dissatisfied customers have a negative impact on potential customers and their decision to visit the destination (Ay, 2014). A moderately significant positive correlation between travel motivation, tourist satisfaction, revisit intention, and destination loyalty was found by Yazıt and Erkol (2022). Therefore, it is important for destination planners to identify the travel motivations of tourists who do not have intentions to revisit. Identifying the travel motivations of these tourists will help determine the right strategies, and it may be possible to ensure that these tourists return. In this way, the marketing investment made on these tourists will not be wasted, and potential tourists can be positively influenced by sending them out as tourism ambassadors for their countries.

Understanding the motivations of tourists who do not intend to return to Türkiye sheds light on interesting aspects of travel behavior and destination preferences. Through this study, we have delved into the multifaceted factors contributing to the decision not to revisit Türkiye, revealing a nuanced interplay of push and pull factors. As the tourism industry strives to improve visitor experiences and encourage repeat visits, understanding the dynamics that influence travelers' decisions not to return is invaluable in developing strategies to address concerns and reshape perceptions to foster a more sustainable and attractive tourism landscape. This study examined the population of "tourists who do not intend to return to Türkiye." Since no study had been conducted on this population, the first step was to analyze the demographic characteristics of these tourists and determine their profiles.

As a result of this study, it was found that the distribution of participants who have no intention of revisiting Türkiye was similar according to their gender and marital status. Most of these participants are young and middle-aged tourists. These tourists, who belong to different professional groups, are mainly university graduates. In general, it was observed that the monthly income of the participants was below $2001. It was found that approximately half of these participants are middle class according to the economic conditions of the countries where they live. A large proportion of the participants were German, Russian, British, and Iranian tourists. These tourists came to Türkiye mainly from Germany and Russia. In conclusion, according to the Ministry of Culture and Tourism and the nationality statistics, the general profile of tourists 'who do not intend to visit Türkiye again' is German, Russian and British tourists in the young and middle age group with a bachelor's degree in education and an average income below $2001 (turofed.gov.tr, 2019; yigm.kulturturizm.gov.tr, 2018;) The findings related to the other demographic categories—that are analyzed in this study—are consistent with those of Pektaş (2017). There is a demographic similarity between the "tourist profile that does not intend to revisit Türkiye" and the "general tourist profile that visits Türkiye.

This study examines the travel motivations of participants who do not intend to revisit Türkiye. This study

identifies four dimensions of travel motivations for these tourists. The study results show that the participants' most important travel motivation is curiosity and discovery. Another important travel motivation is the leisure activity motive. The other motives of these tourists are the recognition and learning motive and alternative tourism activities motive. In short, the study found that curiosity and discovery are the primary motivations for individuals who has no intention to revisit Türkiye. Other motivations for travel were " recreational activities motives," "recognition and learning motives, and ''alternative tourism activities motives." The results of this study differ from the findings of some studies in the literature. Damijanik and Sergo (2013) identified the push factors as tourist destinations, relaxation, and local people, while the pull factors were culture and nature. In their study, Kasim et al. (2013) found that the most important motivational factor was the revitalization of the body and mind. In Terblanche's (2012) study, the most important factors influencing tourist motivation were escape and relaxation, group cohesion and information seeking. In Pesonen's (2012) study, the most important travel motivations are to get away from routine, experience romance, and visit family members.

Another study finding is that tourists who do not plan to return to Türkiye generally travel to discover and learn new places. Thus, their travel motivation can be attributed mainly to discovering new destinations. These results are similar to those of Cirik (2013). Cirik's (2013) study found that the motivation to see new places is the one that most motivates tourists to travel. Alternative tourism activities and destinations should be prioritized to encourage these travelers to revisit. In addition, it is possible to focus on promoting potential tourist cities that will arouse the curiosity of potential visitors. Another result shows that the most important travel motivator among the participants is "Türkiye is a destination worth visiting," which can be promoted on different platforms to reach a wide audience

6.1. Implications

The study reinforces that retaining existing customers is cost-effective. Given the higher costs associated with acquiring new customers, destination managers should allocate resources toward understanding and addressing the concerns of tourists who intend to avoid revisiting. Destinations can enhance loyalty and decrease negative word-of-mouth impact by converting dissatisfied visitors into returning guests. The study suggests a novel approach to utilizing dissatisfied tourists as potential tourism ambassadors. Addressing their concerns and turning their experiences around can transform them into advocates who positively influence others. This word-of-mouth marketing can be harnessed through social media and other platforms, amplifying the impact of positive experiences on potential tourists.

The intricate interplay of push and pull factors uncovered by the study offers valuable insights into improving destination appeal. Understanding the motivations of tourists who

choose not to return enables destinations to address concerns and reshape perceptions. By tackling negative factors and highlighting positive attributes, destinations can create a more attractive and sustainable tourism landscape.

Author contributions

The author declares that they equally contributed to the design and implementation of the research, the analysis of the results, and the writing of the article.

Disclosure statement

The author reported no potential competing interest.

Ethics committee approval

All responsibility belongs to the researcher. Ethics committee approval is not required because this study's data was collected in 2017.

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