



## Cappadocia: The Effects of Tourist Motivation on Satisfaction and Destination Loyalty

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### Abstract

The present study investigates how the motivations of foreign tourists visiting the Cappadocia region in Turkey affect their satisfaction and destination loyalty. The research was conducted using a questionnaire, which was answered by 363 foreign tourists visiting Cappadocia. First, the main factors in tourists' motivation for travel were determined. These motivation factors and satisfaction and destination loyalty intention scales were used to conduct multiple regression analyses. The results suggest that three categories of tourist motivations ('novelty and learning', 'escape and relaxation', and 'socialization') had a direct correlation with satisfaction, while two ('novelty and learning' and 'escape and relaxation') had a direct correlation with destination loyalty. This work has implications for destination managers and tourism businesses, and we conclude with suggestions for future studies.

### Keywords

Motivation, Satisfaction, Loyalty, Destination, Cappadocia

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## Introduction

The concept of motivation is defined as a reason for travelling (Jang, Bai, Hu & Wu, 2009). People are often motivated by their physical and psychological needs (Mill & Morrison, 2002). Pearce and Caltabiano (1983) indicate that motivation is a crucial component in explaining tourists' activities. Accordingly, it is vital for destination managers to understand tourists' motivations in order to meet their needs and desires. Moreover, travel motivation is a significant factor in predicting tourists' behaviours and their destination choices (Chiang, Wang, Lee & Chen, 2015), and is important in determining loyalty (Mathwick, Malhotra & Rigdon, 2002). Therefore, understanding tourist motivations may be beneficial to both destination managers and industry entrepreneurs. In turn, this will help to develop tourism strategies to improve demand (Farmaki, Khalilzadeh & Altinay, 2019).

Motivation can be considered a state of need which requires people to act in order to achieve satisfaction (Farmaki et al., 2019). Factors such as escape, relaxation, novelty, socialization, self-development and learning have been proposed as the most significant motivations for travel (Pearce & Lee, 2005; Yoon & Uysal, 2005), especially for tourists seeking culture and history (Chiang et al., 2015).

According to Crompton (1979), motivation may be push (intrinsic) or pull (extrinsic). While push motivations refer to tourists' desires and needs, pull motivations consist of the attributes that destinations offer (Do Valle, Silva, Mendes & Guerreiro, 2006). Moreover, tourists' prior expectations are significant components in determining their satisfaction level (Chon, 1989). Since push motivations differ between individuals, it is possible that different tourist groups will prefer different activities during their vacations. For instance, people motivated by relaxation or seeking an escape may prefer entertainment, nightlife, and sports activities; conversely, tourists that value social status may prefer activities such as tennis, golf, fishing, or gambling (Andreu, Kozak, Avci & Cifter, 2006). In general, motivations vary for each person, destination, market segment and tourists' decision-making process (Uysal & Hagan, 1993).

Motivation defined as a need that causes a person to act in a certain way (Beerli & Martín, 2004). On the other hand, satisfaction is found to be a moderating variable between motivations and loyalty (Yoon & Uysal, 2005). Moreover, Hallowell (1996) stated that there is a connection between satisfaction and loyalty. Loyalty includes the intention to revisit or repurchase and a willingness to recommend the place or product to others (Do Valle et al., 2006). Studies show that the main driver of loyalty is satisfaction (Brandano, Osti & Pulina, 2019). We can therefore see that motivation, satisfaction, and loyalty are closely interrelated.

This study focuses on Cappadocia, a region containing the cities of Nevşehir, Niğde, Aksaray, Kırşehir and Kayseri. The region's rocky lands and "fairy chimney"

rock formations are mostly located in the Nevşehir province, including the nearby towns of Göreme, Ürgüp, Avanos, Uçhisar, Ihlara and Derinkuyu (Özer & Kozak, 2016). The Cappadocia region is an important attraction for both domestic and foreign tourists in terms of culture and history, as well as the fairy chimney formations. The Cappadocia region is a popular destination for tourists who have cultural and religious motivations (Erdogan & Tosun, 2009). Moreover, the region provides a real authentic experience for tourists (Tucker, 2002) with its unique landscape and authentic rock-cut houses (Tucker, 2003).

The region is also a remarkable destination for academics. Previous studies of the region have examined destination management (Coban & Yildiz, 2019), destination attraction and its relationship with satisfaction and destination loyalty (Coban, 2012), residents' perceptions of tourism impacts (Tosun, 2002), tourism development (Tosun, 2006), tourist shopping experiences and satisfaction (Tosun, Temizkan, Timothy & Fyall, 2007), and sustainable cultural tourism (Tucker & Emge, 2010). However, no previous research has looked at the motivations of foreign tourists and its relationship with tourist satisfaction and destination loyalty. This study aims to investigate the relationship between travel motivation (grouped under 'novelty and learning', 'socialization', 'escape and relaxation', and 'self-development') and the satisfaction and destination loyalty of tourists visiting the Cappadocia region. Additionally, the information sources that tourists used before visiting the region were also examined.

## **Literature Review**

### **Travel Motivation, Satisfaction and Destination Loyalty**

In the current literature, the concept of motivation is said to be based on consumer behaviours (Fullerton, 2013). It is also considered to be an indicator of tourists' decisions during their visits. Moreover, expectations are formed and affected by motivations (Rita, Brochado & Dimova, 2019). Travel motivations that have been studied within the context of tourism (Cohen, Prayag, & Moital, 2014) are mostly associated with tourist preferences when travelling to a destination (Rita et al., 2019). Therefore, it can be concluded that knowing tourists' motivations is advantageous for destination managers in terms of providing more appropriate tourist products and services (Zoltan & Masiero, 2012).

Research shows that tourists with different cultural and ethnic roots have different motivations (Prayag & Ryan, 2011) and thus, each person may have different motivations – such as to learn, socialize, relax, be entertained and so on (Brandano, Osti & Pulina, 2019). Tourist motivation is a crucial factor in understanding the decision-making behaviour of tourists (Sastre & Phakdee-Auksorn, 2017). The push and pull theory of motivation is the most widely cited mechanism to explain what motivates tourists

(Crompton, 1979; Zhang & Peng, 2014, Sastre et al., 2017). Moreover, push and pull motivations are related to tourist satisfaction and loyalty (Yoon & Uysal, 2005).

Both satisfaction and destination loyalty have been examined by various authors (e.g. Yoon & Uysal, 2005; Prayag & Ryan, 2012; Alrawadieh, Prayag, Alrawadieh & Alsalamdeen, 2019). Tourists satisfied with their visit are likely to revisit the destination and recommend it to others (Patwardhan, Ribeiro, Payini, Woosnam, Mallya & Gopalakrishnan, 2019; Alrawadieh et al., 2019). Satisfaction is considered one of the main indicators of loyalty, as satisfied people tend to revisit or repurchase (Brandano et al., 2019). On the other hand, a tourist's motivation may affect their satisfaction (Alrawadieh et al., 2019). Additionally, loyalty is crucial in the successful marketing of tourist destinations, because loyal tourists may revisit the destination or recommend it to other travellers (Yoon & Uysal, 2005). Therefore, the concepts of motivation, satisfaction and loyalty are closely related to each other (Wen & Huang, 2019).

Since these concepts are closely interrelated, and given that no study of the Cappadocia region has examined the relationship between them, this study addresses the following research questions:

- (1) What are the travel motivations of tourists visiting Cappadocia?
- (2) How do the motivations of tourists visiting Cappadocia influence their satisfaction and destination loyalty?

### **Methodology**

After conducting a literature review, a questionnaire was developed to investigate the relationship between tourists' motivation to travel, their satisfaction, and their destination loyalty. Additionally, the information sources that tourists utilized before visiting the region were examined. The questionnaire consisted of four sections: (i) a profile of the tourists (gender, age, educational status, visit number, and nationality), (ii) information sources they used before travelling, (iii) travel motivations, and (iv) satisfaction and destination loyalty. The question relating to information sources is adapted from Björk & Kauppinen-Räsänen (2016), and identifies 18 different kinds of information sources. Finally, the question (iv) pertaining to satisfaction (two items) and destination loyalty (two items) is adapted from Valle, Siva, Mendes & Guerreiro (2006).

The items were measured using a 7-point Likert scale, ranging from 1 (strongly disagree) to 7 (strongly agree). A pilot test was conducted first with 70 tourists. After checking the questionnaire to ensure the comprehensibility of the questions, tourists in famous touristic places in Cappadocia (e.g. Avanos town, Ürgüp town, Göreme town, Uçhisar town, Göreme Open Air Museum, Uçhisar Castle) were given the questionnaire during several weekends in May and June 2019. When the number

of foreign visitors arriving in the previous year is considered, these months can be accepted as the high season, because in 2008, (The recent official data specific to the Cappadocia region could not be found) almost 260 thousand foreign tourists visited the region in May and June. This number corresponds to 22.6 percent of all foreign tourists visiting in the year 2008 (Türkiye Cumhuriyeti Çevre ve Şehircilik Bakanlığı, 2019). Moreover, the questionnaire was conducted face to face and voluntarily, and international tourists over the age of 18 were the target population for this study. In total, 392 tourists filled in the questionnaire, but only 363 of them were not missing any information and were used for the data analysis.

For the data analysis, the SPSS program was used. First, the demographic profile of the participants and the information sources tourists utilized before travelling were identified through frequency analyses. Factor analysis was used to determine their motivations for travel. Finally, regression analysis was used to find the relationship between the travel motivations, satisfaction, and destination loyalty of tourists.

### **Reliability Analysis**

This study used 363 questionnaires that were completed by tourists visiting the Cappadocia region. A scale was generated for each topic, and Cronbach's alpha values were calculated to determine the scales' reliability. The alpha value for each topic (travel motivation = 0.966, satisfaction = 0.723, and destination loyalty = 0.865) used in this study was over 70%, which means that every topic used in the analysis was found to be effective.

## **Findings**

### **Profile of Participants**

As reported in *Table 1*, almost an equal number of male and female tourists participated in the present study (48.2% and 51.8%, respectively). More than half of the tourists (56.7%) were 32 years old or younger. It is clear from the findings that most participants were well educated. Since Cappadocia is considered a significant destination for cultural tourism, it is not a surprise to have educated people as visitors. Moreover, the data analysis shows that most of the participants were first-time visitors (66.1%). Finally, we considered tourists' nationalities; the greatest number of respondents (47 tourists, 12.9%) came from China, followed by England (34 people, 9.4%), the USA (20 people, 5.6%), Spain (19 people, 5.2%), Belgium (17 people, 4.7%), and Germany (15 people, 4.1%). People from the 50 countries classed under "Other" represented the largest group of participants, with 143 (39.4%) respondents. This means that the participants of this study have a multinational structure.

**Table 1**  
*Profile of Participants*

		Frequency	Percent
<b>Gender</b>	Female	188	51.8
	Male	175	48.2
<b>Age</b>	18-22	51	15.0
	23-27	79	23.2
	28-32	63	18.5
	33-37	35	10.3
	38-42	42	12.2
	43 and above	71	20.8
<b>Educational Status</b>	High/Vocational School or Below	15	4.4
	College	77	22.6
	University/undergraduate	20	5.9
	Master's degree or above/postgraduate	195	57.2
<b>Visit Number</b>	First-time visitors	240	66.1
	Repeat visitors	123	33.9
<b>Nationality of Visitors</b>	China	47	12.9
	England	34	9.4
	USA	20	5.6
	Spain	19	5.2
	Belgium	17	4.7
	Germany	15	4.1
	Italy	14	3.8
	Thailand	13	3.5
	France	11	3
	Canada	10	2.8
	Ireland	10	2.8
	Russia	10	2.8
	Others (50 countries)	143	39.4
	<b>Total</b>	<b>363</b>	<b>100.0</b>

**Information Sources Tourists Utilized Before Travelling to Cappadocia**

Tourists visiting Cappadocia used various kinds of information sources including websites, blogs (e.g., Trip Advisor), travel guidebooks, the internet, family references, tourism brochures, and so on (see *Table 2*). Our findings suggest that tourists prioritized internet-based sources as one of the most popular sources of information. Therefore, electronic word-of-mouth (e-WOM) is key in terms of the selection of a destination (Jalilvand, Samiei, Dini & Manzari, 2012). Tourists who participated in this study also read travel guidebooks, tourism brochures and newspapers to help them make decisions before travelling. Since the participants of this study were found to be well-educated, it is not surprising that they mostly used internet-based information sources and published documents.

**Table 2***Information Sources Tourists Utilized Before Travelling to Cappadocia*

<b>Website, blogs (e.g., Trip Advisor)</b>	<b>299</b>
Travel guidebooks	249
<b>Internet</b>	<b>236</b>
Family	184
Tourism brochures	145
Public tourist information	108
Newspaper	104
<b>Websites of destinations</b>	<b>104</b>
Travel agency	94
<b>Website, company blogs</b>	<b>83</b>
TV programme	64
TV news	49
Travel fairs	48
Radio	42
Ministry of Foreign Affairs	41
TV commercial	28
<b>Websites of tour operators</b>	<b>24</b>
Embassy	19

Note: Each participant may choose more than one information source

### Dimensions of the Travel Motivation Scale

Exploratory factor analysis was utilized to determine the structure of travel motivations (*Table 3*). Initially, a KMO (Kaiser–Meyer–Olkin) analysis was conducted to determine whether the sample number was sufficient; the ratio value was 0.928, which is sufficient (Sipahi, Yurtkoru, & Çinko, 2010). The relationship between the variables was demonstrated using Bartlett’s Test of Sphericity ( $p = 0.000$ ), and varimax rotation and principal component analysis were used to conduct factor analysis. The eleven questions in the travel motivation section were grouped into four factors, which accounted for 89.977 % of total variance and with eigenvalues greater than one. Cronbach’s alpha values, calculated for the internal consistencies of the four factors, ranged from 0.896 to 0.948; these values confirm the reliability of the scale (Hair, Anderson, Tatham, & Black, 1998). The four factors used here were ‘novelty and learning’, ‘socialization’, ‘escape and relaxation’, and ‘self-development’ (*Table 3*).

### Means of the Dimensions of Travel Motivation of Tourists

The mean values of the dimensions of travel motivations of foreign tourists not quite different (*Table 3*). However, the dimension of ‘novelty and learning’ came top with a mean value of 4.96. ‘Escape and relaxation’ had the second largest mean value, at 4.88, followed by ‘self-development’ (4.73) and ‘socialization’ (4.36). We see that foreign tourists visiting Cappadocia are mostly motivated by ‘novelty and learning’ and ‘escape and relaxation’. Thus, when tourists’ expectations in these

areas are met, tourists are more likely to feel satisfied and this may increase their loyalty intention (Rita et al., 2019).

**Table 3**  
*Dimensions of Travel Motivation Scale*

Dimensions	Factor loading	Mean	Variance explained	Cronbach Alpha
<b>Factor 1: Novelty and learning</b>		<b>4.96</b>	<b>73.192</b>	<b>.948</b>
...to learn more about nature and other cultures	,959			
...to see a new place	,889			
...to experience new and different things	,837			
...to develop my knowledge of this place	,746			
<b>Factor 2: Socialization</b>		<b>4.36</b>	<b>8.026</b>	<b>.896</b>
...to meet people with similar interests	,968			
...to build friendship with others	,801			
<b>Factor 3: Escape and relaxation</b>		<b>4.88</b>	<b>4.802</b>	<b>.944</b>
...to relax mentally	,977			
...to get refreshed	,962			
...to get away from the routine of everyday life	,815			
<b>Factor 4: Self-development</b>		<b>4.73</b>	<b>3.956</b>	<b>.929</b>
...to think about who you are	,742			
...to learn more about yourself	,673			
<b>Total explained variance (%)</b>			<b>89.977</b>	
<b>KMO: .928</b>				
<b>Bartlett sphericity test: 4554.387</b>				
<b>p=.000</b>				

### Impact of Travel Motivation on Satisfaction and Destination Loyalty

**Problem:** To what degree do the motivations of tourists predict their satisfaction and destination loyalty?

Two different multiple regression analyses calculated the predictive power of tourists’ motivation, for travel and the predictor variables’ effects in the context of satisfaction and destination loyalty; the results of both regression analyses are shown in *Table 4*.

The first model revealed a significant relationship between satisfaction and three of the four travel motivation factors considered here. These three factors explain approximately 41.7% of the total variance in the dependent variable, namely the satisfaction of tourists who visited Cappadocia. The ‘novelty and learning’ factor had the highest standardized regression coefficient ( $\beta = 0.351$ ), followed by ‘escape and relaxation’ ( $\beta = 0.292$ ) and ‘socialization’ ( $\beta = 0.147$ ). These results demonstrate that ‘novelty and learning’ was the variable most likely to predict the satisfaction of tourists, while ‘escape and relaxation’ came second and ‘socialization’ third. Since there is a positive linear relation between these variables, it can be said that they each increase tourists’ satisfaction. However, the results show that ‘self-development’ does not have a significant relationship with tourist satisfaction.



**Table 4**  
*The Impacts of Travel Motivation on Satisfaction and Destination Loyalty*

	<b>B</b>	<b>Std. Error</b>	<b>β</b>	<b>t</b>	<b>P</b>
<b>Model 1</b>					
Constant	1.754	.204		8.586	.000
<b>Socialization</b>	<b>.131</b>	<b>.054</b>	<b>.147</b>	<b>2.412</b>	<b>.016**</b>
Self-development	-.079	.067	-.090	-1.187	.236
<b>Novelty and learning</b>	<b>.322</b>	<b>.075</b>	<b>.351</b>	<b>4.314</b>	<b>.000*</b>
<b>Escape and relaxation</b>	<b>.258</b>	<b>.067</b>	<b>.292</b>	<b>3.852</b>	<b>.000*</b>
F= 65.666, <i>R</i> <sup>2</sup> =.417; *p<.01 ** p<0,05/Dependent Variable: <b>Satisfaction</b>					
<b>Model 2</b>					
Constant	4.145	.205		20.265	.000
Socialization	.053	.054	.069	.968	.334
Self-development	-.073	.067	-.096	-1.089	.277
<b>Novelty and learning</b>	<b>.223</b>	<b>.075</b>	<b>.284</b>	<b>2.982</b>	<b>.003*</b>
<b>Escape and relaxation</b>	<b>.165</b>	<b>.067</b>	<b>.218</b>	<b>2.460</b>	<b>.014**</b>
F= 23.317, <i>R</i> <sup>2</sup> =.198; *p<.01 ** p<0,05/Dependent Variable: <b>Destination loyalty</b>					

The second model examined whether there is a significant relationship between travel motivation and destination loyalty. We find that there is a significant relationship between two travel motivation factors (‘novelty and learning’, and ‘escape and relaxation’) and destination loyalty. These two predictor variables explain approximately 19.8% of the total variance in the dependent variable, which here is the destination loyalty of tourists who visited the Cappadocia region. As before, the ‘novelty and learning’ factor had the largest standardized regression coefficient ( $\beta = 0.284$ ), followed by ‘escape and relaxation’ ( $\beta = 0.218$ ). These results demonstrate that ‘novelty and learning’ was the variable most likely to predict the destination loyalty of tourists. Since there is a positive linear relation between the variables, it can be said that ‘novelty and learning’ and ‘escape and relaxation’ are both related to tourists’ destination loyalty. However, we find that ‘socialization’ and ‘self-development’ do not have a significant relationship with destination loyalty.

### Conclusion and Discussion

The main aim of the present study was to test the impact that tourists’ travel motivations (novelty and learning, socialization, escape and relaxation and self-development) have on their satisfaction and destination loyalty. Additionally, the information sources that tourists utilized before visiting the region were also examined. Results show that most foreign visitors to Cappadocia are well educated and come from many different countries. This may be due to the region’s reputation as a significant cultural tourism destination (Coban & Yildiz, 2019). This may be of use to destination managers and tourism businesses in the region, as knowing the foreign tourist profile may help them to develop appropriate tourism products and strategies.

We find that tourists visiting Cappadocia utilized various information sources including websites, blogs (e.g., Trip Advisor), the internet, travel guidebooks,

family references, and tourism brochures. But internet-based sources were the most significant sources of information for tourists visiting the region. Sources based on the internet are indicators of electronic word-of-mouth (e-WOM), which is considered crucial in terms of the selection of a destination (Jalilvand et al., 2012). The tourists in this study also read information sources such as travel guidebooks, newspapers, and tourism brochures to help them make their travel decisions. As the participants of this study were found to be well-educated, it is unsurprising that they mostly used internet-based sources of information and published documents. This result may be useful for destination marketing, as it will allow more appropriate promotional strategies to be developed. This may in turn reduce the cost of promotional activities.

The travel motivation factors were determined by factor analysis (see *Table 3*). The four travel motivation factors considered here were ‘novelty and learning’, ‘socialization’, ‘escape and relaxation’, and ‘self-development’. Two different multiple regression analyses demonstrated the predictive power of travel motivation on tourist satisfaction and destination loyalty (see *Table 4*). The first model revealed that there is a significant relationship between three of the four variables (‘novelty and learning’, ‘escape and relaxation’, and ‘socialization’) and satisfaction. As there is a positive linear relation between these variables and satisfaction, we find that they each benefit tourists’ satisfaction. The results indicate that ‘novelty and learning’ was the variable most likely to predict the satisfaction of tourists, followed by ‘escape and relaxation’ and ‘socialization’.

The results of the second model demonstrate that there is a significant relationship between two variables (‘novelty and learning’ and ‘escape and relaxation’) and destination loyalty. These results show that ‘novelty and learning’ was the variable most likely to predict the destination loyalty of tourists visiting Cappadocia. As there is a positive linear relation between these two variables and destination loyalty, they each contribute to the intended destination loyalty of participants. Our findings indicate that ‘novelty and learning’ and ‘escape and relaxation’ were the first and second highest motivations of tourists visiting Cappadocia, and so, it is not surprising that these variables have the largest effect on tourists’ satisfaction and destination loyalty. The Cappadocia region is known as a significant cultural and historical destination, and previous studies have found that most tourists visit the region because of these assets (Coban & Yildiz, 2019; Erdogan & Tosun, 2009). The region’s authentic rock-cut houses and unique landscape mean it is likely that tourists feel they have an authentic experience (Tucker, 2003). As ‘novelty and learning’, ‘escape and relaxation’, and ‘socialization’ are core motivations of cultural travellers (Chiang et al., 2015), it is unsurprising that these factors have an effect on tourists’ satisfaction and destination loyalty. It is suggested that tourism destination managers and stakeholders aim to meet tourists’ motivations in the areas of ‘novelty

and learning', 'escape and relaxation', and 'socialization'. This may improve the satisfaction and destination loyalty of tourists visiting the Cappadocia region, and may be relevant for other destinations which similarly attract cultural tourists.

Prior work has shown that the 'novelty and learning' and 'escape and relaxation' motivation factors are linked to the attitudes of tourists towards a destination (Huang & Hsu, 2009; Prayag; Hsu et al., 2010; Chen & Del Chiappa, 2018). Indeed, escape from routine may be one of the main reasons that people decide to travel (Prayag et al., 2018). Li & Cai (2012) examined the relationship between travel motivation factors ('novelty and learning', 'self-development', 'escape', and 'exciting experience') and tourist behaviour, and found that only 'novelty and learning' had an effect on the behavioural intention of tourists. However, Prayag (2012) indicated that 'escape and relaxation' affected the behavioural intention of tourists.

### **Originality of the Study, Limitations and Suggestions for Future Studies**

No study had been performed in the Cappadocia region that looks at the motivations of foreign tourists and their impacts on tourist satisfaction and destination loyalty, and so the findings of this study are original. This study may guide further research for other similar cultural destinations and their managers.

Although this study provides valuable findings for managers and tourism businesses in Cappadocia and similar destinations, it does have limitations. The sample of this study consisted of 363 foreign tourists visiting Cappadocia between May and June 2019. The region receives both local and foreign tourists throughout the year, and so, this sample cannot represent the entirety of tourists visiting at other times of year.

Further studies which make comparisons between Cappadocia and similar cultural destinations are needed. A possible line of enquiry for future studies could be a comparison between local and foreign tourists. Additionally, further research may be conducted to examine both the motivations and the experiences of tourists visiting the region. Moreover, since e-WOM was found to be the preferred information source in this study, future work may wish to consider the relationship between e-WOM and other variables such as travel motivation, experience, satisfaction, and destination loyalty.

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