

**Travel motivations and satisfaction of excursionists:  
A case study of Haji Bektashi Veli Museum**

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**Abstract**

The tourists' tendency to experience local culture and heritage make museums an important attraction in destinations. Considered a part of cultural and heritage tourism, visiting museums is important for both the community's economy and social life. The experiences formed from visiting museums have also an impact on the destination's attractiveness. Visitor's satisfaction of services offered in the destination plays a significant role in revisit intentions. Drawing on a sample of 121 excursionists visiting Haji Bektashi Veli Museum, which is considered a rich cultural heritage ethnography museum in Turkey, this paper examined the travel motivation and satisfaction level of museum's visitors. To answer the research question, a self-administrated questionnaire was used. The findings suggested that travel motivations were variable among the respondents and that visitors' satisfaction of services offered in the destination was high. The study also reported high level of revisit and recommendation intentions among visitors.

**Keywords:** Haji Bektashi Veli Museum, excursionist, motivation and satisfaction.

**Özet**

Günümüzde kültürel ve miras turizmi kapsamında müze ziyaretlerinin sayısının giderek arttığı bilinmektedir. Ziyaretlerin gerçekleştiği bölgelerde gerek ekonomiye gerekse sosyal yaşama hareketlilik kazandırması itibarıyla önemlidir. Müze ziyaretlerinde elde edilen deneyimler, destinasyona olan rağbeti de etkilemektedir. Bu araştırmanın örneklemini, Hacı Bektaş Veli Müzesini ziyaret eden günübürlükçiler oluşturmaktadır. Hacı Bektaş Veli müzesi kültürel miras açısından oldukça zengin bir etnografya müzesidir. Bu araştırmanın temel amacı, günübürlükçilerin seyahat motivasyonlarını ve memnuniyetlerini ortaya koymaktır. Araştırmanın amacını sağlamak için katılımcılara birincil veri yöntemlerinden anket uygulanmıştır. Araştırma anketi, seyahate ilişkin sorular ve turizm hizmetlerinde memnuniyet düzeylerini ortaya koyan likert ölçekli önermelerden oluşmaktadır. Araştırmaya toplam 121 katılım sağlanmıştır. Araştırmada yapılan analizler sonucunda katılımcıların seyahate katılma nedenlerinin oldukça değişkenlik gösterdiği ve destinasyonda sunulan turizm hizmetlerine yönelik memnuniyetin yüksek olduğu görülmüştür. Ayrıca katılımcıların müzeyi tekrar ziyaret etme niyeti ve müzeyi yakın çevresine tavsiye etme niyetinin oldukça yüksek olduğu belirlenmiştir.

**Anahtar Kelimeler:** Hacı Bektaş Veli Müzesi, günübürlükçi, motivasyon ve memnuniyet düzeyi.

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## **Introduction**

Heritage tourism has been emerging as one of the sub-branches of cultural tourism through benefiting from the community's unique culture, religion, language, music, and arts in an awareness of protection (Nyaupane & Timothy, 2009; Simone Charteris & Boyd, 2010). The heritage is typically defined as the traces of the past, which are based on tangible and intangible elements of a culture. Therefore, heritage resources are comprised of either intangible resources such as; music, dance, language, religion, food and arts or tangible resources such as; monuments, antique houses, temples, shrines, archaeological sites and museums (Timothy & Nyaupane, 2009).

The number of tourists visiting the cultural and historical sites is rapidly growing, hence in many tourism plans, museums are considered pivotal in enhancing attractiveness of cosmopolitan cities (Verbeke & Rekom, 1996). The role of museums should be considered, particularly in the development of urban tourism and when it is desired to create a cultural image for destinations (Timothy & Nyaupane, 2009). Although museums are considered as unique cultural attractions, they also contain very different themes and offer different cultural and historical experiences to visitors (Brida, Disegna & Scuderi, 2003).

Bader (2012) approached the issue with an anthropological perspective and stated that a clear distinction could not be made between religion and culture due to fact that the culture is considered as life styles, values and beliefs of the society. In the study of Poria, Butler & Airey, (2003) on the visitors motivation visiting the Wailing Wall, it was found that tourists visited the Wailing Wall with the aim of achieving cultural experience as well as religious reasons. However, it is difficult to predict clearly how religious sites influence the number of tourist arrivals. Yet, it can be said that religious sites play a significant role in attracting tourists. Moreover, it can be assumed that cultural and religious sites are mostly visited tourism destinations (Bandyopadyay, Morais & Chick, 2008).

Museums lately acknowledge the fact they have responsibility enlighten and give information to larger population. Therefore, museums make an effort to understand and satisfy their visitors rather than just collect, preserve and exhibit some object (Cetin and et all, 2013). Hence, museums play an important role in cultural tourism. This study tries to examine the travel motivation and satisfaction levels of the excursionists visiting museums. The study is expected to display the heritage tourists travel motivations and satisfaction levels so that museums and cultural destinations can be planned according to tourist demand. In this context, this study is focused on excursionist of Haji Bektashi Veli Museum which is considered both the center of Bektashi faith and one of the Anatolia communities' cultural richness. Based on its unique feature, Haji Bektashi Veli Museum can be considered a favorable destination to investigate.

## **Literature review**

Although there are many questions about the basic reasons of travel motivations, culture oriented tourist motivations are recognized as a paradigm to understand services consumption behaviors. Therefore, the contributions of sociological and anthropological issues researches like social scale and consumption culture are considered important pushing factors for travel in recent years (Prentice, Davies & Beeho, 1997). In his study, Zavadsky (2007) observed that over 50.000 churches in the United States were visited in the context of faith tourism in package tour programs. It can be assumed that the curiosity of visiting the place and the desire to live a different spiritual experience gives an opportunity to marketing cultural heritage sites to different individuals.

Today it is well known that the tourist, traveling within the scope of cultural tourism incurs some expenses for food and beverage, transportation, accommodation and entertainment (Gil & Curiel, 2008). Cultural tourists are more interested in heritage destinations because they have respect local cultural and natural resources, Additionally they more educated and spend more (Hughes, 1987; Cetin and et al., 2013). Potdar and Talekar (2011) provided some evidence in their study on different worship places in India and suggested that expenditures of visitors contribute to development of regional economic condition. Digance (2006) also noted that in addition to the basic travel expenditure, tourists also spend on different items related to travel, such as organized tours, guided tours, guide books and souvenirs and that contributed to the creation of job opportunities in the destination areas. Levi and Kocher (2009) emphasized that a purchased souvenir during the travel is important for bringing a small memory regarding the lived-experience on the destination. Kaelber (2006) also suggested that the professionally prepared guidebooks with the touristic perspective, creates opportunities for explorers to research and discover new religious places. Additionally, Benson (2013) pointed out in his study that most of the visitors of cultural and religious based destination in the Nigerian religious sites in tend to re-visit the place (94%), but stayed less than 24 hours (40,8%), due to the lack of infrastructure and superstructure of destination.

The Cultural Tourism Project 2007 monitored within the ATLAS showed that religious sites rank after museums, historical sites and monuments, but before art galleries heritage values, theatres, traditions, film, classical music, dance, music in general, or pop concerts are among the favourites of European tourists (Petroman and et. al., 2011) Wright (2008) stated that religious tourists also travel for spiritual, intellectual, physical and emotional reasons. Different authors have also emphasized that the majority of the tourists visit the religious and historical sites by the motivation of exploring the different culture (Drule and et. al., 2012). According to Simone, Charteris and Boyd, (2010) the curiosity of tourists for the different cultural patterns and desire of seeing the historic holy places made the travel more interesting and exciting for the modern world. Therefore, hidden atmospheric and exotic spiritual of religious sites have attracted the attention of tourists and increased the intellectual interest to these destinations.

Medlik (1983) suggested that international travel developed together with revival of domestic tourism activities and with the development of domestic tourism movements. The understanding of travel has been expanded, in the first stages, tourists tended to travel to close touristic areas, but then international travel begun to expand all over the world. The domestic tourism has been significantly growing, and it can offer e new alternative way to further expansion of mass tourism. Domestic tourism also could be a supplement to existing tourism and an economically and socially essential alternative to its further expansion. Approaching with a different perspective, Todd (2001) stated that the local tourism activities are indication of the international tourism activities. According to the report of UNWTO (2012), domestic tourism is characterized within three fundamental features; (1) domestic tourists are more demanding for the quality of products and regarding consumer- protection rights, due to the well-known of community customs, (2) visits are more frequent and remarkable with relatives, additionally land transport is predominantly used whether compared to other transport, (3) the cost of travel is lower and so seeking alternative touristic services is in demand (Pierret, 2011). Unlike international tourist, domestic tourist speak the local language, can move freely in destination, can use their car or local transport system, and decide themselves where they want to shop or restaurant. Thus, domestic tourism is important for destination development (Seckelmann, 2002, p. 91).

## **Methodology**

The main purpose of the study is to examine the motivation and satisfaction levels of the excursionists visiting museums. In addition to the main purpose of the study, this paper aims at answering the following questions:

- Which dimension would be come up in variables with factor analysis?
- Which service factors affective satisfaction level of excursionist?
- What is the relationship between frequencies of revisiting intend and recommendation tendency?
- What are the differences among different demographic and trip graphic sub-groups on their satisfaction levels?

## ***Research instrument***

For the purpose of the study, an extensive literature review was made to obtain full understanding of the topic. Questions included in the instrument were drawn from three domains: the first one is related to travel motivations of excursionist visitors. The second domain pertains to visitor's travel information. The last one is related to satisfaction of service that provided from the tourism businesses around the destination. Therefore, firstly, 12 questions were included in the questionnaire to determine the travel motivations and information. Demographic information was sought through six close-ended questions. Travel motivation and information were measured through a 25 items on a 5-point Likert ranging from 'very bad (=1)' to 'very good (=5). In order to measure the satisfaction of visitors, a satisfaction scale ranges set was used (1,00 – 2,50 is low, 2,51 – 3,50 is medium and 3,51 – 5,00 is high). The questionnaire instrument was revised and finalized according to the feedback of three tourism experts and a pilot study which was conducted on a sample of 30 excursionist visitors of Haji Bektashi Veli Museum. Hence, the content validity of the questionnaire instrument was deemed adequate.

## ***Sample design and data collection***

The population of the study is formed from the excursionist visitors of Haji Bektashi Veli Museum. However, due to the unknown number of excursionist visitors and the difficulties of reaching all research population, random sampling was used in this study. 250 questionnaires were distributed to a randomly selected sample of excursionists to Haji Bektash Veli Museum. A total of 155 participants have provided feedback and the number of usable questionnaires was 121. Questionnaires were distributed to excursionist visitors at Haji Bektashi Veli Museum during the time period of August 18-25, 2014. The questionnaires used for the data collection were administered to the domestic excursionist visitors.

## ***Data analysis***

The data was analyzed by using SPSS version 21 for Windows. In this data, there was no missing values and outliers were detected and observed that variables were normally distributed. Thus, the data was in normality assumption and appropriate to make the independent samples T-test and One-Way ANOVA analysis according to the suitability of factor analysis. In order to drive service satisfaction segments, the factor-cluster analysis has been used and KMO and Bartlett's test of sphericity with varimax rotation was run on all the 25 services satisfaction statements. Thereafter, the factors were tested for reliability and observed that Cronbach's Alpha coefficient values of the each factors were higher than 0,80 and the factors were in high level of reliability to implement analysis (Nunnally, 1967, p. 248). The list of five factors clustered on each of the relative importance placed is provided in Table

4. Furthermore, some of descriptive analysis primarily set to determine the traveler's motivations and information as well as demographics information. The list of traveler's demographics is shown in Table 1.

Table 1. Demographic profile of respondents

<b>Demographics</b>	<b>Frequencies</b>	<b>Groups</b>	<b>f</b>	<b>%</b>
<b>Gender</b>		Female	<b>46</b>	<b>38,0</b>
		Male	<b>75</b>	<b>62,0</b>
<b>Age</b>		16-24	<b>38</b>	<b>31,4</b>
		25-64	<b>83</b>	<b>68,6</b>
<b>Marital Status</b>		Married	<b>70</b>	<b>52,9</b>
		Never married	<b>51</b>	<b>42,1</b>
<b>Education</b>		High school or less	<b>55</b>	<b>45,4</b>
		College	<b>57</b>	<b>47,1</b>
		Graduate	<b>9</b>	<b>7,4</b>
<b>Social Scale</b>		Private Sector	<b>44</b>	<b>36,4</b>
		Public Sector	<b>22</b>	<b>18,2</b>
		Student	<b>31</b>	<b>25,6</b>
		Other	<b>24</b>	<b>19,8</b>
<b>Monthly Income (Turkish Lira)</b>		1,000or less	<b>46</b>	<b>38,0</b>
		1,000– 2,500	<b>34</b>	<b>28,1</b>
		2,500 – 5,000	<b>22</b>	<b>18,2</b>
		5,000 or high	<b>19</b>	<b>15,7</b>

As illustrated in table 1, The majority of the respondents are male (62%), between the age of 25-64 (68 %), the marital status is almost equal, For education statues, high school or less (45 %) and College (47 %) made up the largest groups within the education status. For social scale, the majority of the respondents reported to belong to the private sector(36 %), a large portion stated to be students (25 %). Most respondents (38 %) received a monthly income of 1,000 Turkish Lira or less.

Table 2 summarizes the average of the participant's visiting reasons for Haji Bektashi Veli Museum across the six impact categories. Among the reasons, cultural purposes and praying & worshiping purposes received the highest scores (%24,80) for each, followed by visiting historic places (%18,18), research and education (%14,05), wishing wishes (%9,92), and other reasons (%8,25). The averages except of cultural purposes and praying & worshiping reasons category may be perceived as low, but this can be due to the fact that excursionist visitor of Haji Bektashi Veli Museum have variety of the motivations which draws the average further down.

Table 2. Travel motivations for Haji Bektashi Veli Museum

Visitor Information	Groups	f	%
<b>Travel Motivations for Haji Bektashi Veli Museum</b>	Cultural Purposes	30	24,80
	Research & Education	17	14,05
	Visiting Historic Places	22	18,18
	Praying & Worshipping	30	24,80
	Wishing Wishes	12	9,92
	Other	6	8,25

Table 3 summarizes a number of multiple independent variables associated with participant's travel information according to a typical excursionist trip. Regarding the source of information gained about the museum, the average of "family and friends" (38,85%) and "own experience" (22,31%) were found the highest. Moreover, (74,4%) respondents joined the travel "individually" and the number of visiting frequency was the highest in "4 and high" segment. Respondents were also asked whether they want to visit the place again and recommend the place to the relatives. Almost all respondents stated that they would recommend others to visit the museum (96,7%) and that they would visit it again (95,0%). These findings suggest that surveyed visitors had positive experience during their visit to the museum and that they are highly willing to revisit and recommend others to visit.

Table 3. Travel information &amp; revisit and recommendation intentions

Travel Information	Groups	f	%
<b>The Source of Information gained about the Museum</b>	Tv & Radio	12	9,91
	Internet & Social Media	18	14,90
	Family and Friends	47	38,85
	Travel Agent	17	14,43
	Own Experience	27	22,31
<b>The Source of Information about Joining the to Travel</b>	Individually	90	74,4
	Associations & Municipalities	6	5,0
	Travel Agent	25	20,7
<b>Number of Visiting</b>	1	43	35,5
	2-3	32	26,5
	4 and high	46	38,0
<b>Recommendation to Relatives</b>	Yes	117	96,7
	No	4	3,3
<b>Revisiting Intend</b>	Yes	115	95,0
	No	6	5,0

## Results

In this study, the arithmetic means of the five multi-variable factors were used to determine the satisfaction levels of Haji Bektashi Veli Museum visitors with subsequent analysis. Four variables with items loading less than 0,5 were deducted from the scale. Additionally, the varimax-rotated factor pattern implied that factors concern respectively as “food & beverage business services” (6 variable,  $\alpha=0.836$ ), “transportation services” (5 variable,  $\alpha=0.889$ ), “souvenir sales services” (4 variable,  $\alpha=0.826$ ), “travel services” (5 variable,  $\alpha=0.817$ ), “museum services” (5 variable,  $\alpha=0.814$ ). The result of the factor analysis for Haji Bektashi Veli Museum visitors is summarized in Table 4.

Table 4. Factors analysis

Factors	Factor loading	Mean	Variance explained (%)	Cronbach ( $\alpha$ )
<b><u>Food &amp; Beverage Business Services</u></b>		<b>3,554</b>	<b>18,307</b>	<b>,836</b>
Freshness of the food & beverage	,788			
Cleanness and sanitation	,762			
Availability of cultural Menu	,708			
Prices of food & beverage	,555			
Availability of facilities	,554			
Service of employee	,699			
<b><u>Transportation Services</u></b>		<b>3,355</b>	<b>21,929</b>	<b>,889</b>
Signs and indicators	,841			
Accessibility	,832			
Infrastructure & superstructure of roads	,822			
Parking facilities and space	,742			
Comfort and price of transport	,710			
<b><u>Souvenir Sales Services</u></b>		<b>3,529</b>	<b>12,713</b>	<b>,826</b>
The price of the gifts and souvenir	,891			
Service of souvenir seller	,822			
The quality of the gifts and souvenir	,763			
Type of souvenir	,748			
<b><u>Travel Services</u></b>		<b>3,190</b>	<b>20,502</b>	<b>,817</b>
Tourist guides in the site	,798			
Tourist information center	,798			
Qualification of faith leaders	,717			
Qualification of tourist guide books	,722			
Entrance fee amount	,530			
<b><u>Museum services</u></b>		<b>3,645</b>	<b>22,038</b>	<b>,814</b>
Security and Safety	,840			
Hospitality of residents of destination	,839			
Place of the worship inside the holy site	,795			
Cleanness of Museum	,765			
Social life at the holy site	,534			
<b><i>The total explained variance (%) 65,813 / Kaiser-Mayer-Olkin (KMO),828</i></b>				
<b><i>Bartlett's Test - Qui Square 1921,775, p value ,000</i></b>				

As observed in table 4, average value of each factors' dimensions was situated between the scale ranges of medium (2, 51 – 3, 50) and high (3, 51 – 5, 00). Therefore, it can be said that “Satisfaction levels of excursionists from tourism business service around the destination is not low.”

In case of acceptance or not acceptance of Levene's test, the statistics of t-test values are shown dissimilarities. Levene's test significance value indicates whether variation is equal or not. (whether significance value is higher than 0.05 level, equality of variances can be adopted equal.) In the next test, t-test significance value is analyzed according to Levene's test for equal variances. (whether significance value is higher than 0.05, is considered that there is no a significant difference between the variables.) In light of this information, "Satisfaction levels of tourism business around the destination will be significantly different in demographic characteristics" was tested using independent sample *t*-tests by considered significant at the .05 level. The result showed that there was not statistically significant difference available between the female and male for the satisfaction level of tourism business service around the destination.

Table 5. Independent sample t-test based on gender

T-test for Equality of Means				Levene Test				
Factoring Group	Gender	Mean	St. Dev.	Variance Status	Sig.(2-tailed)	Mean Dif.	f	Sig.
<i>Food &amp; Beverage Business Services</i>	Female	3,21	,657	Equal variances assumed	,517	-	,000	,990
	Male	3,12	,747		Equal variances not assumed	,504		
<i>Transportation Services</i>	Female	3,32	,835	Equal variances assumed	,216	-	,005	,942
	Male	3,10	,914		Equal variances not assumed	,203		
<i>Souvenir Sales Services</i>	Female	3,47	,757	Equal variances assumed	,111	-	,005	,942
	Male	3,20	,735		Equal variances not assumed	,104		
<i>Travel Services</i>	Female	3,04		Equal variances assumed	,079	-	,243	,623
	Male	2,73			Equal variances not assumed	,087		
<i>Museum Services</i>	Female	3,51	,204	Equal variances assumed	,517	-	,273	,602
	Male	3,63	,246		Equal variances not assumed	,506		

In order to perform the One-Way Anova Test, the variance of the group should be equal (Levene test's significance value,  $p > 0,05$ ). In the next test, Anova test sig. value is analyzed according to situation of Levene's test for equality of variances. (Significant difference is indicated with  $p$  values smaller than 0,05). "Satisfaction levels of tourism business service around the destination will be significantly different based on the traveling factors that are considered." One-Way Anova test was performed to measure the mean difference between the tourists, who visited the place first time, 2-3 time or 4 and higher time. The result showed that there was not a statistically significant difference ( $p < .05$ ) between the groups.



Table 6. One-way anova test based on frequency of visit

Anova Test					Test of Homogeneity of Variances		
		Sum of Squares	Mean Square	f	Sig.	Levene Statistic	Sig.
<i>Food &amp; Beverage Business Services</i>	Between Groups	,079	,040	,077	,926	,356	,701
	Within Groups	60,94	,516				
	Total	61,02					
<i>Transportation Services</i>	Between Groups	2,588	1,294	1,487	,230	659	519
	Within Groups	102,67	,870				
	Total	105,25					
<i>Souvenir Sales Services</i>	Between Groups	,727	,364	,454	,636	,605	548
	Within Groups	94,618	,802				
	Total	95,345					
<i>Travel Services</i>	Between Groups	1,881	,941	1,096	,338	1,046	,355
	Within Groups	101,31	,859				
	Total	103,20					
<i>Museum Services</i>	Between Groups	,172	,086	,096	,908	,199	,820
	Within Groups	105,61	,895				
	Total	105,78					

## Conclusions

This study investigated two main constructs for excursionist visitors: the motivation and satisfaction level from the tourism businesses. As a result of the initial data collection, the result indicated that there are various reasons for motivation of excursionists traveler, and they are potentially based on cultural purposes and praying & worshiping purposes with (%24,80) percentage. In parallel to the study of Zavadsky (2007) on the churches of United States, this study also showed that the intensity of the excursionist visitors traveling motivation is based on the destination with the spiritual and historical ambiance.

Moreover, a set of 25 items adopted from the related literature potentially revealed the satisfaction levels of excursionist visitors is not low and was not diverse in demographic characteristics and frequency of visiting. This situation significantly is associated with the revisiting intend (95,0 %) and recommendation of the place (96,7 %). Additionally, results also showed similarities to Benson's(2013) observation based on his study of the visitors experience on the Nigerian religious sites. Benson (2013) also observed that most of the visitors of cultural and religious based destination were mostly in tend to re-visit the place (94%).With reference to this information, in consequence of the increasing importance of domestic tourism, it may be said that the number of the Haji Bektashi Veli Museum domestic visitors will have increased, due to the its high revisiting (95,0 %) and recommendation intend (96,7 %). However, satisfaction rates for the services said to be relatively medium. In terms of tourist operators this situation is important and needs to be taken into account.

Apart from the results, it can be suggested that local planners should work irrespectively away from political boundaries and work closely with non-governmental tourism organization, in order to promote the publicity of the museums. Alternatively, the travel agents should either appeal to increase the number of the excursionists by increasing the variety of tour package program toward the place with hidden atmospheric and exotic spirituality in its ambiance.

In summary, it can be said that the result of this study offered some considerable suggestions to the businesses. Being one of the few studies on the tourist attractions of Haji Bektashi Veli Museum, the contribution of this study to the literature may be admissible as very important.

According to the result of this study, the satisfaction levels of excursionists museum visitors is also revealed. Nevertheless, the correlation of the tourist services within the scope of study was not analyzed. Therefore, it may be advisable to focus on these issues in future research.

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