

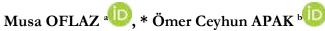
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The Effect of Social Value Perception on Travel Motivation



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Abstract

It is well known that Turkish citizens living abroad usually spend their holidays in the places where they were born and raised or where their families used to live. If we examine the trips these people make to Turkey and the time they spend in their home countries, we can speak of a travel movement that cannot be ignored. In this context, an online questionnaire was applied to 456 individuals in order to determine the effect of social value perceptions of Turkish citizens living in Vienna on their travel motivations. It was found that there were significant differences between the Turkish culture dimension and descriptive information in terms of occupation, education level, age, number of visits to Turkey, number of children and length of stay. The results of the path analysis showed that the perception of social value has a significant and positive effect on Turkish culture and family inheritance.

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INTRODUCTION

Travel associated with movement from one place to another consists of interconnected routes between destinations. Although the concept of travel is as old as the history of mankind, in recent centuries it has been described as a movement of relocation and associated with tourism (Calli, 2015). Although travel sometimes involves motives that require special interest, such as canoeing, horseback riding, skiing, and tasting food, it can usually take the form of sightseeing, entertainment, visiting friends and relatives (Jafari, 2000; Huang, Hung and Chen, 2018). Since Turkey has many touristic features in terms of social, cultural and geographical aspects, it is a destination that tourists evaluate and frequently visit on their travel routes. It is known that travels to Turkey are generally made for three motivational sources: sightseeing, entertainment, sports and cultural activities (72%), visiting friends and relatives (14%) and shopping (5%) (Arslaner & Erol, 2017; Apak & Gurbuz, 2020).

In addition to foreign tourists, Turkish citizens living abroad often visit the places where they were born and raised or where their families used to live, and generally value visiting friends and relatives. However, they also visit them for reasons of continuity of the unity of the family, such as birth, death, wedding, official or religious holidays. First-generation Turkish citizens, in particular, generally intend to spend their vacations in the place where they were born and raised. In this context, if we examine the travel of Turkish citizens to Turkey and the time they spend in their own country, we can speak of a travel movement that cannot be ignored (Yasar, 2019).

According to the Ministry of Foreign Affairs, there are more than six million Turkish citizens living abroad, and more than five million of them live in European countries (mfa.gov.tr, 2021). Citizens traveling for various reasons, especially to visit friends and relatives, provide a significant inflow of foreign currency during their visit to Turkey as well (Ciki & Kizanikli, 2021). It is, therefore, important to study the reasons for visits to the homeland and to develop scientific perspectives on Turks' visits to the homeland. In this study, it is aimed to determine the travel motivations of Turkish citizens living abroad and to determine the effect of social value perceptions on the identified travel motivation. There are limited number of studies (Toren, 2014; Kaygalak et al., 2015; Arslan Ayazlar, 2016; Tanrisever, 2016) on this subject in the literature. Therefore, it is thought that this study can create a wealth of literature on travels to the homeland.

Literature Review

The tourism industry is considered one of the service sectors most affected by developments in the world (Koc, 2008). It is, thus, necessary to know the requests and needs of tourists, so that the tourism industry can recover quickly, protect itself from negative developments, or rally. Hence, tourists' economic conditions, cultural structures, travel motivations, and previous experiences, which determine the relative distribution of tourism, are extremely important (Ankomah, Crompton & Baker, 1996; Cooper & Hall, 2008).

Travel motivations are an important element of travel behavior (Crompton, 1979; Baloglu & Uysal, 1996; Plog, 2001; Klenosky, 2002; Simková & Jindrich, 2013; Yousaf, Amin & Santos, 2018). Indeed, in studies of travel behavior, the need to see the unseen, know the unknown, visit new destinations, or travel to different places is associated with the concept of travel motivation and has always been a topic for study (Ozkan & Koleoglu, 2019; Vuuren & Slabbert, 2012). In addition, the innate social psychographic differences of people are among the issues to be considered. This is because these different characteristics affect tourists' motivation to travel (Yoo, Yoon & Park,

2018). That's why every choice of destination bears various meanings. One of them is the perception of social value, which is important for destinations and is one of the elements of value creation (Sanchez et al., 2006). Perception of social value is a concept that differs from person to person and affects motivation (Sheth, Newman & Gross, 1991). The reason for this lies in the sophisticated and complex structure of perceived value. For example, while one may go on vacation to influence others (perception of social value), another person may say it is simply a necessity. In the literature, one study was found on the relationship between the perception of social value and the motivation to travel (Prebensen, Woo, Chen & Uysal, 2013). On the other hand, many studies have been reached when perceptions of social value and travel motivation were examined separately (Arslan Ayazlar, 2016; Tanrisever, 2016; Yasar, 2019; Ciki & Kizanlikli, 2021; Sanchez et al., 2006; Ozturk, Serbetci & Gurcan, 2014; Bezirgan, 2019; Akkus & Simsek, 2021). For example, Prebensen et al. (2013) concluded that motivation positively influences perceived value. Sanchez et al. (2006) developed a scale of the perceived value, which covers tourists' purchase experience and consumption experience, and grouped the perceived values into functional, emotional and social value dimensions. Bezirgan (2019), on the other hand, excluded the social value from the scale due to its low burden and grouped it into six groups emotional, price, fame, behavior, quality, and transportation value. The study conducted by the U.S. Travel Data Center examined the trip purposes and concluded that factors such as visiting friends/relatives, entertainment, health, sports, business, and outdoor recreation influence travel motivation (Misirli, 2010). Yoo et al. (2018) explained that there are three major theoretical concepts linked to travel: personality, motivation, and past experiences, and found that travel motivation, one of the behaviors of tourists, lies at the heart of the decision-making process and plays a key role in guiding travel and tourism. However, since existing studies are unable to explain tourists' travel behavior, they have added a new integrated perspective to the psychological models in the literature. As a result, they concluded that the psychographic types of tourists may vary according to demographics, travel type, frequencies, duration, purpose, and destination setting. Ozkan and Koleoglu (2019) revealed that the main travel motivation of most tourists who participated in their survey was to visit historical and cultural heritage. However, the fact that the study was conducted in the field of history supports this result. Dalgic and Bildir (2015), on the other hand, studied the travel motivations of the tourists joining tableland tourism and found that travel motivations differed by age group.

It was noted that there are many studies in the literature that examine the travel motivations of tourists, in contrast, the number of studies investigating the travel motivations of Turkish citizens living abroad was found to be insufficient (Yasar, 2019; Ciki & Kizanlikli, 2021). It was found that these studies were conducted only for Turkish citizens living in Germany. Therefore, the aim was to determine the differences in travel motivations of people who live/have lived in different countries at different times by them with the study of Ciki and Kizanikli (2021). From this perspective, we sought answers to the questions of why Turkish citizens living in different countries repeatedly visit Turkey during their travels, which immigrant generation they belong to, whether there are significant differences between their demographic structure (education, age, income level, place of birth, occupation and country of residence) and their travel motivations, and how their perceptions of social value affect their travel motivations and attempted to test the following hypotheses and research questions.

H₁. The social value perceptions of Turkish citizens living abroad have a significant effect on their motivation for Turkish culture.

H₂. The social value perceptions of Turkish citizens living abroad have a significant effect on their motivation for the family inheritance.

RQ₁. Is there a significant difference between Turkish culture, one of the travel motivation sub-dimensions, and the demographic variables of the participants?

RQ₂. Is there a significant difference between family heritage, one of the travel motivation sub-dimensions, and the demographic variables of the participants?

RQ₃. Is there a significant difference between their travel motivation and the demographic variables of the participants?

RQ₄. Is there a significant difference between the perception of social value and the demographic variables of the participants?

Method

The aim of the study was to determine the travel motivations of Turkish citizens living abroad and compare them with the results of previous studies. On this basis, the correlational survey model, one of the general survey models, was used. It is known that Turkish citizens living abroad mostly live in Germany (mfa.gov.tr, 2021; Cil, 2011). Since the studies conducted to determine the travel motivations of Turkish citizens living in Germany are still current, an attempt was made to find the travel motivations of Turkish citizens living in other countries and compare the results obtained with the current studies.

In this context, the city of Vienna, which has the highest density of Turkish citizens living in Austria, was set as the population of the study. Cil (2011) found that according to 2011 data, 44,256 of the 112,150 Turkish citizens living in Austria live in Vienna. Considering that these numbers have increased even more today, the minimum sampling frequency was determined as 384. Snowball sampling method, one of the nonrandom sampling methods, was used in the study. As a result, 485 respondents were surveyed online via Google Forms between 07.05.2021 and 09.14.2021. Since 29 of these questionnaires were incomplete or inaccurate, 456 questionnaires were evaluated. The 11-item Travel Motivation Scale, which was developed by Huang et al. (2018) and adapted into Turkish society by Ciki and Kizanlikli (2021) was used as the data collection tool. The travel motivation scale consists of two dimensions: "Turkish culture" and "family heritage". For the perception of social values, a 4-point scale developed by Sanchez et al. (2006) was used. The scales were scored on a 5-point Likert scale (1: strongly disagree, 5: strongly agree). Since the collected data showed a normal distribution, of the parametric tests, the T-test and the ANOVA test were used. SEM analysis was conducted to determine the impact of social values perception on travel motivation. The ethics committee permission document required for collecting the data used in this study was obtained from the Bayburt University Ethics Committee with the date 19/01/2022 and the number 2022/14.

Results

Descriptive information on demographic characteristics (gender, marital status, place of birth, age, education level, monthly income, occupation) and other characteristics (first emigrating person in the family, number of children, number of visits to Turkey, length of stay in Turkey, intention to revisit Turkey) of citizens visiting Turkey from abroad is presented in Table 1. In the context of Table 1, the following results should be highlighted and brought

to the forefront regarding the demographic and other characteristics of Turkish citizens living abroad who visited Turkey: in terms of gender: male; in terms of marital status: married; in terms of age group: 29-38 years; in terms of educational level: secondary and undergraduate; in terms of monthly income: 1001-2000 euros; in terms of occupation: private sector; in terms of the first emigrating person in the family: grandfather; in terms of the number of children: those who have 1 child; in terms of the number of visits to Turkey: 16 times or more; in terms of the length of stay in Turkey: 3-4 weeks and more than 1 month; in terms of the intention to revisit Turkey: the answer 'Yes'.

Table 1. Demographic and other characteristics of participants

Variables	Groups	F	%
Gender	Male	288	63.2
Gender	Female	168	36.8
Marital status	Married	384	84.2
Marital status	Single	72	15.8
Place of birth	Abroad	144	31.6
riace of Dirth	Turkey	312	68.4
	18 and below	24	5.3
	19-28 years	120	26.3
Age	29-38 years	168	36.8
	39-48 years	48	10.5
	49 and over	96	21.1
	1000 Euro and below	96	21.1
36 (1)	1001-2000 Euro	216	47.4
Monthly income	2001-3000 Euro	120	26.3
	3001-4000 Euro	288 168 384 72 144 312 24 120 168 48 96 96 216	5.3
	Public sector	168	36.8
	Private sector	192	42.1
Occupation	Student	48	10.5
	Pensioner		10.5
	Primary	72 144 312 24 120 168 48 96 96 216 120 24 168 192 48 48 48 24 144 48 168 72 192 168 24 72 73 144 107 97 35 24 48 96 288 24 48	5.3
ducational level	Secondary		31.6
	Associate degree		10.5
	Undergraduate		36.8
	Postgraduate		15.8
	Grandfather		42.1
	Father		36.8
First emigrating person in the family	Brother		5.3
	Myself		15.8
	None		16.0
	1		31.6
Number of children	2		23.5
	3	288 168 384 72 144 312 24 120 168 48 96 96 216 120 24 168 192 48 48 24 144 48 168 72 192 168 24 72 73 144 107 97 35 24 48 96 288 24 48 96 288 24 48 144 96 144 456	21.3
	4 and more		7.7
	1-5 times		5.3
	6-10 times	288 168 384 72 144 312 24 120 168 48 96 96 216 120 24 168 192 48 48 24 144 48 168 72 192 168 24 72 73 144 107 97 35 24 48 96 288 24 48 96 288 24 44 48 164 96 144 456	10.5
Number of visits to Turkey	11-15 times		21.1
	16 times and more		63.2
	Less than 1 week		5.3
	1-2 weeks		10.5
Length of stay in Turkey	3-4 weeks		31.6
- g,,	1 month		21.1
	More than 1 month		31.6
	Yes		100
Intention of revisit Turkey	No		0

Since the validity of the travel motivation scale used in this study was given in previous studies (Ciki and Kizanikli, 2021) within the Explanatory Factor Analysis (variance explanation rate 55%, reliability coefficient 0.81), its validity was tested in this study using Confirmatory Factor Analysis. The validity of the social value scale was first determined by the Explanatory Factor Analysis (Kasier-Meyer-Olkin/KMO value: 0.82, variance explanation rate: 72%, reliability coefficient: 0.87). One-factor confirmatory factor analysis was conducted for the "social experience", and a first-level multi-factor confirmatory factor analysis was conducted for the "travel motivation" scale.

Table 2. CFA findings for statements of social value and travel motivation

Statements	Factor Load	Standard Errors	t value
Turkish culture			
To visit touristic destinations in Turkey	0.747*	-	-
To learn more about Turkey	0.784*	0.068	15.614
To enjoy the Turkish cuisine	0.671*	0.073	13.436
To improve my knowledge about Turkish culture	0.729*	0.066	14.575
To learn more about the history of Turkey	0.634*	0.074	12.527
For entertainment purposes	0.611*	0.063	12.207
Family inheritance			
To maintain my connections with Turkey	0.844*	_	_
To do research to discover my family roots	0.903*	0.043	25.192
To remember our family history	0.916*	0.043	25.736
To fulfill family obligations (religious and/or official holidays, weddings, funerals, family reunions, etc.)	0.779*	0.045	19.840
Perception of social value			
Being in Turkey gives me a better social feeling	0.684*	-	
Being in Turkey improves my perceptions	0.862*	0.072	16.351
Being in Turkey helps me feel accepted by others	0.916*	0.076	16.877
Being in Turkey enables me to influence others	0.736*	0.071	14.277

^{*}p<0.01; n=456

The factor loadings, standard errors, and t-values for the statements of the Social Value Scale and Travel Motivation Scale are shown in Table 2. As part of the results, the factor loading of item "AR5-To listen to life stories about family members" was excluded from the model because it was less than 0.50. Afterward, the one-dimension social value scale and two-dimension (Turkish culture and family inheritance) travel motivation scale were structurally validated.

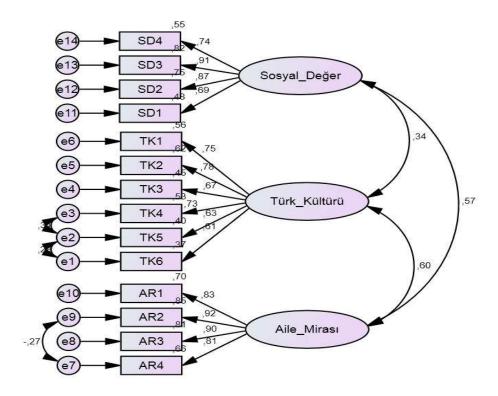


Figure 1. Confirmatory factor analysis for social value and travel motivation

For the confirmatory factor analysis model to be considered holistically valid, it must provide various goodness-of-fit values. Overall, the following results were obtained for the DFA model: χ2/sd: 2.380; GFI: 0.995; NFI: 0.995; CFI: 0.997; TLI: 0.992; RMSEA: 0.055; SRMR: 0.013. It has been determined that all goodness-of-fit criteria among the obtained data are at the perfect fit level (Kline, 2011; Meydan and Sesen, 2015; Yaslioglu, 2017; Gurbuz, 2019). In confirmatory factor analysis, the AVE (Explained Mean-Variance) values of the scale dimensions should be 0.50 and above, and the CR (Combined Reliability) values should be 0.70 and above (Civelek, 2018: 33). The statistical results in Table 3 show that the AVE and CR values of the dimensions provide the expected values.

Table 3. Reliability and validity values of the model

	CR	AVE	Family inheritance	Turkish culture	Perception of social value
Family inheritance	0,924	0,753	0,867		
Turkish culture	0,850	0,538	0,603	0,699	
Perception of social value	0,880	0,649	0,566	0,340	0,806

Table 3 shows that the CR values of the dimensions in the model were higher than a minimum of 0.7 and the AVE values of a minimum of 0.5. According to these values, it is seen that the model provides convergent and discriminant validity. Therefore, the following process, namely path analysis, can be performed.

After the measurement models were verified, the analysis SEM was used to test the hypotheses developed for the purpose of the research. In this context, the effect of the social value perceptions of Turkish citizens living abroad on their travel motivation (Turkish culture and family inheritance) was determined. The path analysis diagram created for the impact of social values on travel motivation was shown below in Figure 2.

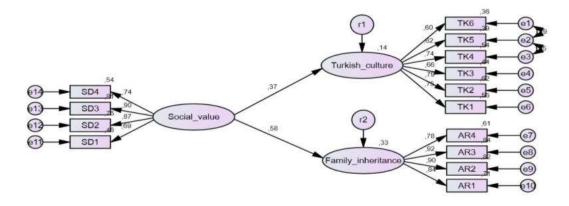


Figure 2. Path analysis diagram of research hypotheses

To show that the structural model is holistically significant, the following goodness-of-fit criteria apply: $\chi 2/sd$: 3.821; GFI: 0.926; NFI: 0.929; CFI: 0.947; TLI: 0.933; RMSEA: 0.071; SRMR: 0.085. In the context of the data obtained, the results of the path analysis in relation to the research hypotheses were shown in Table 4.

According to the results of the path analysis, it was found that the perception of social value has a significant and positive influence on Turkish culture (H1: β =0.373, p<0.01) and family inheritance (H2: β =0.577, p<0.01). According to the results of the analyzes conducted within the hypotheses of the study, the H1 and H2 hypotheses were accepted. Moreover, Table 5 shows that the explained variance rate of social value for Turkish culture was 14% and the explained variance rate for family inheritance was 33%.

Table 4. Path analysis findings regarding hypotheses

Variables			Standardized Value	Standard error	t-value	R ²
Social value	→	Turkish culture	0.373*	0.045	6.309	0.139
Social value	→	Family inheritance	0.577*	0.070	10.284	0.333

^{*}p<0,01

For the comparison of travel motivations of Turkish citizens living abroad (Turkish culture and family inheritance) with the descriptive information, the "unpaired t-test" and "Unpaired One-way Analysis of Variance-ANOVA" were used. No significant difference was found between the dimension of Turkish culture and descriptive information, but significant differences were seen between the dimension of family inheritance and descriptive information. As is seen in Table 5, no significant difference was determined in the variables of gender, marital status, place of birth, monthly income level, and first emigrating person in the family and intention of revisit. However, significant differences were found in the variables of occupation, education level, age, number of visits to Turkey, and length of stay.

Table 5. Comparison of family inheritance with identifiable information (n=456)

Variables	Groups	n	\overline{X}	s.d.	t/F	P	Tukey
	Public sector (a)	192	3,39	0,90			
Occumation	Private sector (b)	168	3,68	0,90	2 2 4 2	0.010*	. 1.
Occupation	Student (c)	48	3,59	0,96	3,343	0,019"	a-b
	Pensioner (d)	48	3,42	0,94		0,019*	

Table 5. Comparison of family inheritance with identifiable information (n=456) (cont.)

	Primary (a)	24	3,07	0,87			
	Secondary (b)	144	3,43	0,97			
Educational Level	Associate deg (c)	48	3,60	0,71	3,058	0,017*	a-d
	Undergrad. (d)	168	3,68	0,94			
	Postgraduate (e)	72	3,50	0,81			
	18 and below (a)	24	3,52	1,03			
	19-28 years (b)	120	3,75	0,86			h a
Age	29-38 years (c)	168	3,45	0,98	3,282	0,011*	b-c b-e
	39-48 years (d)	48	3,57	0,64			
	49 and over (e)	96	3,33	0,91			
	1-5 times (a)	24	3,35	0,80			a-d
Number of visits to Turkey	6-10 times (b)	48	3,75	0,91	2 162	0.024*	
Number of visits to Turkey	11-15 times (c)	96	3,51	0,96	3,162	0,024*	
	16 and more (d)	288	3,86	0,90			
	Less than 1 wk (a)	24	3,37	0,94			
	1-2 weeks (b)	48	3,47	0,96			a-e
Length of stay in Turkey	3-4 weeks (c)	144	3,54	0,98	2,773	2,773 0,042 *	
	1 month (d)	96	3,67	0,77			
	More than 1 month(e)	144	3,82	0,90			

^{*(}p<0.05)

In the comparison of family inheritance visit motivations and descriptive characteristics of Turkish citizens living abroad in Table 5, significant differences were found in the variables of occupation (p=0.019; p<0.05), education level (p=0.017; p<0.05), age (p=0.011; p<0.05), number of visits to Turkey (p=0.024; p<0.05 and length of stay (p=0.042; p<0.05). In terms of occupation variable, it can be said that private sector employees (=3.68) have higher motivation for family inheritance than public sector employees (=3.39). In terms the education variable, it can be said that those with undergraduate education level (=3.68) travel rather for family inheritance than individuals with secondary education (=3.07). Regarding the age variable, it can be said that people aged 19-28 years (=3.75) care more about family inheritance than people aged 49 years and older (=3.33). Thus, as age increases, the motivation to travel for family heritage decreases. In terms of the number of visits to Turkey, the motivation for family inheritance was higher in the number of trips 16 times or more (=3.86) than the number of trips 1-5 times (=3.35). Finally, for the length of stay variable, it can be said that those who stay in Turkey for more than 1 month (=3.82) give more importance to family inheritance motivation than those who stay for less than a week (=3.37). In the context of family inheritance, it can be said that their length of stay was long due to their travel motivation.

When comparing the travel motivations and descriptive characteristics of Turkish citizens living abroad, significant differences were found in the variables of age (p=0.032; p<0.05) and number of children (p=0.023; p<0.05). These differences were shown in Table 6.

Table 6. Comparison of travel motivation with descriptive information (n=456)

Variables	Groups	n	\overline{X}	s.d.	t/F	P	Tukey
	18 and below (a)	24	3.58	0.75			
	19-28 years (b)	120	3.84	0.67			
Age	29-38 years (c)	168	3.70	0.67	2.665	0.032* 0.023*	b-e
	39-48 years (d)	48	3.70	0.58	2.003		
-	49 and above (e)	96	3.55	0.66			
	None (a)	73	3.45	0.98			
	1 (b)	144	3.66	0.88			
Number of children	2 (c)	107	3.47	0.96	3.214	0.023*	b-e
	3 (d)	97	3.49	0.87			
	4 and more (e)	35	3.07	0.87			

^{*(}p<0.05)

Given the age variable in the context of Table 6, we find that respondents aged 19-28 (=3.84) have higher travel motivation than respondents aged 49 and older (=3.35). Therefore, travel motivation may decrease with increasing age. The reason for this situation can be interpreted as a long arrival process to Turkey from abroad (the fact that car trips are completed in 2 days). In the variable of the number of children, it can be said that those who have 4 or more children (=3.07) have lower travel motivations than those who have 1 child (=3.66). In other words, since responsibility increases with the number of children, it can be said that the travel motivation of those who do not have children or who have 1 child is higher.

Discussion and Conclusion

The following results were obtained in this research, which was conducted to find out whether the perception of social values of Turkish citizens living abroad has an effect on their travel motivation.

The following results should be highlighted and brought to the forefront regarding the demographic and other characteristics of Turkish citizens living abroad who visited Turkey: in terms of gender: male; in terms of marital status: married; in terms of age group: 29-38 years; in terms of educational level: secondary and undergraduate; in terms of monthly income: 1001-2000 euros; in terms of occupation: private sector; in terms of the first emigrating person in the family: grandfather; in terms of the number of children: those who have 1 child; in terms of the number of visits to Turkey: 16 times or more; in terms of the length of stay in Turkey: 3-4 weeks and more than 1 month; in terms of the intention to revisit Turkey: the answer 'Yes'.

When comparing descriptive characteristics with social value, travel motivation, and subdimensions (Turkish culture and family inheritance), significant differences were found in the family inheritance and travel motivation subdimensions. In the family inheritance dimension, differences were found in the variables of occupation, educational level, age, number of visits to Turkey, and length of stay. In the occupation variable, it can be said that the private sector employees attach more importance to family inheritance. In terms the education variable, it can be said that those with undergraduate education level travel for family inheritance purposes. Regarding the age variable, it can be said that young people care more about family inheritance. It can also be said that the citizens who have made many visits to Turkey and have a longer stay carried out family inheritance motivated travels. Thus, in contrast to the study conducted by Ciki and Kizanikli (2021), this study found significant differences in the variables of age and education level. However, significant differences were found in the variables of age and number of children in the travel motivations of Turkish citizens. According to the results, it can be said that travel motivation decreases as the number of children increases. Moreover, it can be stated that travel motivation decreases with increasing age.

According to the results of this study, the social value perceptions of Turkish citizens living abroad have a positive effect on their travel motivation (Turkish culture and family inheritance). Thus, the positive increase in social value also increases travel motivation. In this context, it was assumed that the social values (such as proving oneself, feeling social, communicating, influencing others) of citizens living abroad are a factor in their visit to Turkey. This result is in line with some studies in the literature (Sheth, Newman & Gross, 1991; Prebensen, Woo, Chen & Uysal, 2013; Arslan Ayazlar, 2016; Tanrısever, 2016). In the context of the obtained results, increasing the perception of social values (sense of belonging to Turkey, interaction, social awareness, etc.) to get more tourism input from Turkish citizens visiting Turkey from abroad will increase their travel motivation.

The results obtained in this study are limited to the measurement tool used to determine the social values and travel motivations of Turkish citizens living in the city of Vienna, Austria. Therefore, different results may be obtained by using the measurement tool in other regions or at other time periods. In addition, the study examined the effect of social value on travel motivation. Future studies may examine the effects of participation and cultural values on travel motivation.

Declaration

The contribution of all the authors of the article to the article process is equal. The authors have no conflict of interest to declare. The ethics committee permission document required for collecting the data used in this study was obtained from the Bayburt University Ethics Committee with the date 19/01/2022 and the number 2022/14.

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Appendix-1: Ethics Committee Permission

Evrak Tarih ve Sayısı: 19/01/2022-52635



ÜNİVERSİTESİ REKTÖRLÜĞÜ ETİK



Sayısı Sayısı

tarafından, Rektörlüğü

Müdürlüğü'nün sayılı

yazısına Rektörlüğü

Müdürlüğü Aşçılık Programı öğretim elemanlarından Öğr. APAK'ın, yurtdışında yaşayan vatandaşlarına istediği Değer Algısının başlıklı araştırma tarafından

incelenmiş araştırma olduğuna toplantıya katılan

birliğiyle verilmiştir.

Savaş Başkan

BELGENİN ELEKTRONİK İMZALIDIR

Mevcut Elektronik İmzalar

Prof.Dr. ALİ SAVAŞ BÜLBÜL (Etik Kurulu - Başkan) 19/01/2022 15:55

Ayrıntılı