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A Study on the Push-Pull Factors Related to Recreational Travel

Abstract

This study aims to reveal the extent to which the individuals traveling to Kars with the Orient Express give importance to recreational activities and Internal and External travel motivations in their destination choice, and whether the revealed significance levels differed according to various variables. The sample group in the study was formed by choosing the individuals who preferred the Orient Express and Kars Destination between January and February based on the principle of voluntary participation by using the appropriate sampling method. A total of 432 individuals were reached in the study ($n = 432$). Percentage and frequency descriptive statistical methods were used to determine the distribution of personal information, and skewness and kurtosis values of the data were checked to determine whether the data showed normal distribution. As a result of the analyses made, it was determined that the data had a normal distribution. In the statistical analysis of the data, besides descriptive statistics, t-test, ANOVA, Tukey HSD multiple comparison test, and correlation analyses were used for determining significant groups ($\alpha = 0.05$). As a result, no significant difference was found between the importance given to recreational activities in the destination choice and the demographic characteristics of individuals traveling to Kars on the Orient Express journey. It was revealed that the internal travel motivations differed in all the specified demographic characteristics. Besides, it was found that pulling travel motivations did not differ significantly only in terms of the income variable of individuals and there were significant differences in terms of other demographic variables.

Keywords: *Railway, recreation, travel motivation, push and pull factors, orient express.*

Jel Codes: L84, L92, N75.

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1. Introduction

Recently, it has been observed that the sedentary or less active life brought about by intensive work has increased all over the world. In addition to sedentary life, it is seen that anti-social lifestyle is becoming more common among individuals. It is known that individuals are directed to various recreational activities in order to get rid of anti-social and sedentary lifestyle (Gözen, 2019). Recreation has enabled both life satisfaction and quality of life to increase (Demirel, et.al., 2021). Accepting recreational activities as a necessity has increased the diversity of the sector (Aksu, 2020). In addition to recreational activities, the participation of individuals in tourism activities is also facilitated. In addition to the attractive recreational activities, tourism activities enable individuals to socialize, increase their knowledge and increase economic returns in national or international terms.

Tourism is primarily evaluated in three parts as youth tourism, middle age tourism and third age tourism according to the age of the participants. Youth tourism is the participation of people aged 15-24 in tourism activities. Young people tend to travel more than middle age and third age groups. Younger age groups participating in tourism activities are adventure-oriented compared to other age groups and do not seek comfort in the destination they have reached (Kozak et al., 2015). The phenomenon of youth tourism is the subject of social and cultural tourism factors. It is one of the important tools of national and international peace and tolerance (Emre, 1992). Tourism is one of the largest sectors in the world, which is effective in the formation of a peaceful and tolerant society. Tourist activities continue to develop with various travel and destination trends. One of the types of tourism that contributes the most to these developments and advancements is youth tourism activities, which provide significant economic and social benefits to the destination (Syzdykova, 2018). One of the most important purposes of young tourists traveling is stated as getting to know the local. 55% of the youth stated that their motivation to travel is getting to know the local people. 46% stated that they travel to get to know and experience the daily life in the destination, and 43% stated that they travel to increase their knowledge about the destination. (Yılmaz, 2018). For the development of tourism nationally and internationally, governments and local administrations have ensured that transportation is discounted for young people and aimed to increase the participation of young people in touristic activities.

Today, the concept of travel is becoming increasingly widespread with developing technological breakthroughs. With the emergence of transportation diversity, individuals can reach their destination by using the transportation type they desire. With the development of internet technology, the widespread use of social media, advertisements, and promotions, travel destinations can become more renowned and preferable (Doğaner and Armağan, 2018). People may tend to travel to use their free time better. Railway travel can sometimes be preferred because it is economical and safer than other types of transportation. Railway transportation, which has been continuously developing in the historical process, can demonstrate the development level of a country to foreign countries. Since its establishment, the Republic of Turkey has ascribed great importance to railway transportation and a network of railways covering the entire homeland and has considered railroads necessary to reach the level of an advanced civilization. This strategy was successfully implemented in the first years of the Republic and thereafter (Aydemir, 1993).

People can travel for various reasons such as escaping from busy working life, relaxing, exploring new places and cultures, and experiencing adventure, etc., and they can participate in recreational activities in the destinations they travel to (Demirci Orel and Yavuz, 2003). For example, the presence of natural beauties and archaeological sites and museums in the region, places where indoor and outdoor recreational activities can be performed, activities in which people can participate actively or passively can increase the preference of that destination. In addition to the natural appeal of a destination, the cultural attractions it embodies can affect the preference of the region (Atsız and Kızıllırmak, 2017). Recreation

generally includes activities in which individuals participate voluntarily in their leisure time. It is known that these activities have a very wide structure when considered within the scope of tourism and travel. Recreational activities, festivals and activities organized in a destination contribute to the formation of the image of the destination. The attractive elements that the destination has and offers significantly affect development of the destination (Ercan and Civelek, 2020).

Based on the information provided, the purpose of this research is to ensure that individuals traveling to Kars with the Orient Express; to reveal the importance they attach to recreational activities, intrinsic and extrinsic travel motivations in destination selection. In addition, it was aimed to examine the importance given to recreational activities, intrinsic and extrinsic travel motivations in destination selection in terms of various demographic variables.

2. Literature Review

2.1. The Orient Express and Kars Destination

The Orient Express travels between the cities of Ankara, Kırıkkale, Sivas, Erzincan, Erzurum and Kars. The Orient Express departing from Ankara at 18:00 serves every day of the year. The total length of the railway line between Ankara and Kars is 1,310 km. The Express can reach Kars in 24 hours in general (Eryılmaz and Yüçetürk, 2018; Korkusuz, 2019). The train has dining, pullman and coated couchette cars. The number of these cars can vary according to demand. It is stated in the 2017 annual activity report of The Republic of Turkey State Railways (TCDD) that the Orient Express received more demand than in previous years (in the winter period), and that it was in high demand from various groups such as student groups, photography and hiking groups as well as various travel businesses (TCDD, 2018).



Figure 1: Kars Castle and Kümbet Mosque (12 Apostles Church).

Source: (www.karstanhavadis.com).

Located in the Eastern Anatolia Region, Kars is one of Turkey's border provinces. With a total surface area of 9,442 km², the city covers 1.2% of the country's lands (Altunsoy, 2005). Dominated by a harsh and continental climate, Kars province hosted various civilizations and states such as Urartu, Saka, Byzantine, Seljuk, İlhanlı, Altınordu, Akkoyunlu states and Ottoman and Russian empires (Kırzioğlu, 1953). This city, which historically hosted

important civilizations, is one of the major touristic destinations that attracts attention with its touristic, cultural, historical as well as its natural beauties. Especially Ottoman and Russian architectural works are dominant in the city (Demir, 2013). In addition to Ottoman and Russian architectural works, there are various natural areas such as Sarıkamış Allahuekber Mountains National Park, Sarıkamış Ski Center, Çıldır Lake where individuals can participate in various activities, Kuyucuk Lake Bird Watching Area, Kars Stream used for rafting in Kars. There are also important archaeological sites such as Ani Ruins and Borluk Valley, which has been designated as an area under protection. In terms of activities, various activities such as Sarıkamış Winter Games Festivals, internationally organized Golden Goose Film Festival, Cheese Tasting Festival are organized. It has museums such as Kars Museum and the Caucasian Front War History Museum and important historical castles such as Kars Castle and the Maiden Castle. In addition to these, it has various martyrs memorial and monuments as important events and wars took place here during the First World War (Korkusuz, 2019).

2.2. Push and Pull Factors

Various theories have been developed to measure travel motivations. One of them is the theory that was introduced by Dann (1977) and later developed by Crompton (1979), which deals with the pushing and pulling factors in individuals' travels. Many researchers have used this theory in various studies in ensuing processes (Antara and Prameswari, 2018; Baloğlu and Uysal, 1996; Jang and Wu, 2006; Khuong and Ha, 2014; Kim, Lee and Klenosky, 2003; Li and Qi, 2019; Said and Maryono, 2018; Subadra et al., 2019). The push factors consist of internal and intangible elements that make people want to travel. They can also be described as individual factors independent of the destination, creating a desire to meet the travel need or as social and psychological factors. Pull factors are related to the destination. Pull factors are about the attractiveness of the destination for the individual traveling. Tourists form their motivations related to pull factors according to their interests, expectations and perceptions about the destination they choose to go to (Antara and Prameswari, 2018; Keleş, 2015).

Dann (1977) mentioned two types of tourist typologies in his study. He classified the push and pull theory into two groups as anomic and individuals who want to raise their ego. He described the anomic tourists as desperate individuals bored with their routine lives, and defined the other group as tourists who want to raise their ego, see travel as a need rather than a purpose and want to realize themselves. Crompton (1979), on the other hand, revealed a total of 9 elements, including socio-psychological and cultural factors, in his study based on why individuals travel and push-pull factors. From a socio-psychological perspective, these stages are escape, self-discovery and evaluation, relaxation, prestige, regression, development of kinship relations and facilitation of social interaction (push factors). In a cultural sense, he stated them as innovation and education (pull factors).

2.3. The Importance of Recreation in The Development of The Tourism Sector in Turkey

As a result of the increasing demand for recreational activities, the demand for natural areas has also increased. Natural areas are preferred by many people for various touristic and recreational activities (Demir, 2002). Besides natural areas, recreational and touristic opportunities offered in artificial areas increase the choice of the destination. The basic features of the destination can provide effective and important benefits such as increasing the demand for tourism, offering various experiences to the tourists who prefer the destination, increasing the income opportunity, and strengthening the image of natural or artificial areas. The events organized by the destination also ensure that the area is preferred and recognized (Can, 2015).

The importance of tourism as a sector for the country's economies is increasing day by day (Öztürk and Şahbaz, 2017). As a result of the importance of economic benefits for the interests of the country, the importance of destinations has been understood by both local

governments and governments. Turkey, in terms of destination image is one of the world's leading countries. It has important destinations with many touristic areas and recreational activities offered to tourists in touristic areas. Besides the natural beauty it has to offer in terms of tourism attraction areas of recreational activities as a result of the rich diversity of Turkey's tourism potential is very high. Preferring Fethiye Dead Sea for paragliding, choosing Uludağ or Palandöken for skiing, choosing Fırtına Creek for rafting can be cited as an example of this situation. To sum up one of the important reasons for preferring the development of the tourism sector in Turkey and destinations that recreational activities are carried out in the destination. Since recreational activities are a concept that directly affects the tourism sector, they have contributed greatly to the formation of the destination image.

3. Methodology

In this study, the descriptive research approach was adopted, which is one of the quantitative research methods and is highly preferred in social sciences. The purpose of such studies is to investigate the current situation and determine the situation as a result of researches (Büyüköztürk et al., 2012). The universe of the research was composed of tourists who preferred the Orient Express travel. The sample of the study consisted of tourists traveling to Kars with the Orient Express between January and February. The sample group in the study was formed by choosing the individuals who preferred the Orient Express and Kars Destination between January and February based on the principle of voluntary participation by using the appropriate sampling method. A total of 432 individuals were reached in the study (n = 432).

SPSS 21.0 program was used in the analysis of the data obtained in the study, the percentage and frequency descriptive statistical methods were employed to determine the distribution of the personal information of the participants, and the skewness and kurtosis values of the data were checked to determine whether the data showed normal distribution. As a result of the analyses made, it was determined that the data had a normal distribution. In the literature, the coefficients of skewness and kurtosis between -1 and +1 are considered sufficient for the normality assumption of the distribution (Field, 2009). In the statistical analysis of the data, besides descriptive statistics, t-test, ANOVA, Tukey HSD multiple comparison test, and correlation analysis methods were used for determining significant groups ($\alpha = 0.05$).

4. Results

4.1 Descriptive Statistics

As seen in Table 1, it was determined that regarding the participants within the scope of the study, 60.0% were male, 41.0% were in the 18-24 age group, 64.6% were single, 48.8% had undergraduate education level, and 46.8% had an income level of 2,020 TL and below and 41.2% of them were students.

Table 1. Demographic information of the participants.

Variables		frequency	%
Gender	Female	173	40.0
	Male	259	60.0
	Total	432	100
Age	18-24 years	177	41.0
	25-35 years	116	26.9
	36-49 years	53	12.3
	50 years and above	86	19.9

	Total	432	100
Marital Status	Married	153	35.4
	Single	279	64.6
	Total	432	100
Educational Status	Primary School	43	10.0
	High School	83	19.2
	Associate Degree	70	16.2
	Bachelor's Degree	211	48.8
	Postgraduate	25	5.8
	Total	432	100
Income level	2,020 TL and Below	202	46.8
	2,021-3,000 TL	71	16.4
	3,001- 4,000 TL	70	16.2
	4,001- 5,000 TL	26	6.0
	5,001 and above	63	14.6
	Total	432	100
Occupation	Student	178	41.2
	Public Employee	60	13.9
	Private Sector Employee	82	19.0
	Artisan-Merchant	22	5.1
	Housewife	28	6.5
	Retired	46	10.6
	Other	16	3.7
	Total	432	100

In the research, the "Recreational Activities in Destination Choice Scale" (RADCS), "Internal Travel Motivations Scale" (ITMS) and "External Travel Motivations Scale" (ETMS), the validity and reliability studies of which were carried out by Özdemir (2013), were used as data collection tools. In the rating scale (4-point Likert type) used to answer the statements in the scales, 1 is the lowest score, and 4 is the highest score (1 = Absolutely Not Important, 2 = Not Important, 3 = Important, 4 = Absolutely Important) (Özdemir, Büyüköztürk, and Karak Küçük, 2016) The recreational activities scale (RADCS) measures the importance ascribed to recreational activities and opportunities regarding Kars destination by individuals traveling to Kars with the Orient Express. The scale consists of 22 items. The Internal Travel Motivations Scale (ITMS) measures the importance of the reasons that push individuals to go on a vacation. The internal motivation scale consists of 40 items. The scale has five sub-dimensions. These sub-dimensions are experience-discovery, distancing, action, visiting and prestige. The external travel motivations scale measures how important the attributes of Kars destination are for individuals to prefer that destination. The scale consists of 40 items. The scale has five sub-dimensions. These are quality-atmosphere, cultural richness, natural richness, popularity and authentic-local environment. The study was carried out in January and February in 2020 after obtaining permission from the Republic of Turkey State Railways (TCDD) General Directorate with the principle of voluntary participation of the passengers traveling on the Orient Express. In the reliability analysis of this study, the Cronbach's alpha coefficient was found to be .71 for the Recreational Activities in Destination Choice Scale (RADCS), .63 for The Internal Travel Motivations Scale (ITMS), and .65 for the Extrinsic Travel Motivations Scale (ETMS). Also, the total reliability coefficient for the 3 scales was determined as .75.

In Table 2, the participants' mean scores from the Recreational Activities in the Destination Choice Scale (RADCS), the Internal Travel Motivations Scale (ITMS) sub-dimensions and the External Travel Motivations Scale (ETMS) sub-dimensions are presented. Accordingly, it was determined that the highest mean score obtained from RADCS was 60.58,

that the highest mean score obtained from the sub-dimensions of ITMS was in the "Experience-Discovery (ITMS 1)" sub-dimension with 40.23, and that among ETMS sub-dimensions, the highest mean score was 38.89 in the "Quality-Atmosphere (ETMS 1)" sub-dimension. Besides, when the skewness and kurtosis values were controlled, it was found that the data were suitable for normal distribution.

Table 2. Distribution of scale scores (n 432).

Sub-Dimensions	Item Number	Mean	SD	Skewness	Kurtosis
Recreational Activities in Destination Choice Scale (RADCS)	22	60.58	11.43	-.060	.732
Internal Travel Motivations Scale (ITMS)	40	121.41	17.66	-.092	-.011
ITMS 1 (Experience-Discovery)	12	40.23	5.92	-.478	-.438
ITMS 2 (Distancing)	12	35.22	7.30	-.272	-.339
ITMS 3 (Action)	6	16.50	4.48	.586	4.87
ITMS 4 (Visiting)	5	15.13	3.35	-.476	-.158
ITMS 5 (Prestige)	5	14.31	3.69	-.308	-.494
External Travel Motivations Scale (ETMS)	40	119.13	19.64	.136	.214
ETMS 1 (Quality-Atmosphere)	12	38.89	6.25	-.631	.460
ETMS 2 (Cultural Richness)	9	26.31	6.01	-.217	-.219
ETMS 3 (Natural Richness)	7	20.07	4.75	.028	-.515
ETMS 4 (Popularity)	7	18.06	5.66	.119	-.725
ETMS 5 (Authentic-Local Environment)	5	15.78	3.27	-.607	.348

In the current study, the importance given to recreational activities, internal and external travel motivations by individuals traveling to Kars with the Orient Express was evaluated in terms of various variables such as gender, age, marital status, income level, and occupation. The tets results were presented in tables from 3 to 9 respectively. Table 3 presents the t-test results by gender.

Table 3. T-Test table for the distribution of the recreational activities in destination choice scale (radcs), the internal travel motivations scale (itms) sub-dimensions and the sub-dimensions of the external travel motivations scale (etms) by gender variable.

Sub-Dimensions	Variable	Mean	SD	t	p
Recreational Activities in Destination Choice Scale	Female	60.2775	10.76619	-.454	.650
	Male	60.7876	11.87619		
ITMS 1 (Experience-Discovery)	Female	41.3121	5.27342	3.131	.002
	Male	39.5097	6.22658		
ITMS 2 (Distancing)	Female	36.0000	6.43754	1.807	.071
	Male	34.7066	7.80670		
ITMS 3 (Action)	Female	16.4220	4.58397	-.304	.761
	Male	16.5560	4.43294		
ITMS 4 (Visiting)	Female	15.1618	3.28799	.139	.889
	Male	15.1158	3.41141		
ITMS 5 (Prestige)	Female	14.3064	3.45634	-.060	.952
	Male	14.3282	3.85448		
ETMS 1 (Quality-Atmosphere)	Female	39.7457	5.23562	2.332	.020
	Male	38.3205	6.80470		

ETMS 2 (Cultural Richness)	Female	26.3699	5.30704	.156	.876
	Male	26.2780	6.45196		
ETMS 3 (Natural Richness)	Female	19.5838	4.62050	-1.771	.077
	Male	20.4093	4.82910		
ETMS 4 (Popularity)	Female	18.0983	5.31307	.086	.931
	Male	18.0502	5.90045		
ETMS 5 (Authentic-Local Environment)	Female	15.7283	3.11619	-.268	.789
	Male	15.8147	3.37978		

Table 4 presents the results of the t-Test performed on RADCS and the sub-dimensions of ITMS and ETMS in terms of gender variable, it was determined that there was a significant difference in ITMS "Experience-Discovery" sub-dimension (p <0.05) and ETMS "Quality-Atmosphere" sub-dimension, and that there were no differences in terms of other sub-dimensions (p>0.05).

Table 4. ANOVA test results for the distribution of the recreational activities in destination choice scale (radcs), the internal travel motivations scale (itms) sub-dimensions and the sub-dimensions of the external travel motivations scale (etms) by age variable.

Sub-Dimensions	Variable	Mean	SD	F	p
ITMS 1 (Experience-Discovery)	18-24 years	41.0508	5.53118	2.979	.031
	25-35 years	40.2931	6.32045		
	36-49 years	39.6604	5.99661		
	50 years and Above	38.8140	5.90615		
ITMS 2 (Distancing)	18-24 years	36.7062	7.07537	5.617	.001
	25-35 years	35.1466	7.48593		
	36-49 years	33.9057	6.84236		
	50 years and Above	33.0930	7,24630		
ITMS 4 (Visiting)	18-24 years	14.6723	3.36847	2.869	.036
	25-35 years	15.0776	3.33662		
	36-49 years	15.9057	3.19413		
	50 years and Above	15.6860	3.35809		
ETMS 1 (Quality-Atmosphere)	18-24 years	38.4124	6.31777	3.303	.020
	25-35 years	38.2931	6.82453		
	36-49 years	38.7736	5.74001		
	50 years and Above	40.7558	5.30912		
ETMS 4 (Popularity)	18-24 years	18.2655	5.67216	2.985	.031
	25-35 years	17.0086	6.04547		
	36-49 years	17.6792	5.00297		
	50 years and Above	19.3372	5.29952		

Table 5 presents the results of the ANOVA test conducted on the sub-dimensions of the Recreational Activities in Destination Choice Scale and Internal Travel Motivations (ITMS) and the External Travel Motivations Scale (ETMS) according to the age variable, it was determined that there was a significant difference in terms of ITMS 1 (Experience-Exploration), ITMS 2 (Distancing), ITMS 4 (Visiting), ETMS 1 (Quality-Atmosphere) and ETMS 4 (Popularity) sub-dimensions by the age variable (p<0.05). According to the Tukey HSD multiple comparison test and the mean values performed in the sub-dimensions where

there was a significant difference, it was determined that the significant difference was caused by the participants who were "18-24" and "50 years and above" old.

Table 5. T-test table for the distribution of the recreational activities in destination choice scale (radcs), the internal travel motivations scale (itms) sub-dimensions and the sub-dimensions of the external travel motivations scale (etms) by marital status variable.

Sub-Dimensions	Variable	Mean	SD	t	p
Recreational Activities in Destination Choice Scale	Married	60.2484	12.13807	-.450	.653
	Single	60.7670	11.04794		
ITMS 1 (Experience-Discovery)	Married	38.9542	6.07664	-3.358	.001
	Single	40.9319	5.72879		
ITMS 2 (Distancing)	Married	33.1569	7.41364	-4.448	.000
	Single	36.3584	7.00928		
ITMS 3 (Action)	Married	16.7059	4.82848	.698	.486
	Single	16.3907	4.29673		
ITMS 4 (Visiting)	Married	15.6275	3.28650	2.271	.024
	Single	14.8638	3.37299		
ITMS 5 (Prestige)	Married	13.9150	3.67414	-1.688	.092
	Single	14.5412	3.69584		
ETMS 1 (Quality-Atmosphere)	Married	39.7712	6.00164	2.174	.030
	Single	38.4086	6.35107		
ETMS 2 (Cultural Richness)	Married	26.1307	5.69590	-.471	.638
	Single	26.4158	6.18823		
ETMS 3 (Natural Richness)	Married	19.7124	4.48194	-1.185	.237
	Single	20.2796	4.89978		
ETMS 4 (Popularity)	Married	18.3922	5.40983	.876	.381
	Single	17.8925	5.80398		
ETMS 5 (Authentic-Local Environment)	Married	15.7712	3.00985	-.042	.967
	Single	15.7849	3.41447		

Table 6 presents the results of the t-Test conducted between the sub-dimensions of the RADCS, ITMS and ETMS according to the marital status variable, it was determined that there was a significant difference between the ITMS "Experience-Discovery", "Distancing" and "Visiting" sub-dimensions and the ETMS "Quality-Atmosphere" sub-dimensions (p< 0.05), and that there was no significant difference in the other sub-dimensions and Recreational Activities in Destination Choices Scale (p>0.05).

Table 6. Anova test results for the distribution of the recreational activities in destination choice scale (radcs), the internal travel motivations scale (itms) sub-dimensions and the sub-dimensions of the external travel motivations scale (etms) by educational status variable.

Sub-Dimensions	Variable	Mean	SD	F	p
ITMS 1 (Experience-Discovery)	18-24 years	41.0508	5.53118	2.979	.031
	25-35 years	40.2931	6.32045		
	36-49 years	39.6604	5.99661		
	50 years and Above	38.8140	5.90615		
ITMS 2 (Distancing)	18-24 years	36.7062	7.07537	5.617	.001

	25-35 years	35.1466	7.48593		
	36-49 years	33.9057	6.84236		
	50 years and Above	33.0930	7,24630		
ITMS 4 (Visiting)	18-24 years	14.6723	3.36847	2.869	.036
	25-35 years	15.0776	3.33662		
	36-49 years	15.9057	3.19413		
	50 years and Above	15.6860	3.35809		
ETMS 1 (Quality-Atmosphere)	18-24 years	38.4124	6.31777	3.303	.020
	25-35 years	38.2931	6.82453		
	36-49 years	38.7736	5.74001		
	50 years and Above	40.7558	5.30912		
ETMS 4 (Popularity)	18-24 years	18.2655	5.67216	2.985	.031
	25-35 years	17.0086	6.04547		
	36-49 years	17.6792	5.00297		
	50 years and Above	19.3372	5.29952		

Table 7 presents the results of the ANOVA Test conducted between the sub-dimensions of the Recreational Activities in Destination Choice Scale and Internal Travel Motivations (ITMS) and the External Travel Motivations Scale (ETMS) according to the educational status variable, a significant difference was determined in ITMS 3 (Action), ITMS 4 (Visiting), ITMS 5 (Prestige) and ETMS 4 (Popularity) sub-dimensions according to the educational level variable ($p < 0.05$).

Table 7. Anova test results for the distribution of the recreational activities in destination choice scale (radcs), the internal travel motivations scale (itms) sub-dimensions and the sub-dimensions of the external travel motivations scale (etms) by income level variable.

Sub-Dimensions	Variable	Mean	SD	F	p
ITMS 2 (Distancing)	2,020 TL and Below	36.6535	6.62565	4.382	.002
	2,021-3,000	34.8873	7.90940		
	3,001-4,000	33.8143	7.56478		
	4,001-5,000	34.3846	8.07998		
	5,001 and Above	32.9365	7.33281		
ITMS 5 (Prestige)	2,020 TL and Below	14.9505	3.45512	3.584	.007
	2,021-3,000	14.0845	4.06289		
	3,001-4,000	14.0857	3.62257		
	4,001-5,000	13.5385	3.32543		
	5,001 and Above	13.1429	3.93437		

Table 8 presents the results of the ANOVA Test conducted between the sub-dimensions of the Recreational Activities in Destination Choice Scale and Internal Travel Motivations (ISMÖ) and the External Travel Motivations Scale (WHMO) according to the income level variable, a significant difference was determined in the sub-dimensions of ITMS 2 (Distancing) and ITMS 5 (Prestige) ($p < 0.05$). According to the Tukey HSD multiple comparison test and the mean values performed in the sub-dimensions where there was a significant difference, it was determined that the significant difference was caused by the participants with an income level of "2,020 TL and below" and "5,001 TL and above."

Table 8. Anova test results for the distribution of the recreational activities in destination choice scale (radcs), the internal travel motivations scale (itms) sub-dimensions and the sub-dimensions of the external travel motivations scale (etms) by occupation variable.

Sub-Dimensions	Variable	Mean	SD	F	p
ITMS 2 (Distancing)	Student	37.0506	6.62155	3.950	.001
	Public Employee	32.7500	7.77354		
	Private Sector Employee	34.7805	7.56213		
	Artisan-Merchant	35.1818	9.50006		
	Housewife	33.7500	6.07134		
	Retired	33.2826	7.25309		
	Other	34.6875	6.28987		
	ITMS 4 (Visiting)	Student	14.6629		
Public Employee	15.8833	2.69395			
Private Sector Employee	15.2073	3.40927			
Artisan-Merchant	14.3636	4.70608			
Housewife	16.6071	2.65747			
Retired	15.7826	3.01782			
Other	13.8125	3.54436			
ITMS 5 (Prestige)	Student	14.7135	3.72379	2.252	.038
Public Employee	13.2167	3.99615			
Private Sector Employee	14.5488	3.42162			
Artisan-Merchant	14.8182	4.42543			
Housewife	14.6786	3.38902			
Retired	14.0652	3.36916			
Other	12.3125	2.93754			
ETMS 4 (Popularity)	Student	17.9101	5.81764		
Public Employee	17.3333	5.03098			
Private Sector Employee	17.7561	5.83849			
Artisan-Merchant	20.0455	5.90784			
Housewife	18.1429	5.28950			
Retired	20.0652	5.16571			
Other	15.6250	5.73730			

Table 9 presents the results of the ANOVA Test conducted between the sub-dimensions of the Recreational Activities in Destination Choice Scale and Internal Travel Motivations (ITMS) and the External Travel Motivations Scale (ETMS) according to the occupation variable, a significant difference was identified in ITMS 2 (Distancing), ITMS 4 (Visiting) and ITMS 5 (Prestige) and ETMS 4 (Popularity) sub-dimensions according to the occupation of the participants (p<0.05).

Table 9. Correlation analysis table for the relationship between the recreational activities in destination choice scale (radcs), the internal travel motivations scale (itms) and the external travel motivations scale (etms).

	RADCS	ITMS 1	ITMS 2	ITMS 3	ITMS 4	ITMS 5	ETMS 1	ETMS 2	ETMS 3	ETMS 4	ETMS 5
RADCS R	1										
p											
N	432										

ITMS 1	R	.317**	1									
	p	.000										
	N	432	432									
ITMS 2	R	.344**	.405**	1								
	p	.000	.000									
	N	432	432	432								
ITMS 3	R	.517**	.336**	.341**	1							
	p	.000	.000	.000								
	N	432	432	432	432							
ITMS 4	R	.338**	.265**	.201**	.560**	1						
	p	.000	.000	.000	.000							
	N	432	432	432	432	432						
ITMS 5	R	.377**	.336**	.501**	.421**	.411**	1					
	p	.000	.000	.000	.000	.000						
	N	432	432	432	432	432	432					
ETMS 1	R	.347**	.240**	.281**	.323**	.276**	.282**	1				
	p	.000	.000	.000	.000	.000	.000					
	N	432	432	432	432	432	432	432				
ETMS 2	R	.497**	.286**	.328**	.412**	.304**	.311**	.497**	1			
	p	.000	.000	.000	.000	.000	.000	.000				
	N	432	432	432	432	432	432	432	432			
ETMS 3	R	.396**	.244**	.299**	.284**	.154**	.205**	.312**	.593**	1		
	p	.000	.000	.000	.000	.001	.000	.000	.000			
	N	432	432	432	432	432	432	432	432	432	432	
ETMS 4	R	.377**	.173**	.300**	.349**	.307**	.499**	.491**	.504**	.329**	1	
	p	.000	.000	.000	.000	.000	.000	.000	.000	.000		
	N	432	432	432	432	432	432	432	432	432	432	
ETMS 5	R	.369**	.322**	.384**	.289**	.290**	.323**	.496**	.482**	.358**	.484**	1
	p	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	432	432	432	432	432	432	432	432	432	432	432

** .0.01

As a result of the correlation analysis, the correlation between RADCS, ITMS and ETMS scales was found to be positively significant. It was concluded that recreational activities in destination choice and internal and external travel motivations were in a relationship positively influencing each other. Similar results were found in the study conducted by Özdemir et al. (2016).

4. Conclusions, Implications and Limitations

Since the recreational activities in destination choice scale have been used in a limited number of studies both Turkey and the world, the available data close the findings obtained from Recreational Activities in Destination Choice Scale were included in the study. Besides, due to the limited number of studies in which all the sub-dimensions of the Internal and External Travel Motivation Scales are equivalent, dimensions that are suitable for and in parallel with the sub-dimensions of these scales were included in the study and were sampled in a way that could be appropriate for various variables.

There was no significant difference between the gender of individuals traveling to Kars with the Orient Express and the importance they attached to recreational activities in their

destination choice ($p < 0.05$). The results of the study conducted by Akyürek and Koroğlu (2017) support these results. In the study conducted by Toprak, Serçek and Özaltay Serçek (2014) on university students, findings in the opposite direction of the study were found, and it was revealed that male participants attached more importance to leisure activities than female participants.

A significant difference was found between the gender variable and the "Experience-Discovery" sub-dimension of the internal travel motivation scale, and it was revealed that female participants attached more importance to the "Experience-Discovery" sub-dimension than male participants ($p < 0.05$). According to a study conducted by Kervankıran and İlban (2019), it was stated that the three most important factors that motivate women to travel were the idea of being free, exploring new places and getting to know different cultures. This result coincides with the findings of the research. In the study conducted by Karadaşlı (2019), no significant difference was found between the individual's motivation for travel and the gender variable.

A significant difference was found between the "Quality-Atmosphere" sub-dimension of the external travel motivations scale and the gender variable, and it was determined that female participants attributed more importance to the "Quality-Atmosphere" sub-dimension than male participants ($p < 0.05$). Besides, it was found that female participants attached more importance to the "Cultural Richness" and "Popularity" sub-dimensions than male participants. In a study conducted by Andreu et al. (2006), it was revealed that travel motivations differed according to gender, and that female participants had higher mean scores than male participants. In a study by Aziz et al. (2018), no significant difference was found between travel motivation and the individuals' gender variable.

There was no significant difference between the age of individuals traveling to Kars with the Orient Express and the importance they attached to recreational activities in their destination choice ($p < 0.05$). According to a study conducted by Gümüş (2012), no difference was found between the location choices and age of the individuals who came to parks and recreation areas for physical activity. This result may be evaluated as supporting the findings of the research. According to a study conducted by Başarangel, Alyunel, and Tokatlı (2016), it was revealed that recreational activities in destination choice differed according to the age variable of individuals. This result can be evaluated in the opposite direction of the research findings.

A significant difference was found between the "Experience-Discovery" sub-dimension, the "Distancing" sub-dimension and the "Visiting" sub-dimension of the internal travel motivations scale and age variables ($p < 0.05$). It was determined that the age group that attached the most importance to the "Experience-Discovery" and "Distancing" sub-dimensions was the age group between the ages of 18-24. It was determined that the group attaching the most importance to the "visiting" sub-dimension was individuals aged 50 and over. These differences are thought to have stemmed from the fact that most of the individuals between the ages of 18-24 had undergraduate education, and that they aimed to get away from their monotonous lives due to school life and the stresses of daily life and to be able to see new places.

It was determined that there was a significant difference between the "Quality-Atmosphere" and "Popularity" sub-dimensions of the external travel motivations scale and the age variable ($p < 0.05$). It was revealed that individuals aged 50 and over attached more importance to the "Quality-Atmosphere" and "Popularity" sub-dimensions than other age groups. It is thought that the importance attached to the attributes and phenomenon of the destination by individuals aged 50 and over may be due to the comfort and quality of the travel process. Besides, this difference is thought to have stemmed from the fact that individuals of this age group may have paid more attention to basic features such as the comfort of the journey, services offered by the destination, and security compared to young

participants. In the study conducted by Jang and Wu (2006), it was revealed that the sub-dimension that tourists attached the most importance to in their external travel motivation was "Cleanliness and Safety." In the study conducted by Pattanapokinsakul and Phakdee-auksorn (2013) to determine the travel motivation of tourists, no significant difference was found between the age groups of individuals and the dimensions of "Safety", "Quality" and "Good Weather", which are factors of external travel motivation.

It was revealed that there was no significant difference between the recreational activities in destination choice scale and the marital status of the participants ($p < 0.05$). According to a study conducted by Gümüş, Alay, and Karakılıç (2017), no significant difference was found between the individuals who came to various physical activity-based parks and areas and the marital status variable. According to the findings of the study conducted by Armutçu (2018), differences in the marital status variable were determined.

Significant differences were found between the "Experience-Discovery", "Distancing" and "Visiting" sub-dimensions of the internal travel motivation scale and the marital status variables of the individuals ($p < 0.05$). It was determined that single participants attached more importance to the sub-dimensions "Distancing" and "Visiting" than married participants. Similar results were obtained in the study conducted by Li, Wen and Leung, (2011). According to the study conducted by Ferreira, Perks, and Oosthuizen (2015), it was found that there was a significant difference between the travel motivation of the participants and the marital status variable.

In the sub-dimensions of external travel motivation, the "Popularity" sub-dimension was found to differ according to marital status ($p < 0.05$). It was found that married participants attached more importance to the "Popularity" sub-dimension than single participants. In the study conducted by Woyo, Slabbert, and Saayman (2019) on tourists visiting Zimbabwe, no significant difference was found between the pull factors and the marital status of the participants. In a study conducted by Mohsin (2008) on Chinese tourists visiting New Zealand, significant differences were found between the sub-dimensions of travel motivation that affect tourists' preference for New Zealand and the marital status of the participants. It was determined that single individuals had higher scores than married individuals in terms of visiting different places and visiting various temples and beaches.

According to the Tukey HSD multiple comparison test and the mean values of the sub-dimensions where there was a significant difference, it was determined that the significant difference was determined to have been caused by the participants with "Primary School Education", and "Undergraduate" and "Postgraduate" degrees. In the study conducted by Tangeland Aas and Odden (2013), differences were found between individuals' educational status and their preference for outdoor recreation activities. It was found that individuals with postgraduate education level had more opportunities to participate in adventure activities and recreational activities such as trekking and hunting in mountainous areas compared to other groups with different educational levels. In the study titled "The Effect of Socio-Economic Structure on Recreational Tendencies and Demands: The Case of Bartın City" by Talay, Kaya and Belkayalı (2010), it was revealed that the recreational activities preferred by individuals differed according to their education level.

A significant difference was found between the internal travel motivation and the education level of the individuals ($p < 0.05$). Significant differences were determined between the "Action", "Visiting" and "Prestige" sub-dimensions of the intrinsic travel motivation scale and the variable of the education level of the individuals, and it was revealed that the "Action" dimension was attached more importance by individuals with primary school education, that the "Visiting" dimension was attached the most importance by the individuals with postgraduate education level, and that the "Prestige" dimension was emphasized by individuals with the Associate Degree education variable. A significant difference was found between the variables of external travel motivation and the educational status of the

participants ($p < 0.05$). While it was determined that the "Popularity" sub-dimension of the external travel motivation scale showed a significant difference according to the education variable, it was found that the group that gave the most importance to this sub-dimension was composed of the participants with the primary school education variable.

In a doctoral dissertation by Alghamdi (2007) on Saudi tourists traveling to France, Bahrain and Egypt, significant differences were determined between the educational status of the participants and their internal and external travel motivations. It was revealed that among the groups that attached the most importance to the "Social-Sports" dimension were the individuals with primary school education who traveled to Bahrain, and the education group that attached the most importance to the "Making Use of Natural Resources" sub-dimension was the individuals traveling to Bahrain with a postgraduate education level. Besides, the education variable group that attached the most importance to the dimension of "Prestige" was the secondary school education group traveling to Bahrain and Egypt, and among the participants traveling to France, the education group that placed the highest importance on the "Prestige" sub-dimension was determined to be the primary school education group. In the study conducted by Seyanont (2017) to determine the travel motivation of European elderly tourists visiting Thailand, no significant difference was found between individuals' educational status and their internal and external travel motivations.

No significant difference was found between the recreational activities in destination choice scale and income level ($p > 0.05$). According to the income level, it is seen that the group that attached the most importance to destination-oriented recreational activities consisted of individuals who earned between 2,001-3,000 TL. According to the article by Ersoy and Güldemir (2008), a significant difference was found between the income variable of individuals and the "travel-vacation" sub-dimension of the scale of engaging in leisure activities. It was determined that the participants with higher income (pocket money) showed more interest in the "travel-vacation" sub-dimension than the participants with less money. In the study conducted by Kaya (2007), differences were found between the choice of and participation in recreational activities and the income levels of individuals. In a study conducted by Türker, Ölçer, and Aydın (2016), no significant difference was found between the individuals' thoughts about leisure time activities and the income level variable.

A significant difference was found between the sub-dimensions of the internal travel motivation scale and the income variable of individuals ($p < 0.05$). It was revealed that the income group that attached the most importance to the sub-dimensions of "Distancing" and "Prestige", which are the sub-dimensions of internal travel motivations, was the group with an income level of "2,020 TL and below." It was determined that the income group that attached the least importance to the sub-dimensions of "Distancing" and "Prestige" was the individuals with "5,001 TL and above" income level. There was no significant difference between the sub-dimensions of the external travel motivations scale and the income variable ($p > 0.05$). In the study conducted by Jensen (2011), significant differences were found between participants' travel motivations and income level variables. While a significant difference was detected between the "Escape-Relaxation", "Natural Beauties" dimensions, which are the sub-dimensions of travel motivation, and income level variables, no significant difference was found in the "Prestige" dimension. It was revealed that the income level group which attached the greatest importance to the prestige dimension consisted of individuals with the lowest income level, while the group that valued the prestige dimension the least was composed of individuals with the highest income level. In the study conducted by Zhang (2009), significant differences were found between internal and external travel motivations and income group variables. Significant differences were determined between the "Information Search" and "Relaxation" sub-dimensions, which are among the internal travel motivations, and the income level variable. In the "Entertainment and Activities", "Facilities", "Weather Condition" and "Value of Money" sub-dimensions of external travel motivation, significant

differences were revealed according to the income levels of the participants. Hançin and Lam (1999) found that the importance ascribed to the "Prestige" dimension increased according to the income level, but it was stated that this situation was not observed in individuals with the highest income level. In a study conducted by Kasim et al. (2013), no significant difference was found between the travel motivation of domestic tourists and income level variables.

No significant difference was found between the recreational activities in destination choice scale and the occupation variable of the participants ($p>0.05$). It was revealed that the occupational group that attached the most importance to the scale of recreational activities in the destination choice consisted of students and retired individuals. In the study conducted by Öztürk and Tecimen (2017) to determine the leisure time habits of the people of Çankırı, significant differences were found between the time spent by the participants for leisure activities and their occupations, and it was found that students, retired participants and housewives allocated more time for leisure activities. In the study conducted by Türker et al. (2016) on determining the leisure time habits of Safranbolu people, no significant difference was found between the occupational variable of the participants and their participation in leisure time activities.

Significant differences were found between the participants' occupational variables and their internal travel motivation ($p<0.05$). It was determined that significant differences originated from the sub-dimensions "Distancing", "Visiting" and "Prestige", which are the sub-dimensions of the internal travel motivation scale, that students and artisan-merchant were the groups that attached the most importance to the "Distancing" sub-dimension, that housewives and retirees attached more importance to the "Visiting" sub-dimension, and that the "Prestige" sub-dimension was the most important for artisan-merchant and student group. A significant difference was found between the external travel motivation scale and the occupational variables of the participants ($p<0.05$). A significant difference was found between the "Popularity" sub-dimension of the external travel motivation scale and the occupational variables of the participants, and it was revealed that the occupational group that attached the most importance to this dimension consisted of retired individuals and the artisan-merchant group.

In the study conducted by De-Gen (2004), significant differences were found between the participants' occupational variables and their internal and external motivation for travel. Significant differences were determined between the occupational variables of the participants and the sub-dimensions of internal travel motivation scale, namely "Adventure and innovation", "Developing human relationships", "Appreciation of the natural scene and gaining knowledge." No significant difference was found in the dimension of "Prestige", and it was revealed that the group that attached the most importance to this dimension was the "Peasant-Farmer" group. In terms of external travel motivations, significant differences were determined between the sub-dimensions of "High-quality tourist resources" and "Information and availability of suitable facilities." According to a study conducted by Sert (2019), it was found that retired individuals had lower travel motivation than other individuals, and it was revealed that the occupational groups with the highest motivation consisted of "self-employed" and "paid employee" participants. According to a study conducted by Yazıcıoğlu and Akbulut (2016), no difference was found between participants' travel motivation and working status, and it was found that students' "Entertainment" motivation was higher than the motivation of other occupational groups.

As a result, no significant difference was found between the importance given to recreational activities in the destination choice and the demographic characteristics of individuals traveling to Kars on the Orient Express journey. It was revealed that the internal travel motivations differed in all the specified demographic characteristics. Besides, it was found that external travel motivations did not differ significantly only in terms of the income

variable of individuals, and that there were significant differences in terms of other demographic variables.

It was determined that the groups that attached the most importance to recreational activities in their destination choice according to various variables were composed of male participants in terms of gender variable, single individuals between the ages of 18-24 in terms of age and marital status, and students in terms of occupation variable. This situation is thought to have stemmed from the fact that in the demographic distribution, 60% of the participants were male, 64.6% were single, and 41% were between the ages of 18-24 and 41.2% were students.

It turns out that the variable groups that attached the most importance to the sub-dimensions of "Distancing" and "Experience-Discovery" among internal travel motivations consisted of female participants, individuals aged between 18-24, individuals with an income of 2,020 TL and below, and students. It was also determined that female participants, married individuals in terms of marital status, individuals aged 50 and over in terms of age variable, and housewives in terms of occupation attached more importance to the dimension of "Visiting." The 'Prestige' and 'Action' dimensions were attributed the most importance by male participants, individuals with an income level of 2,020 TL and below and 2,021 TL-3,000 TL in terms of income variable, and participants who were retired and artisan-merchant in terms of occupation variable.

In the light of the results revealed, it is recommended that this study, which examined the recreational activities in destination choice, internal and external travel motivations of individuals traveling to Kars with the Orient Express in terms of demographic variables, should be conducted on a larger sample group and comparatively analyzed in the national or international context.

Since the majority of the sample group consisted of young people and retired individuals, it is recommended to increase the number of special tours (e.g. cultural tours) for youth tourism and elderly tourism. To increase the touristic demand for the places that can be considered as an attraction factor, it is thought that organizing private tours to these areas may be important in the development of domestic tourism.

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