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Lithuanian and Kazakh travelers' motivations to travel to Turkey on summer vacations

Master thesis

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Abbreviations

Acronym	Definition
UNWTO	United Nations World Tourism Organization
IUOTO	International Union of Official Travel Organizations
TCP	Travel Career Patterns
TCL	Travel Career Ladder
TÜİK	Turkish Statistical Institute
VU	Vilnius University

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INTRODUCTION

Relevance of the topic. In the late 20th and early 21st centuries, travel became an integral part of the life of most of the world's population. The variety of routes and destinations increases to travel every year, with international tourists' arrivals recorded as 1,401 million for July 2019, thereby accounting for 3,6% of global economic growth for that year (United Nations World Tourism Organization [UNWTO], 2019). Tourism is regarded as particular energy, and it includes traveling for pleasure, relaxation, visits to friends and family, pilgrimages, and other related activities. This study focuses on the pleasure of the vacation travel segment.

With the increase for time, the issue of spending it outside the home and the limits of the city is becoming increasingly relevant as one way to improve the quality of life. Country trips for weekends or holidays become a good tone, a prestigious occupation, a reference in living standards, and an indicator of the position that is permissible and desirable to occupy on the social ladder. (A. Yousaf, I. Amin, J.A.C. Santos 2018).

Many researchers from different fields have investigated travel motivation such as from anthropology, sociology, and psychology (Cohen, 1972; Dann, 1977; Crompton, 1979; Gnoth, 1997) have investigated travel motivation.

Most of the researchers focus on tourists' motivation to travel, but still, we need to explore several of the theoretical parts that form researchers' understanding of travel motivation. More accurately, today is exciting literature reviews and examining their contributions to understanding travelers' behaviors. More this research included motivations using the strongest motivation theory – Maslow's hierarchy of needs.

Motivation is one of many variables, which explain of tourist behavior Crompton (1979). Motivation considers the forces behind all behaviors, which are impelling and compelling forces. The question of concern in this study is well expressed by Smith and Turner (1973).

"Escape" is a great word, which gives many meanings in travel motivation to summing up. Because of that escape from everything and enjoy vacations (Dann, 1981). Because of the rapid development of technological means and the increase in productivity, a large part of the time-released and the problem of its use arises. Now human development is influenced not only by work and career development but also by those occupations that fill free time from work.

In his landmark study, Dann (1981) confirmed that in his previous surveys also indicated that the differences between "push" and "pull" factors in tourism had generally been accepted. ("Pull" factors are those which attract the tourist to take leisure (e.g. sunshine, sea, fauna, etc.), and whose value is seen to reside in the object of travel. "Push" factors, on the other hand, refer to the tourist as a subject and deal with those factors that attract him to travel (e.g. escape, nostalgia, etc.). Dann (1981) used survey tourists, which come to Barbados to analyze motivations: anomie and ego-enhancement. Anomie, characterized by Dann (1981), that feeling of isolation from everything and everyday life. Ego-enhancement, differently, borrowed from the need for acceptance, which is achieved through the status brainstormed by a traveler.

Push and pull motivation theory requires "two-tiered frameworks of 'push' and 'pull' domains" (Uyzal, Li, Sirakaya-Turk, 2008). Push factors are the inner motives of the traveler, which are demanding in the decisions whether to go there. Comparing to push internal factors, pull factors – external and depend on a specific destination. They reflect the decision about selecting the touristic site.

Previous studies have considered travel careers (Pearce & Lee, 2005), internal and external needs (Lou and Deng, 2008), and leisure motivation (Wang & Chiang, 2003). Many of them concentrated on clarifying and refining the concept of motivations to travel. Relevantly, this master thesis investigates to recognize traveler advertise sections by utilizing motivational variables. A few issues not clarified however, this leads to the most addressed within the scope of the investigation: what kind of typology of the visitor based on their inspiration is the target gathering for the correct goal.

Acting as leisure activities, travel, in Simková (2013) opinion, is a sphere of complimentary self-realization of modern man and the free manifestation of personal qualities in different social environments. With the innovation of geographical position, a person subjectively changes the usual social position, the corresponding role set, and style of behavior. It can feel more free and divided or some more responsible and intense (depending on the social compaction of the surrounding space). Therefore, the study of travel as a free leisure activity is also of interest to consider role models of human behavior by Seaton (1996).

Problem Statement. Push elements are inner causes of the person, what is initiative in the decision-making technique. Comparing push factors, which are internal, pull elements – exterior and depend on a unique destination. Together defining push and pull elements help to construct a person's conduct sample and to exhibit insights for future destination's promotion and accomplish

marketing plans. In addition, constructing target corporations is what will be the practical part of the thesis. Therefore, the current study is how to compare tourists' motivations by the push motivations framework to Lithuanian and Kazakh cultural relationships with the destination of Turkey.

Aim of the study. Examine the push factors of motivation to Turkey on touristic destinations, and compare them with intentions to visit other touristic sites. Consist of the analysis of cultural prerequisites and social motives of modern tourists' travel in the context of general changes in the sphere of leisure (free) self-realization of the person.

The following objectives are defined to accomplish the stated aim:

1. To analyze literature and scientific articles about the push and pull factors of motivation to visit a tourist destinations;

2. To clarify tourists' motivations within the push and pull motivation framework;

3. To develop and test a model of how to push factors influence the motivation to visit tourists of Lithuanian and Kazakh tourists by the example of Turkey;

4. To gather data from survey participants;

5. To compare factors which influence motivation to visit this destination;

6. To make a generalization of the tourists ' motivation to visit the destination.

The work consists of three main parts: analysis of literature, development of the research methodology, analysis of the empirical findings. Literature analysis presents the main interpretations of the push and pull motivation theory of tourism. In the theoretical part of the Master thesis, the following methods were used: secondary data analysis, synthesis, generalization, and comparative analysis of scientific literature. The methodology of research for the Master thesis includes the research model and hypotheses developed by the author, research instruments and sample description. Empirical analysis is performed by two questionnaires for Lithuania and Kazakhstan via online survey, using non-probability, judgmental sampling method. Analyses of collected data was made by using Statistical Package for the Social Sciences 26th version. Conclusions and suggestions based on all findings are presented in the end of this work as well as limitation of the study and recommendations for further research in this area.

1. THE THEORETICAL FOUNDATION OF THE CONCEPT OF MOTIVATION THEORY TO TOURISM

1.1 Introduction to the Tourism: Clarification and Classification

Since ancient times people, so curious to visit and explore new things including places. The purpose of adjusting their habitual environment and getting a new involvement for different reasons with changing times turned from exploration to traveling.

However, over the past three decades, the literature on tourism has investigated motivation in an effort to gain an exceptional understanding of the factors that influence travel decision-making. Nonetheless, most of the criticisms of the current body of knowledge complementary to travel motivation stem from a lack of theoretical clarity and less of theoretical support. Moreover, the term "tourism" has appeared in the United Nations Conference on International Travel and Tourism, held in Rome in 1963, recommended definitions for the terms "visitor", "tourist" and "same-day visitor", proposed by International Union of Official Travel Organizations (IUOTO). Those definitions were 7 subsequently examined by a United Nations expert group on international travel statistics in 1967 and endorsed by the Statistical Commission in 1968 (United Nations Statistics Division, 2001). The definition was "Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes".

The United Nations World Tourism Organization's 2019 Annual Report proved the importance of the young generation in tourism, stating that it 'has become one of the dramatic growth segments of international tourism. Young generations are representing more than 23% of tourists traveling internationally each year' (UNWTO, 2019). Richards (2015) accepted that the number of young travelers is rising. Generally, tourism is growing in each country, but young generations have the power to grow tourism to the maximum level. Tourism is a selection of services and activities. These selections distribute a travel experience containing accommodation, retail shops, transportation, entertainment business, national foods, and hospitality services arranged for group or individual tourists (Richards, 2015). With the travel and tourism industry's expansion, several business industries have the experience of recognizing an important impact on tourists' motivation to travel. Travel has explored marketing (as a sphere of business and as a market for recreational services), studied in terms of one aspect of society's globalization and increased technical capabilities (Schneider & Vogt, 2012).

Tourism defined as the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes not related to the exercise of an activity remunerated from within the place visited. Activity has grown substantially over the last quarter of this century as an economic and social phenomenon. However, statistical information on nature, progress, and consequences of tourism are mainly based on arrivals and overnight stay statistics as well as the balance of payments information, which do not grasp the economic phenomenon of tourism Crompton (1979). Consequently, governments, businesses, and citizens may not receive accurate information necessary for effective public policies and efficient business operations. Information on the role tourism plays in national economies throughout the world is particularly deficient, and credible data concerning the scale and significance of tourism is needed Klenosky (2002).

Throughout all of history, the main kind submitted and mastered the spatial environment of the dwelling, moving from one its point of another. The intensity and frequency of spatial movements increase in the process of social, economic, technical, political development of society (Ong & Musa, 2012). Nevertheless, before we turn to the immediate disclosure of these aspects, we will define what the concept of "travel" means. We believe that the concept of "travel" can be considered in broad and narrow terms. In a narrower sense, the concept of "travel" can be interpreted as follows:

1) Movement through any territory, water area for their study, as well as with general education, cognitive, sports and other purposes;

2) Tour or walking to places, countries (usually for study or recreation);

3) A comprehensive tourist service, which ensures the creation of health, cognitive needs of tourists under certain conditions of their life support (Ferri, 2014).

According to Piechotka, Lukasik & Sawicka, (2017), traveling in different countries, a person is forced to contact representatives of these countries. Because of this interaction, there is an information exchange between representatives of different social systems, which contributes to the mutual penetration of cultural values and the inclusion of representatives of one culture in the values and ideals of another. The result of such information exchange and mutual penetration of values of one culture into another is the formation of images of territories and countries in the minds of people.

In the early days of human civilization, global tourism was not considered as a phenomenon of "pleasure". However, in today's world, word tourism or travel has been symbolized as "travel

for holiday to get pleasure" and accordingly it has emerged as a way of life Yuan, S., & Mcdonald, C. (1990). In the past, global tourism was a luxury but today it is available to everyone.

Motivation is a modified state that leads to the attitude directed to a specific goal by Mowen and Minor (2003). Feelings, desires, and needs are to drive people to any kind of behavior by motivation. According to Caber and Albayrak (2016), "tourist decision-making process starts from motivation then starts an important construct for understanding tourist behavior," and for this reason, it is a frequent theme in the tourism literature, also have a big space in marketing (Gazley & Watling, 2015; Caber & Albayrak, 2016). On the other hand, as Chanuanthong, R., & Batra, A. (2017) show, intellectual dissension could affect behavior. Tourist's habits have a big influence on travel motivations. Because of that, most studies are focused on understanding the motivations of tourists. They are specific niches, such as golfers (Kim & Ritchtie, 2012), adventure tourists (Schneider & Vogt, 2012), and divers (Ong & Musa, 2012). Fodness (1994) divided motivations into three main functions:

1. The knowledge function, assigned to the attitudes of people by organizing about what kind of information they know and best understand the world.

2. Value function, which refers to the attitudes of tourists'. Particularly to express their dignity, values, and development.

3. The adjustment function, people mostly prefer to take more pleasure and less pain from each action.

One of the most frequent tourism motivation theories based on Crompton's push-pull theory (1979). Push and pull motives as explained by Abosag and Farah (2014) and can be seen in the aspect of Oliver's (1997) own view that differentiates consumers' desires and needs. Push motivations close to behavior, psychological internal aspects, which motivate a person to act, to travel, to know the world, self-realization, and self-esteem (Abosag & Farah, 2016, Gazley & Watling, 2015; Caber & Albayrak, 2016). On the other hand, pull motives tend to behave. They are circumstantial and are associated more with the characteristics of the destination than to the internal desires or values of the tourist (Abosag & Farah, 2016). That is, pull motives are factors associated with those destinations. The push motive explains more behavior and more desire to travel, while the pull motive would explain the choice of the destination (Crompton, 1979; Lundberg, 1990, Gazley & Watling, 2015; Caber & Albayrak, 2016).

According to Dann's (1977) theory of push and pull motivations, his work is priceless in tourism research. Many of the factors affect to people to travel and to see new things, but push and

pull factors are the most effective factors. Reynolds, Z., & Nancy, M. (2012) interest of researchers in the motivation of tourists wish to measure it and divide tourists and segment tourists for pleasure so that their travel arrangement can be better understood (Crompton 1979).

Maslow's hierarchy of needs as a structure to figure out travel motivations from tourist experiences used by Pearce and Caltabiano (1983). The hierarchical theory of motivation was one of the most applied and confirmed in Maslow's tourism literature (1970). The theory has a five-level hierarchy. Whose base consists of physiological needs, followed by higher levels of psychological needs, safety needs, love/belonging needs, esteem needs, and the need for self-actualization. The author called the first four needs 'deficit needs' and he explains that these needs are not so long motivations. The fifth need is called 'the being need'. Because this is a need that drives us to real innovation and satisfaction. Many of the tourism scholars have attempted to change this model another way, with the well-known success by Pearce (1982), who did a tourism motivation model by explaining Maslow's model differently. Abraham Maslow's (1943) theory is a philosophical argumentation. Maslow does not mention that these five needs would not exist for some reason in real-life experiments. He also underlines that cultural differences make a difference in people fascinating their needs; cultural or social assets do not affect the needs.

Pearce and Lee (2005) developed Maslow's hierarchy of needs to the Travel Career Patterns (TCP) model. Pearce (1988) works about Travel Career Ladder (TCL), where he suggests that tourist motivations change on the accumulated travel experiences throughout the tourist's evolution. Travel Career Patterns theory is a travelers' behaviors reverse changing motivational patterns during their travel careers (Pearce & Lee, 2005).

Internal	External	Most important	Less important
Self-actualisation	Self-development	Escape/relax	Nostalgia
Self-enhancement	Nature	Novelty	Stimulation
Romance		Kinship	Isolation
Belonging			social status
Autonomy			

Table 1. 14 motivational factors of TCP (own illustration based on Pearce & Lee, 2005).

These 14 factors have a big influence on motivation in determining it, which encourages individual tourists to travel to places and affect travelers' decision-making processes (Pearce & Lee, 2005). Table 1 summarizes some of the most regular motivation theories in tourism research.

Novelli (2005) recommends that niche tourism can be divided such as macro-niches (cultural, environment, rural, urban tourism) and then micro-niches. The following table shows the examples given:

Cultural	Environmental	Rural	Urban	Others
Heritage	Nature and wildlife	Farm	Business	Photographic
Tribal	Ecotourism	Camping	Conference	Small cruise
Religious	Adventure	Wine/Gastronomy	Exhibition	Volunteer
Educational	Alpine	Sport	Sport	Dark
Genealogy	Geoturism	Festivals and events	Gallery	Youth
	Coastal	Arts and crafts	Art	Transport

Table 2. Classification of tourism (own illustration based on Novelli, 2005)

It is very important to make a characteristic among macro- and micro-niches. Indeed, marketing is mostly important. Despite the fact that for micro-niches is a health and wellness tourism, which can be broken down into:

a) Spa tourism
b) Holistic tourism
c) Spiritual tourism
d) Yoga tourism
e) Medical tourism
f) Beauty tourism

To conclude, the general overview of the studying area allows us to interpret the most important terms as 'tourism', 'tourist', 'travel' and 'tourist destination' to avoid misunderstanding in future analysis. Defining purposes of traveling and classification gives us understanding of the whole system of tourism. Moreover, this overview helps to consider approaches of tourism motivation to travel and define out of them the place of push and pull factors motivation.

1.2. Variety of motivation to travel

1.2.1. Push and Pull motivations to tourism

Motivation to travel is a broad topic of human motivation. Which uses disparate theories. Some of them are searching for experiential understanding and stating that tourism is a means to explore. Which is an inner journey as much as outer. Others search for a hidden agenda by analyzing specific tourist destinations. The concept of motives and motivation both used in tourism studies, but they differ from each other. "Research focusing on motives seeks a deeper understanding of the factors toward particular activities, while research into motivation tends to emphasize specific parameters in which these motives are expressed" (Li and Cai, 2012, p.3, citing Gnoth).

A most popular typology for recognizing travel motivation is the "push" and "pull" model by Crompton (1979). The push motivation is an aspiring tourist to the exact place. While the pull motivation explains for tourists that, the actual choice of destination. Crompton's works explain many factors about the push and pull factors.

He explains seven socio-psychological (push) motivations:

a) Escape
b) self-exploration
c) relaxation
d) prestige
e) regression
f) social interaction

Also two cultural (pull) motivations:

a) novelty
b) education

Analyzing articles about the push and pull motivations of tourism sites, I found motives that are usually used in the literature (see Table 2). The most generally used are the motive of learning something new; anomie, ego enhancement; escape, self-exploration; novelty, prestige; relaxation, beach resort, outdoor resources, rural and inexpensive; entertainment; showing respect to history. Other motives are less used, but still can be applied as a feeling of the push and pull experience; curiosity; time with friends and family; good place/location of the site; nature around; commemoration; self-realization; feeling of belongingness, etc.

Researcher(s)	Push Factors Identified	Pull Factors Identified
Dann (1977)	Anomie, ego enhancement	
Crompton (1979), Alghamdi (2007), D.L.Serre, C.Chevalier (2012)	Escape, self-exploration and evaluation, relaxation, prestige, regression, , social interaction, leisure.	Novelty, education
Yuan, McDonald (1990), Alghamdi (2007), Aref,B, Som, A. (2010)	Escape, novelty, prestige, relationships, relaxation/ hobbies	Budget, culture and history, wilderness, ease of travel, cosmopolitan environment,
Fodness (1994)	Ego-defense, knowledge, reward maximization,	

	punishment avoidance, value expression.	
Uysal and Jurowski (1994)	Re-experiencing family and togetherness, sports, cultural experience, escape	Entertainment/resort, outdoors/nature, heritage/culture, rural/inexpensive
Turnbull and Uysal (1995), Alghamdi (2007)	Cultural experiences, escape, re-experiencing family, sports, prestige	Heritage/culture, city enclave, comfort/ relaxation, beach resort, outdoor resources, rural.
Alghamdi (2007), Oh, Uysal, and Weaver (1995), M.Yousefi and A.Marzuki (2012)	Knowledge/intellectual, novelty/adventure, sports, entertainment/prestige, escape/rest	Historical/cultural, sports/activity, safety/upscale, nature/outdoor, inexpensive/budget
Cha, McCleary, and Uysal (1995), B.A.Beggs, J.E. Stitt, D.J. Elkins, (2004)	Relaxation, knowledge, adventure, travel bragging, family, sports	
Sirakaya and McLellan (1997), Alghamdi (2007)		Trip cost and convenience, perceptions of a safe/secure environment, change in daily life environment, recreation and sporting activities, entertainment and drinking opportunities, personal and historical link, cultural and shopping services.

Table 3. Previous Studies Examining Push and Pull Factors

(Source, D. B. Klenosky, (2002))

Push and pull motivations are a very important aspect of tourist behavior. Because destination choice is depending on these motivations. There are many classifications about understanding motivations, such as the hierarchy of needs (Maslow, 1954), travel career ladder

(Pearce and Lee, 2005), push and pull framework (Crompton, 1979; Dann, 1977; Klenosky, 2002) in addition, escaping-seeking dichotomy (Iso-Ahola, 1982).

Uysal and Jurowski (1994) explained pull and push motivations in another way: internal (push) and external (pull) motivators to travel. Internal motivations in their opinion are escape, rest, relaxation, prestige, health and fitness, adventure, and social interaction. External motivations give such explanations on the attractiveness of the destination, including tangible resources, travelers' perceptions, and expectations. Crompton's (1979) push and pull framework is the main key in motivation. Because his framework is used in many works. Push motivations are most often focused on internal behaviors of tourists'. Which are the desire for freedom, relationship, and family connecting. On the other hand, pull motivation factors are dependent on destination and representative features of a place S.Nafi, T. Ahmed (2018). For instance, most of the tourists focus on climate, natural environment, exotic architecture, beach activities (Uysal and Hagan, 1993).

According to Dann (1977), push factors are major travel motivations, because tourists are more dependent on their internal needs than by the attraction of the destination. In addition to that, destination associates may stimulate the inherent push motivations.

Lou and Deng's (2008) opinion is based on that, tourists have to be fulfilled by these destinations. When they have any kind of alternatives for choosing a destination, they start focusing on abilities to best satisfy their internal needs. On the other hand, the availability of museums and galleries at a destination may stimulate tourists' internal needs for knowledge and education.

According to Dann (1977, p. 186), the need to escape stems from anomie, which is a state of "society whose norms governing interaction have lost their integrative force and where lawlessness, meaninglessness and a feeling of alienation prevail". Tourists may feel comfortable to escape, leave social life behind and daily life from home (push), the pull motivations may encourage tourists to escape to a new environment (Caber and Albayrak, 2016).

Crompton (1979) argues that environments may push tourists to travel for a vacation to get several motivations. These several motivations filled with various entertainments with new things, which were unavailable in their home country. In addition, one of the main push factors of tourists is a memory about traveling and places during their retirement time Sigitas Urbonavicius, Tomas Palaima, Indre Radaviciene, Joseph Cherian (2017).

The cross-cultural context in the push and pull motivation framework argued that tourists from different nationalities and cultures have different motivations to travel Crotts and Pizam (2003). For instance, Arabic cultures most often, for them important visiting sacred places are not funny. That is why Arabic cultures are more pulled by sacred places.

To conclude, in the paragraph we considered, what motivation is, and described main motivational theories. We analyzed the available literature and out of it defined motivational factors, which usually are used in studies.

1.2.2. Leisure Motivation

Leisure has not enough concrete definition, most often utilized interchangeably with terms: free time and recreation. As the author said in previous chapters that tourism is generally regarded as an activity, which is the escape from daily life. A.Abraham, S.Sharma and P.Masih (2014) in their works they mentioned that leisure motivation consists of psychology and social dimensions of people. In addition, leisure motivation consists of eliciting, guiding, and maintaining leisure activities. Wu, (2009), Wang & Chiang, (2003) divided leisure motivation into the following four dimensions: 1) intelligence; 2) social interaction; 3) proficiency -familiarity; 4) stimulus-escape.

Lu, Chen, and Lee (2009) determined that leisure motivation has some kind of internal and external psychological or influential factors. These factors can branch into three types: 1) knowledge learning; 2) social relations; 3) relieving stress. Moreover, leisure motivation was thought to compose into two types of motivation: intrinsic and extrinsic (M.Chen, X.Pang, 2012). Intrinsic motivation theory used in such kinds of areas as leisure behavior, leisure with friends, and sports entertainment. Extrinsic motivation theory also used in academic and physical activity (M.Chen, X.Pang, 2012).

In the 1980s, Crandall advanced 17 classes and was a component of motivation that was treated to be important for leisure. Then his first work published in the 1990s about vacations and tourism (Ryan & Glendon, 1998). Generally, tourists love to buy from local markets something for a gift to their family or friends. If tourists visit the shopping center, it gives more satisfaction to tourists. Travelers interested in leisure and social activities are more appropriate to raise shopping time. This increase in shopping time is a great noticeable for tourist shoppers on vacation. In addition, this time provides a sense of pleasure, freedom, and support for social interaction.

Researchers	Crompton (1977); Loker and Perdue (1992); Fodness (1994);	Jang and Wu (2006); Bansal and Eiselt (2004);
Leisure travel motives	*Escaping from the everyday environment* • Discovering and evaluating of oneself • Recreation and traveling • Status • Regression • Strengthening of family ties • Facilitating of social interaction • Excitement and escape • Adrenalin excitement seeking • Naturalist (those who enjoyed nature surroundings) • Knowledge seeking • Utilitarian function (punishment)	Utilitarian function (reward maximization) • Safety/comfort seekers • Culture/history seekers • *Novelty/adventure seekers* • Luxury seekers • Cleanliness and safety • Facilities, events and costs • Natural and historic sites • Ego-enhancement • Self-esteem • *Relaxation* • *Socialization*

Table 4. Summary of research on travel motivations.

(Source, P. Van der Merwe, E. Slabbert and M. Saayman (2011))

1.3. Cultural aspect of motivation

People travel for a range of reasons and they are led by different motives. According to Crotts and Pizam (2003) argued that tourists have disparate motivations if they are from different cultures. In many works written about the pull and push motivations among international tourists. The cultural expression of the people is always interesting. The natural curiosity of the tourist towards various corners of the world and their peoples forms one of the strongest motivational tourist motives. Culture is the fundamental foundation of the process of development, preservation, strengthening of independence, sovereignty and identity of the people. The identity of the paths of the historical evolution of culture and tourism has determined the commonality of new methods of approach to their further development. Most of the world is undergoing a process of

democratization of culture and tourism, which are an integral part of society. Self-awareness and knowledge of the world, personal development and achievement of the goals set are unthinkable without acquiring knowledge in the field of culture.
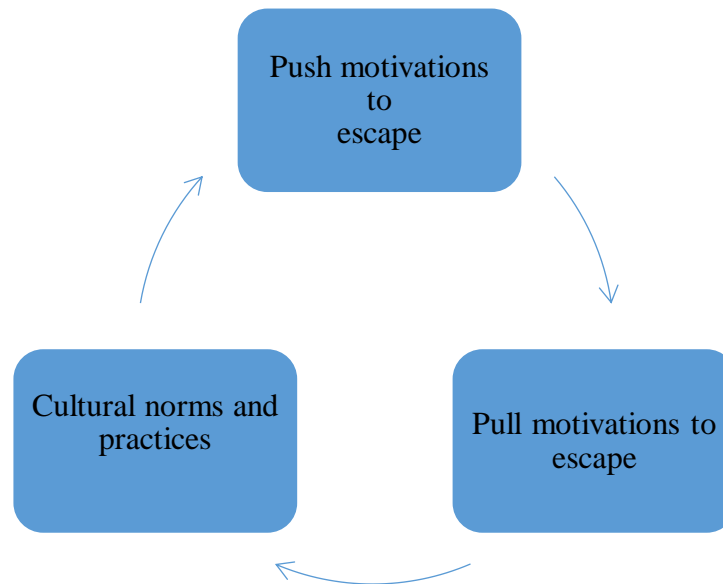
Figure 1: We can conclude that push, pull factors are interdependent and that the motivation to escape is culturally driven.

(Source, N. Michael, C. Wien and Y. Reisinger (2017))

When visiting another country, tourists perceive cultural complexes in general, of which nature is an integral part. Cultural features in different regions of the world are increasingly encouraging people to spend their holidays on travel. Objects visited by tourists contribute to their spiritual enrichment, expansion of the outlook. Culture is one of the main elements of tourist interest O.Iguisi (2009). The level of cultural development can also be used to create a favorable image of a particular region on the tourist market.

Generally, Muslim/Arab travelers prefer to follow their religious aspects and socio-cultural norms when they are going abroad. On the other hand, Muslim/Arab tourists' travel making decisions define these aspects and norms (Noela Michael, Charlotte Wien, and Yvette Reisinger, 2017). Muslim/Arab tourists stay in hotels that are sharia compliant and afford separate rooms,

recreational facilities have to avoid free gender mixing. Accordingly, many Muslim/Arabs may perceive the religious and socio-cultural aspects of their life to act as potential travel constraints and thus feel a strong desire to escape the socio-cultural and religious aspects of their home environment and in turn, host destination attributes may encourage them to escape to a new environment.

However, the changes in family structure, modernization, and Westernization that have taken place in the past few decades, whether in Asian countries or Asian immigrant communities overseas, have somewhat challenged the traditional perceptions of older people and aging M.Yousefi and A.Marzuki (2012). The successful development of tourism, and therefore the mass attraction of potential tourists, depends on actions aimed at preserving the cultural, historical and natural resources of the area. The implementation of the program to use the historical, cultural and natural potential of the region for tourism will solve one of its most important problems - the problem of seasonal fluctuations in demand - by offering various forms of off-season tourism, which involve the use of elements of culture S.Choudhary, A.Choudhary, S.Joshi (2013).

If we explore and compare the Lithuanian culture and the Kazakhstani culture by Hofstede. Then we found:

1. Power distance of Kazakhstan a very high score of 88 is a nation where power holders are very distant in society. People in this society accept a hierarchical order in which everybody has a place, and which needs no further justification. Hierarchy is seen as reflecting inherent inequalities, and the different distribution of power justifies the fact that power holders have more benefits than the less powerful in society. The discrepancy between the less and the more powerful people leads to a great importance of status symbols.

2. Lithuania is an Individualist country with a high score of 60, and it is important to remember that Lithuania remained Individualist during the soviet occupation. The ideal of a nuclear family has always been strong and close family members are usually regularly in touch, while respecting each other is space. Children are taught to take responsibility for their own actions and considered as young adults at an early age. The country has seen an increase in individualism since independence in 1990, due to an increase in national wealth as represented by less dependency on traditional agriculture, technology that is more modern, urban living, more social mobility, better educational system, and a larger middle-class. Today the new generation of workers are more focused on their own performance rather than that of the groups. Although there is a hesitancy to open up and speak one's mind, Lithuanians speak plainly without any

exaggeration or understatement; this too represents individualism. They are tolerant in that they do not care too much about what other people do as long as it does not annoy them; what you do and how you live, your life is your business.

3. With an intermediate score of 50 in Masculinity, Kazakhstan has a bit of both worlds: Masculine for certain parts and Feminine for others, but no clearly dominant cultural value.

4. At 88, Kazakhstan scores very high on Uncertainty Avoidance, demonstrating that as a nation they see mechanisms to avoid ambiguity. People do not readily accept change and are very risk averse. They maintain rigid codes of belief and behavior and are intolerant of unorthodox behavior and ideas. To minimize the level of uncertainty, there is an emotional need for strict rules, laws, policies, and regulations.

5. A very high score of 82 indicates that Lithuanian culture is extremely pragmatic in nature. In societies with a pragmatic orientation, people believe that truth depends very much on situation, context and time. They show an ability to adapt traditions easily to changed conditions, a strong propensity to save and invest thriftiness, and perseverance in achieving results.

6. Kazakhstan has a culture of restraint. Restrained societies have a tendency toward cynicism and pessimism. In addition, they do not put much emphasis on leisure time and control the gratification of their desires. People have the perception that their actions are restrained by social norms and feel that indulging themselves is somewhat wrong.

2. RESEARCH METODOLOGY OF TRAVEL MOTIVATIONS AND INTENTIONS
2.1 Study Context

Turkey was chosen as the focus of this study with a great aim to drive tourists from two countries to Turkey. Turkey ranks sixth in the world in terms of the number of tourists and 14th in terms of tourism income. Turkish Statistical Institute (TÜİK) on Jan. 31 announced that the country welcomed 51.9 million visitors in 2019, a rise of 13.7 percent from the previous year (https://www.hurriyetdailynews.com). As recently, approximately 4.24 million international visitors arrived from several countries in Turkey in the first three months of 2020, down 22,1% compared with the same period of 2019, figures showed.
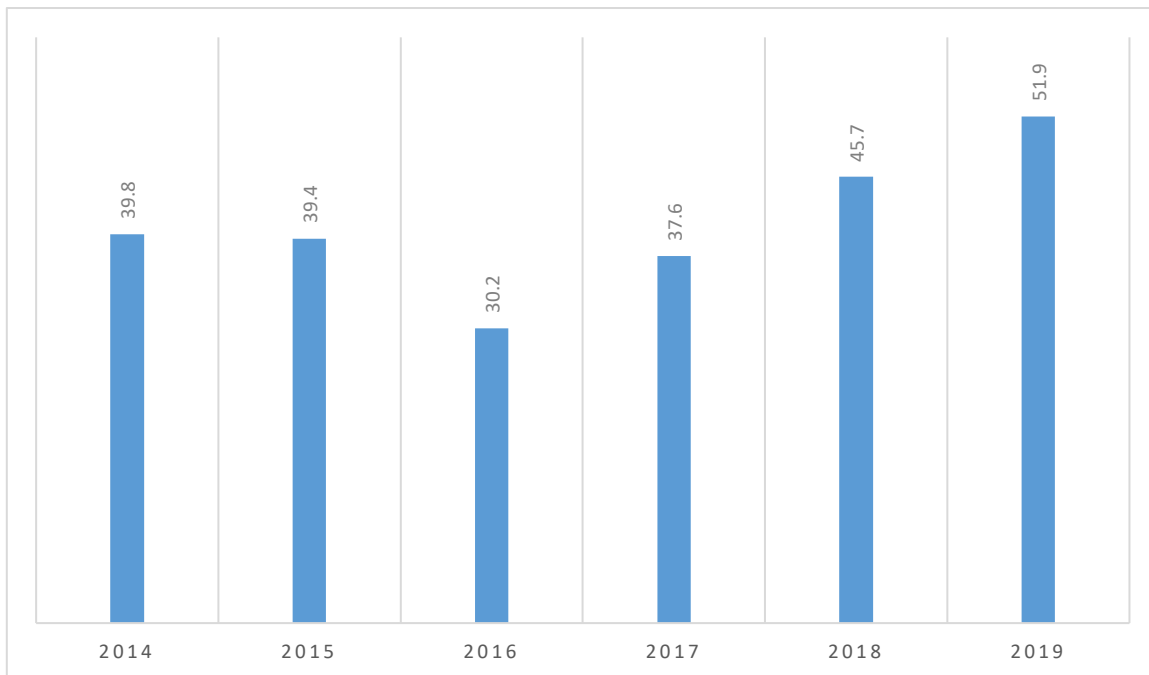
Figure 2 Dynamics of visits Turkey by foreign tourists served with tour operators and agencies in 2014-2019 (https://www.e-unwto.org) (Number of visitors in millions)

In 2018, 426,900 Kazakh travelers visited Turkey, which is 5.98 percent greater in contrast to 2017. The share of Kazakh citizens in the complete wide variety of foreigners who visited Turkey in 2018 was once 1.08 percent. Turkey is the most favored tourist vacation spot also for Lithuanian tourists. Approximately 200,000 out of 4,7 million of Lithuanian vacationers visited

Turkey in 2018. In Lithuania three universities, namely Vilnius University (VU), Vilnius Pedagogy University as properly as Vytautas Didzioji University offer Turkish language publications in their curriculum (http://www.mfa.gov.tr).
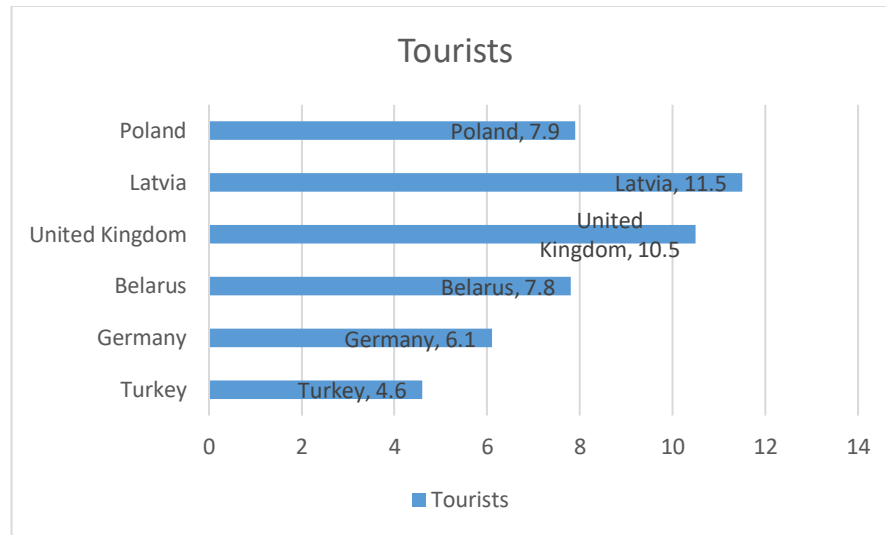
Figure 3 Lithuanians traveled the most to these places in 2018. (https://osp.stat.gov.lt)

2.2 Research model and hypotheses

The empirical study aims to collect data about push motivations to travel to Turkey for leisure, escape, novelty, knowledge, ego-enhancement, and prestige reasons. As mentioned inside the literature review, there are now no loads of studies, investigating traveler motivation of traveler locations by way of the subsequent push and pull motivation theory. In addition, there is no study, which researches this field. Thus, this paper unravels the idea of investigating in two countries what motivations drive tourists to go to Turkey. However, besides the predominant contrast of destination, some demographic have an impact on factors that will be checked. The thought of such a demographic analysis was once from Ryan (1998), who mentioned that "One of the reasons men and women may want different things from a tourism experience is that they are 'getting away from' different things in the home environment" (Ryan, 1998, citing Swain). Maintaining this idea, things, which will attract tourist destinations for females and males, may be different. Thus, this paper unravels the idea of examining the push factors of motivation to visit Turkey with further analysis by gender.

Moving into details were investigated into push factors, which would be relevant for visiting Turkey with emphasis on chosen tourists of Lithuania and Kazakhstan. Factors are represented in the Research model (see Figure).
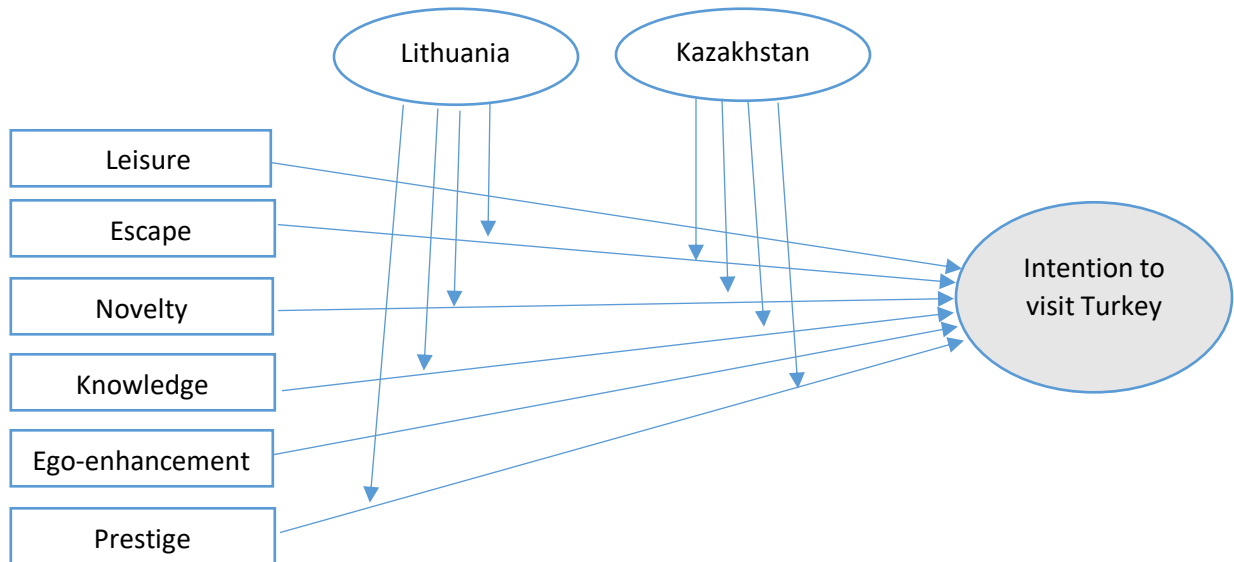
Figure 4 Research model

Hypotheses are stated:

The geographical distance between Turkey and Lithuania is relatively longer and culture is far enough away. Therefore, "novelty" and "knowledge" are quite strong motivations because people will go there to learn about new things and experience new adventures there. "Escape" might serve as a distraction from the unpleasant implications of a repetitive daily routine.

H1: Intention to visit Turkey strongly influence for Kazakh travelers' motivation than Lithuanian travelers'.

There is similar language and similar cultural environment, there for it is not far away and more convenient for Kazakh's travelers to go to Turkey than more Lithuanian travelers' are.

H2: Push motivations positively influence Lithuanian travelers' intention to visit Turkey.

H2a "Escape" factor positively influences Lithuanian travelers' intention to visit Turkey.

H2b "Novelty" factor positively influences Lithuanian travelers' intention to visit Turkey.

H2c "Knowledge" factor positively influences Lithuanian travelers' intention to visit Turkey.

Kazakhstan geographically and culturally related to Turkey. Accordingly, "Leisure", "Prestige" and "Ego-enhancement" are strong motivations for the reason that most travelers choose Turkey because of optimal price with all-inclusive, the sea, and nature and without any distractions in the border. Travelers need social recognition. After this opportunity to play a new role to receive more recognition and power

H3: Push motivations positively influence Kazakh travelers' intention to visit Turkey.

H3a "Leisure" factor positively influences Kazakh travelers' intention to visit Turkey.

H3b "Prestige" factor positively influences Kazakh travelers' intention to visit Turkey.

H3c "Ego-enhancement" factor positively influences Kazakh travelers' intention to visit Turkey.

"Escape", "Novelty" and "Knowledge" motivations of Lithuanian travelers' have more influence than Kazakh travelers' because the traveler follows these motivations by engaging in activities that the personally considers the most applicable and useful. "Prestige" factor has a strong influence on Kazakh travelers showing themselves more prestige and significance.

H4: Push motivations stronger influences between Lithuanian and Kazakh travelers' intention to visit Turkey.

H4a: "Escape" factor stronger influences in Lithuanian travelers' than Kazakh travelers' intention to visit Turkey.

H4b: "Novelty" factor stronger influences in Lithuanian travelers' than Kazakh travelers' intention to visit Turkey.

H4c: "Knowledge" factor stronger influences in Lithuanian travelers' than Kazakh travelers' intention to visit Turkey.

H4d; "Prestige" factor stronger influences in Kazakh travelers' than Lithuanian travelers' intention to visit Turkey.

2.3 Questionnaire design

In the study, the impact of push factors was observed on motivation to visit several destinations. The most appropriate way to identify motivation is to use a Likert scale with the rating from "strongly disagree" to "strongly agree" for opinion measurement.

Table 1 Development of measurement for push factor "Leisure" (D.L.Serre, C.Chevalier, 2012)

No.	Original Scale Item	Modified scale item
1.	Be in a calm atmosphere.	I want to go to relax in a calm atmosphere.
2.	Avoid the hustle and bustle of daily life	I want to get away from the demands of home.
3.	Relax mentally	I want to relax mentally.
4.	Relax physically	I want to relax physically.
Cronbach's Alpha - 0,81		

Table 6 Development of measurement for push factor "Novelty" (Adapted from M.Yousefi and A.Marzuki 2012)

No.	Original Scale Item	Modified scale item
1.	To experience cultures that are different from mine	I want to experience cultures that are different from mine
2.	To see how other people live and their way of life	I want to see how other people live and their way of life
3.	To see something new and exciting	I want to see something new and exciting
4.	To fulfill my dream and self-curiosity about the country, I want to visit.	I can fulfill my dream and self-curiosity about Turkey.
Cronbach's Alpha - 0,87		

Table 7 Development of measurement for push factor "Escape", (Adapted from Alghamdi, 2007)

No.	Original scale item	Modified scale item
1.	Getting away from the demands of home	I want to get away from the demands of home
2.	Having a change from a busy job	I want to have a change from my regular activity
3.	Escaping from everyday life	I want to get an escape from everyday life
4.	Relieving boredom	I want to relieve my boredom
5.	Having fun, being entertained	I want to have fun, to be entertained
Cronbach's Alpha - 0,77		

Table 8 Development of measurement for push factor "Ego-enhancement" (Adapted from M.Yousefi and A.Marzuki 2012)

No.	Original Scale Item	Modified scale item
1.	Visiting a country which most people value and appreciate	I want to visit a country which most people value and appreciate

No.		
2.	Traveling to a country that I always wanted to go	I want to travel to a country that I always wanted to go
3.	To go to places that I have always wanted to visit	I want to go to places that I have always wanted to visit
4.	To talk about my experiences with other people when I return home	I can talk about my experiences with other people when I return home
Cronbach's Alpha - 0,74		

Table 9 Development of measurement for push factor "Knowledge" (Adapted from Alghamdi, 2007)

No.	Original Scale Item	Modified scale item
1.	Learning new things or increasing knowledge.	I want to increase my current knowledge about this destination
2.	Seeing and experiencing a foreign destination.	I want to fulfill my scientific knowledge of this destination
3.	Meeting new people.	I want to talk with other nations.
4.	Trying new food.	I want to taste different food.
Cronbach's Alpha - 0,74		

Table 10 Development of measurement for push factor "Prestige" (Adapted Aref, B., and Som, A. 2010)

No.	Original Scale Item	Modified scale item
1.	To increase my social status	I want to increase my social status
2.	To visit a destination that would impress my friends and family	I want to visit a destination that would impress my friends and family
3.	To seek solitude in a foreign land	I want to seek solitude in a foreign land
4.	To visit a place that my friends have been to	I want to visit a place that my friends have been to
Cronbach's Alpha - 0,84		

Table 11 Development of measurement for push factor "Intention" (Adapted from Huan&Hsu, 2009)

No.	Original Scale Item	Modified scale item
1.	You intend to revisit Hong Kong in the next 2 years	I intend to travel to Turkey this or the next summer

2.	You plan to revisit Hong Kong in the next 2 years	I plan to visit Turkey this or the next summer
3.	You desire to visit Hong Kong in the next 2 years	I plan to visit Turkey this or the next summer
4.	You probably will revisit Hong in the next 2 years	I probably will visit Turkey this or the next summer
Cronbach's Alpha - 0,91		

2.5 Sample and data collection

Based on comparing data collection with preceding studies, it used to be determined to conduct a quantitative method – survey, online questionnaire. Reasons for that are the affordability of the surveys, their flexibility for collecting an enormous amount of knowledge and therefore the ability to focus on participants from different countries. Concerning online questionnaires, it is a plus in collecting data from remote locations and ease in system processing and analyses. The required number of respondents for this study is not less than 310 respondents.

The questionnaire will be distributed to tourists. Besides, a paper questionnaire will give to tourists on popular locations of Kazakhstan and Lithuania, and tourists responded to the questionnaire online. Participants will provide information regarding the project. Tourists also will inform that their participation will be voluntary and that all responses would be kept confidential and anonymous. Respondents will ask to think about their most recent tourism experience for vacation when filling out the questionnaire. To choose methods of data collection, the number of participants and sampling, this aspect was explored in previous studies (see Table 11).

To estimate the true population relationship between the dependent and the independent variables using the sample:

$$n_0 = \frac{Z^2 pq}{e^2}$$

So $p = 0.5$. Now let say we want 95% confidence, and at least 5 percent—plus or minus—precision. A 95 % confidence level gives us Z values of 1.96, per the normal tables, so we get

$((1.96)^2 (0.5) (0.5)) / (0.05)^2 = 385$.

If the population we are studying is small, we can modify the sample size we calculated in the above formula by using this equation:

$$n = \frac{n_0}{1 + \frac{(n_0 - 1)}{N}}$$

Here n_0 is Cochran's sample size recommendation, N is the population size, and n is the new, adjusted sample size. In our earlier example, if there were just 600,000 households in the target population, we would calculate: $385 / (1 + (384 / 600{,}000)) = 384$

Table 12 Methods of data collection in previous studies

Author	Type of questionnaire	Sampling	Number of respondents
M.Yousefi and A.Marzuki (2012).	questionnaire	Non-probability	400
Tung, V. W. S., & Ritchie, J. R. (2011)	Online questionnaire	Non-probability	208
B.A.Beggs, J.E. Stitt, D.J. Elkins, (2004)	questionnaire	Non-probability	650
D.L.Serre, C.Chevalier (2012)	questionnaire	Non-probability	375
S.Nafi, T. Ahmed (2018)	questionnaire	Non-probability	200
Schneider & Vogt, (2012)	questionnaire	Non-probability	339
S.Urbonavicius, T.Palaima, I.Radaviciene, J.Cherian (2017)	questionnaire	Non-probability	171
Average			310

While determined sampling is non-probability, judgmental, based on the purpose of the knowledge of respondents about the topic of the study. The research sample is individual tourists of Lithuania and Kazakhstan, who have intentions to visit Turkey or already visited there. Summary of methods of data collection in the research is in Table 12.

Table 13 Survey datasheet

Methods:	The quantitative, online questionnaire
Target respondents:	individuals, who have intentions to visit Turkey or already visited these places
Sampling size:	384 respondents
Sampling:	non-probability, judgmental

Moreover, a questionnaire was developed, which consists of three parts (see Annexes 1). The first questions in part one and two define if the person is motivated to visit destinations. If not, he is not appropriate for sampling. In the first part of the questionnaire, questions with Likert scale, learn which factors have more impact on the intention for future or previous visit to Turkey. In the second part, questions with the Likert scale learn which factors have more impact on the intention for the future or previous visit to Turkey. Some other questions study whether the respondents are more influenced by factors of tourists according to Tung, V. W. S., & Ritchie, J. R. (2011) study. Besides, the last third part of the questionnaire collects demographic data about the respondent.

3. EMPIRICAL ANALYSIS OF MOTIVATION FOR TOURISTS OF LITHUANIA AND KAZAKHSTAN TO VISIT TURKEY

3.1 Sample and measures

For the research of push factors of motivation, two separate questionnaires of Lithuania and Kazakhstan to visit Turkey were created (see Appendix 11). The total number of respondents is 445. After preparation of data, coding variables and excluding missing values 445 respondents were appropriate based on nationality, age and intention to visit destinations to the further study. The number of used answers in the research from current and future visitors of Kazakhstan is 212. While used answers for Lithuania is 233.

In the study of push factors of Kazakh tourists motivation to visit Turkey took part 53,8% of females and 46,2% of males. 25,5 % are intend to travel to Turkey the next summer. The Nationality of respondents you can see in Figure 9. Data about the nationality, marital status, the highest level of education and employment status of respondents are in Appendix 9.
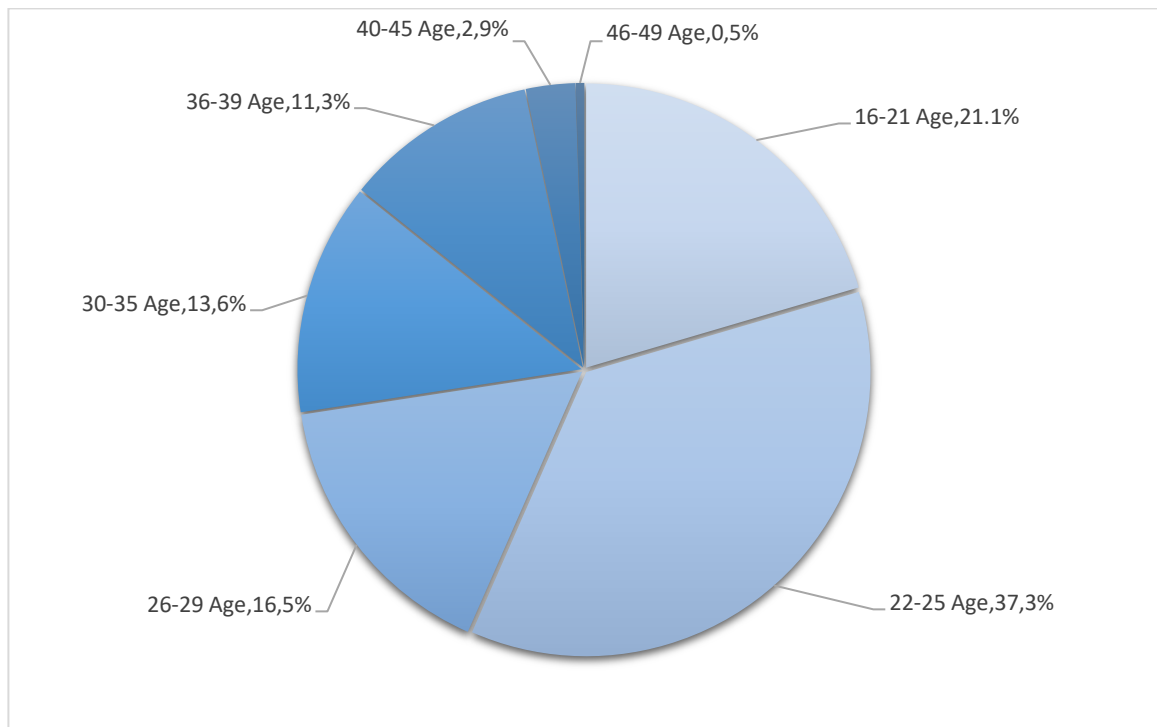

Figure 5 Age of Kazakh respondents

In the study of push factors of Lithuanian tourists motivation to visit Turkey took part 66,1% of females and 33,9% of males. 34,3 % are intend to travel to Turkey the next summer. The age of respondents who took part in further research is presented in Figure 10.
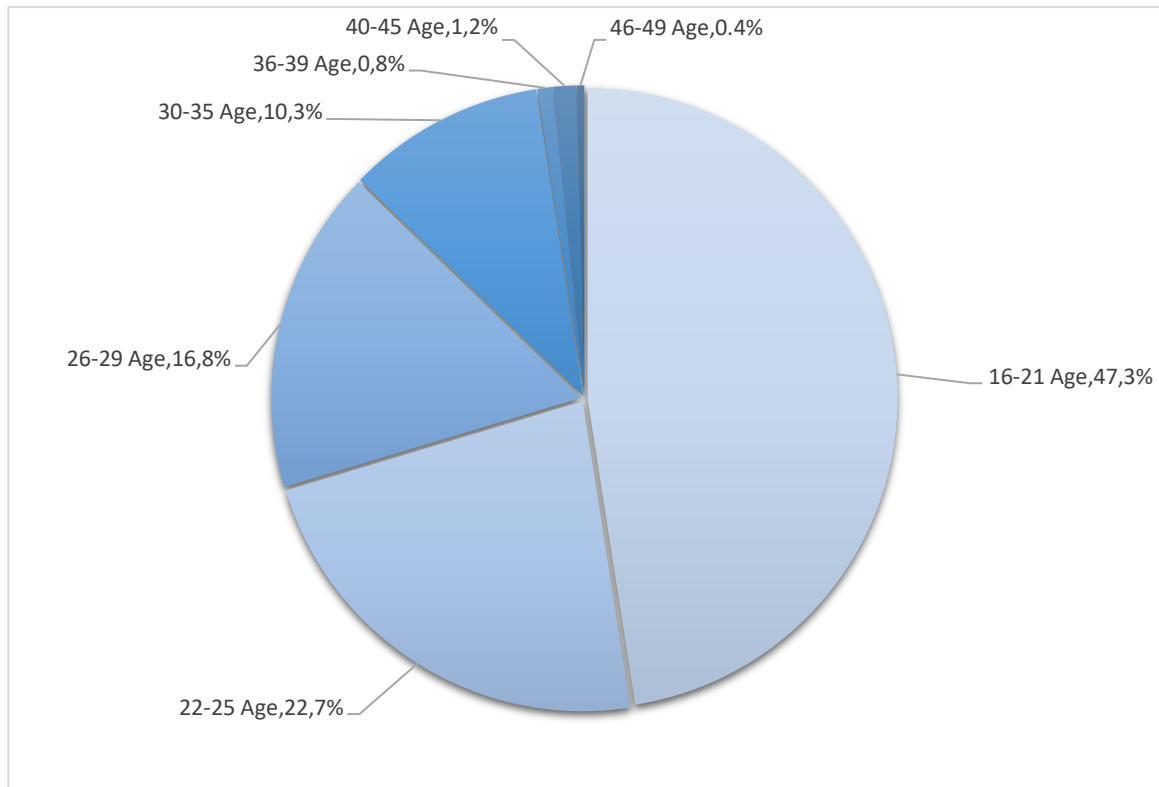
Figure 6 Age of Lithuanian respondents

To analyze push factors of motivation to visit to Turkey, we used Statistical Package for the Social Sciences 26th version. The reliability of the factors was checked by using Cronbach alpha. Cronbach Alpha is "a measure of scale reliability" (Field, 2013). Because of all improvement of statements, the next Cronbach Alpha for factors were found (see Table 19). The reliability of all 3-push factors together that influence on Lithuanian motivation to Turkey is 0,940.Cronbach Alpha for push factors of Lithuanian motivation to visit Turkey

No.	Push factors	Cronbach Alpha
1.	Escape	0,945
2.	Knowledge	0,891
3.	Novelty	0,929

Table 14. Cronbach's Alpha for push factors of Lithuanian tourists to visit Turkey.

No.	Novelty	Cronbach's Alpha if item deleted
1.	I want to experience cultures that are different from mine	0,915
2.	I want to see how other people live and their way of life	*0,916*
3.	I want to see something new and exciting	0,967
4.	I can fulfill my dream and self-curiosity about Turkey	0,921
Cronbach's Alpha - 0,929		

Table 15. Cronbach's Alpha for push motivation of Novelty.

No.	Escape	Cronbach's Alpha if item deleted
1.	I want to get away from the demands of home	0,949
2.	I want to have a change from my regular activity	*0,940*
3.	I want to get an escape from everyday life	0,935
4.	I want to relieve my boredom	0,954
5.	I want to have fun, to be entertained	0,949
Cronbach's Alpha - 0,945		

Table 16. Cronbach's Alpha for push motivation of Escape.

No.	Knowledge	Cronbach's Alpha if item deleted
1.	I want to increase my current knowledge about this destination.	0,882
2.	I want to fulfill my scientific knowledge of this destination	*0,909*
3.	I want to talk with other nations.	0,874
4.	I want to taste different food.	0,900
Cronbach's Alpha - 0,891		

Table 17. Cronbach's Alpha for push motivation of Knowledge.

The same methodology of data analysis was used for push factors Kazakh motivation to visit Turkey. Predictors are push factors: Leisure, Prestige and Ego-enhancement. Initial reliability of push factors presented in Table 23. The reliability of all push factors that influence on Kazakh motivation to Turkey is 0,894.

No.	Push factors	Cronbach Alpha
1.	Prestige	0,871
2.	Leisure	0,925
3.	Ego-enhancement	0,942

Table 18. Cronbach's Alpha for push factors of Kazakh tourists to visit Turkey.

No.	Leisure	Cronbach's Alpha if item deleted
1.	I want to go to relax in a calm atmosphere.	0,912
2.	I want to get away from the demands of home.	0,958
3.	I want to relax mentally.	0,917
4.	I want to relax physically.	0,915
Cronbach's Alpha - 0,925		

Table 19. Cronbach's Alpha for push motivation of Leisure..

No.	Prestige	Cronbach's Alpha if item deleted
1.	I want to increase my social status	0,874
2.	I want to visit a destination that would impress my friends and family	0,845
3.	I want to seek solitude in a foreign land	0,892
4.	I want to visit a place that my friends have been to	0,873
Cronbach's Alpha - 0,871		

Table 20. Cronbach's Alpha for push motivation of Prestige.

No.	Ego-enhancement	Cronbach's Alpha if item deleted
1.	I want to visit a country which most people value and appreciate	0,966
2.	I want to travel to a country that I always wanted to go	0,882
3.	I want to go to places that I have always wanted to visit	0,961
4.	I can talk about my experiences with other people when I return home	0,962
Cronbach's Alpha - 0,942		

Table 21. Cronbach's Alpha for push motivation of Ego-enhancement.

3.2 Analysis of intentions to visit Turkey

3.2.1 Analysis of push factors for Lithuanian tourists to visit Turkey

Intention to visit Turkey strongly influence for Kazakh travelers' (M=3,48) motivation than Lithuanian travelers'(M=2,36) t(443)=9,981 p<0,001

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means				95% Confidence Interval of the Difference
		F	Sig.	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower
Intention	Equal variances assumed	,479	,489	443	,000	1,113	,111	,894
	Equal variances not assumed			429,308	,000	1,113	,112	,893

Table 22. Multiple regression for Kazakh travelers' push factors to visit Turkey

After that, the impact of Push factors on the intention to visit Turkey was determined by applying multiple regression. Multiple regression is used when the dependent variable is predicted by several metric independent variables (Field, 2013). Predictors are push factors: Escape, Knowledge, and Novelty. Residuals are Intention to visit Turkey. Both predictors and residuals are metric scale types.

As we can see in Figure 11, our model can exist because there is a correlation between

residual and predictors (p<0,001). Correlation shows the relationship between the variables (Field, 2013). While multicollinearity as a negative side of relationship exists when there is a strong correlation. Multicollinearity checking shows that factors are correlated a lot between Novelty and Escape. (P>0,8).

Correlations

		Intention	Knowledge	Escape	Novelty
Pearson Correlation	Intention	1,000	,232	,044	,026
	Knowledge	,232	1,000	,619	,733
	Escape	,044	,619	1,000	,853
	Novelty	,026	,733	,853	1,000
Sig. (1-tailed)	Intention	.	,000	,251	,345
	Knowledge	,000	.	,000	,000
	Escape	,251	,000	.	,000
	Novelty	,345	,000	,000	.

Table 23 Correlations of push factors of Lithuanian motivation to visit Turkey

Analyze of variance (ANOVA) used to test the significance of regression shows that regression is significant F (3) =8,564 p<0.001 (see Figure 13).

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29,681	3	9,894	8,564	,000[b]
	Residual	264,556	229	1,155		
	Total	294,236	232			

Table 24 ANOVA for the model of push factors of Lithuanian motivation to visit Turkey

R^2 is more than 0.1 that shows that model can exist R2=0.101, (see Figure 12). Durbin-Watson test indicates, "When residuals of two observations in a regression model are correlated" shows that there is no autocorrelation (Field, 2013).

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,318[a]	,101	,089	1,07483	1,318

Table 25 Model summary for push factors of Lithuanian motivation to visit Turkey

In the Figure 14, T-tests for separate predictors show that such factors as Escape (t=0,757; p=0,450) and Novelty (t=-2,809; p=0,005) are not statistically significant and negative. That is why we need to exclude them from our model. Factor of Knowledge is significant.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,828	,218		8,400	,000
	Novelty	-,322	,115	-,389	-2,809	,005
	Knowledge	,413	,082	,461	5,007	,000
	Escape	,077	,101	,091	,757	,450

Table 26. Coefficients for the model of push factors of motivation to visit Turkey

To sum up, a model that determines the impact of Push factors of Lithuanian on the intention to visit Turkey can exist but in another way that expected. While Regression was made, T-tests showed that factors Escape and Novelty need to be excluded from the model (p>0,005). Factor (predictor) is influence positively Knowledge factor (t=5,007; p<0,001) is positive on Intention to visit Turkey.

If Lithuanians will go to Turkey for novelty, we expect that. Nevertheless, it seems that for Lithuanian's Turkey is not novelty. For that reason they are not going. They are going for other places. Because they have been in Turkey already and they are not looking a novelty in Turkey.

3.2.2   Analysis of push factors for Kazakh tourists to visit Turkey

The same methodology of data analysis was used for push factors for Kazakh tourists. Predictors are push factors: Prestige, Ego-enhancement and Leisure.

Correlations

		Leisure	Prestige	Egoennhacement	Intention
Leisure	Pearson Correlation	1	,824**	,726**	,698**
	Sig. (1-tailed)		,000	,000	,000
Prestige	Pearson Correlation	,824**	1	,673**	,633**
	Sig. (1-tailed)	,000		,000	,000
Egoennhacement	Pearson Correlation	,726**	,673**	1	,693**
	Sig. (1-tailed)	,000	,000		,000
Intention	Pearson Correlation	,698**	,633**	,693**	1
	Sig. (1-tailed)	,000	,000	,000	

Table 27 Correlations of push factors of Kazakh motivation to visit Turkey

By processing, multiple Regression for push factors of Kazakh motivation to visit Turkey was found that the model could exist. Analyze of variance (ANOVA) used to test the significance of regression shows that regression is significant $F_{(3)} = 89,419$ p<0.001 (see Figure 13).

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	178,488	3	59,496	89,419	,000^b
	Residual	138,395	208	,665		
	Total	316,882	211			

Table 28 ANOVA for the model of push factors of Kazakh motivation to visit Turkey

R^2 is more than 0.5 that shows that model can exist R2=0.563, (see Figure 12). Durbin-Watson test indicates, "When residuals of two observations in a regression model are correlated" shows that there is no autocorrelation (Field, 2013).

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,751^a	,563	,557	,81569	1,751

Table 29 Model summary for push factors of Kazakh motivation to visit Turkey

The multiple regression for push factors of Kazakhstan motivation to visit Turkey showed

that the Prestige factor (t=1,090; p=0,277) is not significant (see Figure 20). That is for further model it was excluded. Besides that model is good, there is no multicollinearity, no autocorrelation, the correlation is significant.

	Coefficients[a]					
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	,448	,194		2,311	,022
	Leisure	,368	,094	,349	3,929	,000
	Prestige	,094	,086	,090	1,090	,277
	Egoennhacement	,374	,067	,379	5,585	,000

a. Dependent Variable: Intention

Table 30. Coefficients for the model of push factors of Kazakh motivation to visit Turkey.

Factors Ego-enhancement (t=5,585; p<0,001) and Leisure (t=3,929; p<0,001) are explaining the model have positive influence on Intention to visit Turkey.

If Kazakh travelers will go to Turkey for prestige. Nevertheless, it seems that for Kazakh travelers, Turkey is not prestige. For that reason they are not going. They are going for other prestige places. Because they have been in Turkey already and for them, Turkey is not prestige.

3.3 Comparison of Kazakhstan and Lithuanian tourist's motivation to visit Turkey

After conducted research of push factors, we can compare results for two different cultural environment: Lithuania and Kazakhstan. The reliability of all factors was adequate, while significance depended on each model.

	Lithuania	Kazakhstan
Push Motivations	Standardized Coefficients Beta and Sig.	
Prestige	B=0,500; p<0,001	B=0,630; p<0,001
Knowledge	B=0,188; p=0,032	B=-0,349; p<0,001
Escape	B=-0,034; p=0,751	B=0,090; p=0,277
Novelty	B=-0,118; p=0,350	B=0,379; p<0,001

Table 31. Comparison of push factors of both countries' motivation to visit Turkey.

By the T-test, regression showed which factors are significant for each model. For Motivation of Lithuanian to visit Turkey important is Prestige (B=0,500; p<0,001) factor. While for motivation of Kazakh to visit Turkey important is Novelty (B=0,379; p<0,001), Knowledge (B=-0,349; p<0,001) and Prestige (B=0,500; p<0,001) factors among push factors.

Based on previous results we can approve or reject our hypothesis. Concerning motivation to go to Turkey:

H1 is proved: Intention to visit Turkey strongly influence for Kazakh travelers' motivation than Lithuanian travelers'.

H2: Push motivations positively influence Lithuanian travelers' intention to visit Turkey.
H2a is rejected "Escape" factor positively influences Lithuanian travelers' intention to visit Turkey.

H2b is rejected "Novelty" factor positively influences Lithuanian travelers' intention to visit Turkey.

H2c is proved "Knowledge" factor positively influences Lithuanian travelers' intention to visit Turkey.

H3: Push motivations positively influence Kazakh travelers' intention to visit Turkey.
H3a is proved "Leisure" factor positively influences Kazakh travelers' intention to visit Turkey.

H3b is rejected "Prestige" factor positively influences Kazakh travelers' intention to visit Turkey.

H3c is proved "Ego-enhancement" factor positively influences Kazakh travelers' intention to visit Turkey.

H4: Push motivations stronger influences between Lithuanian and Kazakh travelers' intention to visit Turkey.

H4a is rejected "Escape" factor stronger influences in Lithuanian travelers' than Kazakh travelers' intention to visit Turkey.

H4b is rejected "Novelty" factor stronger influences in Lithuanian travelers' than Kazakh travelers' intention to visit Turkey.

H4c is rejected "Knowledge" factor stronger influences in Lithuanian travelers' than Kazakh travelers' intention to visit Turkey.

H4d is proved "Prestige" factor stronger influences in Kazakh travelers' than Lithuanian travelers' intention to visit Turkey.

As a great aim of the study was examine the push factors of motivation to Turkey on touristic destinations. Moreover, compare them with intentions to visit other touristic sites; research was conducted to clarify tourists' motivations within the push motivation framework by two countries. Turkey attract hundreds of thousands of tourists every year. In addition, understanding of important factors that drives tourist to the tourist destination will guarantee the promotion of the country to the right target audience.

Such an understanding of the audience will help to prepare personalized messages for the promotion of the tourist destination.

3.4 DISCUSSION

Theoretical implications are made primarily from the "push" motivations framework. People are pushed by their internal forces and pulled by the external forces of the destination. Push factors are generated internally and drive people to make the decision to travel, while pull factors refer to external motives which involve mental representations or cognitive aspects such as knowledge, beliefs, or experience (Gnoth, 1997).

Lu, Chen, and Lee (2009) determined that leisure motivation has some kind of internal and external psychological or influential factors. These factors can branch into three types: 1) knowledge learning; 2) social relations; 3) relieving stress.

According to our findings, Kazakhstan and Lithuania mediated between Intention to go to Turkey and by push motivations. Kazakhstan and Lithuania are two different environment, different culture and far away from each other. Cultural features in totally not same regions of the world are dramatically encouraging people to spend their holidays on touristic places. Objects

visited by tourists contribute to their spiritual enrichment, expansion of the outlook. Culture is one of the main elements of tourist interest O.Iguisi (2009).

Moreover, there was not hypothesis about comparing male and female respondents but I analyzed this and this is important. However, generalizing, we can mention that motivation for different tourism is different. However, it needs to be explored before preparing promotional propositions. As for Kazakhstan, tourist agencies can focus on Turkey an unforgettable experience, which broadens people's minds and exclusive offers for travelers. For the male audience important to mention that tour will examine their personality, it is the possibility to explore unknown, while for female - to see what happening with nature, to visit a well-recognized place and be a social active among their generation. For Lithuanian visitors, tourist agencies can focus on places of Turkey that are more prestige propose to spend their free time in well-known places. In addition, in Lithuania, they can promote cultural attractions, as a possibility to know with a new environment, to be emotionally refreshed and fulfilment with the new cultural environment.

Furthermore, this study found that university students prefer their summer vacation destination's features as follows: "novelty," "knowledge," and "prestige". Therefore, the marketing manager of travel companies might want to consider these results to maximize profits from their marketing strategy. In addition, continue to target the university students to Turkey.

In overall, our research proves prioritizing external motivations among young generation of Lithuania and Kazakhstan. The findings are not same with previous studies. Where internal motivations mostly strong than external D.L.Serre, C.Chevalier (2012). As a result, the young generation from more Russian and Kazakh speak societies such as Kazakhstan, for them more important is prestige as Lithuanian young generations.

3.5 Research Limitations

First of all, limitation of the research is in the idea to compare two different country. There are no previous studies comparing Lithuanian and Kazakh motivations to travel to Turkey. From one side, the research could include a comparison of all tourism types to see the whole picture. In this study, the focus is on both countries' travelers' motivations, despite the fact that initial idea was to examine only push motivations. On the other hand, factors describing the motivation for visiting various tourist destinations in general are taken from the literature review, without considering the unique motivational factors that are reasonable for a particular type of destination.

Secondly, process of collection of the respondents was occurred in the online groups survey by the interest in social media. For example, people with motivation to visit Turkey for Kazakhstan were found in the group who is learning the Kazakh and Russian languages. In such a way, these type of people may have a special interest in visiting touristic places of Turkey. On the other hand, people who want to visit Turkey for Lithuania were found in the group who is a fan of sea and prestigious places. That may create inaccuracy in motivation to visit tourist destinations.

Moreover, in this research, there is discrimination of domestic tourists of Turkey. The goal of the paper was to study foreigners, while Turkish people are also active visitors of touristic places of Turkey. This limitation may give only one view on the topic of travel motivation. When the ideal research should include both tourists as inbound as outbound.

The final limitation is the time limit. Which influenced the adoption of a precise target for the study of push factors. While there is a range for statistic advance consideration and their highlights depending on the inspiration to visit the purpose of tourists. Help, it would be curious to join other speculations and see more deeply into gender, nationality, age, marital status, the most remarkable level of education and their relationship with the motivation of tourism.

Despite the confinements, this paper was composed with high intrigued within the last comes about and exact eye on the quality of collected information, considered writing and chosen methodology.

CONCLUSIONS

The research question of this thesis was to compare motivations to visit Turkey. Therefore, the aim was to clarify tourists' motivations within the push motivation framework to Lithuanian and Kazakh cultural relationships by the main destination. The following insights were obtained from the literature review:

1. In general, the motivations of travelers' are needed for tourism. Some of the researchers can differentiate between push and pull motivations, both of which are affected by leisure. In contrast, authors are solid in their views on leisure tourism. Nonetheless, the phenomenon of tourism as leisure tourism is widely accepted and analyzed in recent years.

2. Studies have shown that pull and push motivations in another way: internal (push) and external (pull) motivators to travel. Internal motivations in their opinion are escape, rest, relaxation, prestige, health and fitness, adventure, and social interaction. External motivations supply such explanations on the attractiveness of the destination, such as tangible resources, travelers' perceptions, and expectations.

3. There are numerous methodologies in visitor inspiration, and the 'push and pull inspiration' hypothesis is one of them. Scientists to fragment travelers dependent on their inspiration generally utilize it. As indicated by Dann (1997), elements to visit a site can be ordered as either push or pull inspirations. Push factors drive visitors to themselves and affect the craving to travel. Interestingly, pull factors draw in the traveler to the specific goal. An individual pushed by interior elements to travel, while pulled by the contributions of the goal.

4. Hofstede's six cultural dimensions have been analyzed and applied to Lithuania and Kazakhstan. A major cultural difference between Lithuania and Kazakhstan could be found in the power distance dimension. Whereas Kazakhstani are considered a power distance society, accept a hierarchical order in which everybody has a place, and which needs no further justification, Lithuanians have a sense of loyalty and deference towards authority and status among the older generation.

5. There are numerous approaches in traveler inspiration, and 'push and pull motivation' theory is one of them. Analysts to segment tourists based on their inspiration broadly utilize it. Agreeing to Dann (1997), variables to visit a location can be categorized as either push or pull motivations. Push components driving visitor himself and have an effect on the push to travel. In differentiate; pull factors attract the visitor to the precise goal.

An individual pushed by inside variables to travel, whereas pulled by the offerings of the destination.

6. It was found that Knowledge feature factor positively influences the Intention of Lithuanian to visit Turkey. Which means that hypothesis H2c is proved while others are rejected.

7. In addition, it was found that Ego-enhancement and Leisure factors are positively influence the Intention of Kazak travelers to visit Turkey. Which means that hypotheses H3a and H3c are proved while others are rejected.

8. Moreover, Prestige factor is positively influence in Kazakh travelers' than Lithuanian travelers' intention to visit Turkey. It means that H4d is proved.

9. The research aim was fulfilled by comparing push factors for Lithuania and Kazakhstan destinations to visit Turkey. To conclude, emotions are very important for both types of tourists among push factors. Differences in other factors as Knowledge for Lithuania and Ego-Enhancement and Leisure for Kazakhstan, shows that urban tourism is related to relaxation from the regular life and entertaining part and having risky experience and thrills. Based on that we can approve H1, which says intention to visit Turkey strongly influence for Kazakh travelers' motivation than Lithuanian travelers'.

RECCOMENDATIONS

As a practical aim of the study was examine the push factors of motivation to Turkey on touristic destinations, and compare them with intentions to visit other touristic sites. Consist of the analysis of cultural prerequisites and social motives of modern tourists' travel in the context of general changes in the sphere of leisure (free) self-realization of the person.

1. Create the right promotion message that matches the motivation to visit a tourist destination using factors that are important for each of the tourist destinations. For Lithuania, travel agencies can focus on unforgettable experiences and places that are more knowledgeable. It is important for the male audience to mention that the tour will explore their personality and the significance of their status, while for women - they can encourage cultural attractions as an opportunity to learn with a new environment. In addition, in Lithuania they can promote cultural attractions as an opportunity to know with a new environment and be emotionally refreshed. For Kazakh travelers, travel agencies, for a man can focus on the fun and entertainment point of the audience it is important to note that the tour will study their personality and again from the significance in this environment because they will focus more on prestigious places of recreation. It is an opportunity to explore the unknown. While it is for women to see what is happening to nature, visit a well-recognized place and be socially active among their generation.

2. In further studies, it is possible to focus on same demographic group to analyze factors which important for the decision to visit internal tourist destinations. For example, to make research on nationality differences in tourist motivational theories.

SUMMARY

Aidyn Bitay

Lithuanian and Kazakh travelers' motivations to travel to Turkey on summer vacations

Final Master Thesis

Academic supervisor: Assoc. Prof. Sigitas Urbonavicius

Vilnius University, Faculty of Economics and Business Administration

Marketing and Integrated Communications

Vilnius, 2021

Size: 55 pages, 6 figures, 31 tables, 3 appendixes

The main purpose of this Master thesis is to compare motivation of Lithuanian and Kazakh travelers' motivation to visit Turkey by push motivation framework.

The work consists of three main parts: analysis of literature, development of the research methodology, analysis of the empirical findings.

Literature analysis presents the main interpretations and classifications in tourism, theoretical approaches in dark and urban tourism with its definition and typology. It is followed with the push and pull motivation theory and motivation factors of tourism destinations. This analysis allows clarifying tourists' motivations within the push factors and pulling factors motivation framework by two main country: Lithuania and Kazakhstan. Based on analysis of all factors in the third part of literature review such push factors were chosen: Escape, Novelty, Knowledge, Leisure, Prestige and Ego-Enhancement factors.

Hypotheses testing influence of push factors of Lithuanian and Kazakh travelers' Intention to visit Turkey. Data is collected via online survey, using non-probability, judgmental sampling method. Research instrument is developed using the 5-point Likert scale that had appropriate reliability in the earlier studies.

Empirical analysis is performed by two questionnaires for Lithuania and Kazakhstan with 445 respondents in total. Sample structure include the proportion between male/female respondents of push factors of Kazakh tourists motivation to visit Turkey took part 53,8% of females and 46,2% of males. 25,5 % are intend to travel to Turkey the next summer.

Performed theoretical and empirical analysis allows developing conclusions and recommendations.

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APPENDIXES

Annex 1 – Questionnaire

I am Aidyn Bitay, a Master student of in Marketing and Integrated Communication at Vilnius University. I am collecting data for my Master thesis about motivations to spend summer vacations abroad. Please, answer the following questionnaire regarding possible motivations to travel. There are no right or wrong answers; all I need is your opinion. Please, mark how much you agree or disagree with the statements below. The survey is anonymous; data will be used just in an aggregated form.

1. Please, imagine the opportunity to spend a part of your summer vacations (approximately two weeks) in Turkey. That would include spending time in a resort as well as having possibilities to travel around and to be involved in interesting leisure activities. We would like to ask what would motivate you to go for such a trip to Turkey.
Please, respond to the statements below about the possible motivations to go to such a trip: mark how much you agree with the statements below.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I want to increase my current knowledge about Turkey	☐	☐	☐	☐	☐
I want to fulfill my scientific knowledge of this destination	☐	☐	☐	☐	☐
I want to talk with people of other nations.	☐	☐	☐	☐	☐
I want to taste different food.	☐	☐	☐	☐	☐
I want to seek solitude in a foreign land	☐	☐	☐	☐	☐
I want to increase my social status	☐	☐	☐	☐	☐
I want to visit a destination that would impress my friends and family					
I want to visit a place that my friends have been to					
I want to have fun, to be entertained	☐	☐	☐	☐	☐
I want to relieve my boredom	☐	☐	☐	☐	☐
I want to get an escape from everyday life	☐	☐	☐	☐	☐
I want to get away from the demands of home	☐	☐	☐	☐	☐

I want to have a change from my regular activity	☐	☐	☐	☐	☐
I want to go to relax in a calm atmosphere.					
I want to relax mentally.					
I want to relax physically.					
I want to experience cultures that are different from mine					
I want to see how other people live and their way of life					
I can fulfill my dream and self-curiosity about Turkey	☐	☐	☐	☐	☐
I want to see something new and exciting					
I want to travel to a country that I always wanted to go					
I want to visit a country which most people value and appreciate					
I want to go to places that I have always wanted to visit					
I can talk about my experiences with other people when I return home					

2. In this section, please answer about your intention to spend two weeks of your summer vacation in Turkey next summer. <u>Please, assume that pandemic threats will no longer exist, and there will be no restrictions for traveling</u>.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I intend to travel to Turkey the next summer	☐	☐	☐	☐	☐
I plan to visit Turkey the next summer					
I desire to visit Turkey the next summer					
I probably will visit Turkey the next summer					

Part 2. Demographic

1. Your gender

☐ Male

☐ Female

2. Please, write your age: _____

3. Your marital status:
☐ Single

☐ Married

☐ Other _____

4. Please, indicate the highest level of education you achieved:

O Secondary School

O Post-Secondary professional education

O Bachelor Degree

O Master and above

5. Please, express your opinion regarding your financial situation:

a) My financial situation allows me to plan the travelling to Turkey without any difficulties;
b) My financial situation allows me to plan the travelling to Turkey, though I need to save money for that in advance;
c) My financial situation hardly allows me to plan the travelling to Turkey, but it might be possible if situation is favourable;
d) My financial situation does not allow me to plan the travelling to Turkey, at least – now;

Klausimynas

Aš esu Aidynas Bitay, Vilniaus universiteto rinkodaros ir integruotos komunikacijos magistrantas. Aš renku duomenis savo magistriniam darbui apie motyvaciją praleisti vasaros atostogas užsienyje.

1. Įsivaizduokite galimybę praleisti dalį vasaros atostogų (maždaug dvi savaites) Turkijoje. Tai apimtų laiko praleidimą kurorte, taip pat galimybę keliauti ir dalyvauti įdomioje laisvalaikio veikloje. Norėčiau sužinoti, kas jus motyvuotų vykti į tokią kelionę į Turkiją. Atsakykite į žemiau pateiktus teiginius apie Jūsų galimas motyvacijas vykti į tokią kelionę: pažymėkite, kiek sutinkate ar nesutinkate su žemiau pateiktais teiginiais. Tyrimas yra absoliučiai anoniminis, duomenys bus naudojami tik apibendrinta forma.

	Visiškai nesutinku	*Nesutinku*	*Nei sutinku, nei nesutinku*	*Sutinku*	*Visiškai sutinku*
Noriu patobulinti savo žinias apie Turkiją	☐	☐	☐	☐	☐
Noriu patobulinti savo mokslines žinias apie šią vietą	☐	☐	☐	☐	☐
Noriu pabendrauti su kitų tautų žmonėmis.	☐	☐	☐	☐	☐
Noriu paragauti kitokio maisto.	☐	☐	☐	☐	☐
Noriu ieškoti vienatvės svetimame krašte	☐	☐	☐	☐	☐
Noriu pagerinti savo socialinę padėtį	☐	☐	☐	☐	☐
Noriu aplankyti vietą, kuri sužavėtų mano draugus ir šeimą					
Noriu aplankyti vietą, kurioje yra buvę mano draugai					
Noriu smagiai praleisti laiką, pramogauti	☐	☐	☐	☐	☐
Noriu palengvinti savo nuobodulį	☐	☐	☐	☐	☐
Noriu pabėgti nuo kasdienio gyvenimo	☐	☐	☐	☐	☐

Noriu atsiriboti nuo namų poreikių	☐	☐	☐	☐	☐
Noriu pakeisti savo įprastą veiklą	☐	☐	☐	☐	☐
Noriu atsipalaiduoti ramioje atmosferoje.					
Noriu atsipalaiduoti protiškai.					
Noriu atsipalaiduoti fiziškai.					
Noriu patirti kultūras, kurios skiriasi nuo mano					
Noriu pamatyti, kaip gyvena kiti žmonės ir koks jų gyvenimo būdas					
Aš galiu įgyvendinti savo svajonę ir smalsumą apie Turkiją	☐	☐	☐	☐	☐
Noriu pamatyti ką nors naujo ir įdomaus					
Aš noriu keliauti į šalį, kurią visada norėjau aplankyti					
Aš noriu aplankyti šalį, kurią dauguma žmonių teigiamai vertina					
Noriu nuvykti į tas vietas, kurias visada norėjau aplankyti					
Grįžus namo galėsiu pasidalinti savo patirtim Turkijoje					

2. Šiame skyriuje atsakykite apie ketinimą kitą vasarą praleisti dvi savaites vasaros atostogų Turkijoje. Tarkime, kad pandemijos grėsmės nebebus ir kelionėms nebus jokių apribojimų.

	Visiškai nesutinku	*Nesutinku*	*Nei sutinku, nei nesutinku*	*Sutinku*	*Visiškai sutinku*
Ketinu keliauti į Turkiją kitą vasarą	☐	☐	☐	☐	☐
Planuoju keliauti į Turkiją kitą vasarą	☐	☐	☐	☐	☐
Tikriausiai keliausiu į Turkiją kitą vasarą	☐	☐	☐	☐	☐

2 dalis. Demografija

1. Jūsų lytis

☐ Vyras

☐ Moteris

2. Prašau įrašyti savo amžių: _____

3. Jūsų šeiminė padėtis:

☐ nevedęs

☐ vedęs

☐ Kitas _____

4. Nurodykite aukščiausią pasiektą išsilavinimą:

O vidurinė mokykla

O Povidurinis profesinis išsilavinimas

O bakalauro laipsnis

O magistro lapsnis ir aukščiau

5. Prašome pasakyti savo nuomonę apie Jūsų finansinę padėtį:

a) mano finansinė padėtis leidžia be jokių sunkumų planuoti kelionę į Turkiją;

b) mano finansinė padėtis leidžia planuoti keliones į Turkiją, nors turiu iš anksto sutaupyti pinigų;

c) mano finansinė padėtis vargu ar leidžia planuoti keliones į Turkiją, tačiau tai gali būti įmanoma, jei situacija bus palanki;

d) Mano finansinė padėtis neleidžia planuoti kelionės į Turkiją;

Questionnaire for Kazakhstan Appendix 3

Анкета

Меня зовут Айдын Битай, магистр в области маркетинга и интегрированных коммуникаций в Вильнюсском университете. Я собираю данные для моей магистерской работы связанной с мотивацией проведения отпуска за границей. Пожалуйста, ответьте на вопросы следующей анкеты относительно возможных мотивов путешествия. Там нет правильных или неправильных ответов; все, что мне нужно, это ваше мнение. Пожалуйста, отметьте, насколько вы согласны или не согласны с утверждениями, показанными ниже. Опрос абсолютно анонимный, данные будут использоваться только в собранном виде.

1. Пожалуйста, представьте себе ситуацию, что вы проводите часть вашего отдыха (примерно две недели) в Турции. Это включает в себя проведение времени на курорте, а также возможность путешествовать и участвовать в интересных развлекательных

мероприятиях. Мы хотели бы спросить, что побудило бы вас отправиться в такую поездку в Турцию.

Пожалуйста, ответьте на вопросы ниже о возможных мотивах поездки в такое путешествие: отметьте, насколько вы согласны с утверждениями ниже.

	Полностью не согласен	Не согласен	Нет ответа	Согласен	Полностью согласен
Я хочу расширить свои нынешние знания о Турции	☐	☐	☐	☐	☐
Я хочу улучшить свои научные знания в этом направлении	☐	☐	☐	☐	☐
Я хочу пообщаться с людьми других наций.	☐	☐	☐	☐	☐
Я хочу попробовать другую еду	☐	☐	☐	☐	☐
Я хочу найти уединение в другой стране	☐	☐	☐	☐	☐
Я хочу повысить свой социальный статус	☐	☐	☐	☐	☐
Я хочу посетить место, которое поразит моих друзей и семью					
Я хочу посетить место, где были мои друзья					
Я хочу найти приключения	☐	☐	☐	☐	☐
Я хочу облегчить мою скуку	☐	☐	☐	☐	☐
Я хочу вырваться из повседневной жизни	☐	☐	☐	☐	☐
Я хочу избавиться от домашних дел	☐	☐	☐	☐	☐
Я хочу изменить свою обычную деятельность	☐	☐	☐	☐	☐
Я хочу отдохнуть в спокойной обстановке.					
Я хочу расслабиться ментально.					
Я хочу расслабиться физически.					

Я хочу изучить культуры, которые отличаются от моей					
Я хочу увидеть, как живут другие люди и их образ жизни					
Я могу осуществить свою мечту и любопытство к Турции	☐	☐	☐	☐	☐
Я хочу увидеть что-то новое и захватывающее					
Я хочу поехать в страну, в которую я всегда хотел побывать					
Я хочу посетить страну, которую люди больше всего ценят и любят					
Я хочу побывать в местах, которые я всегда хотел посетить					
Я хочу рассказать о своем опыте другим людям, когда я вернусь домой					

2. В этом разделе, пожалуйста, ответьте о своем намерении провести две недели отдыха в Турции следующим летом. Пожалуйста, предположите, что угрозы пандемии больше не будут существовать и не будет никаких ограничений для путешествий.

	Полностью не согласен	Не согласен	Нет ответа	Согласен	Полностью согласен
Я собираюсь поехать в Турцию следующим летом	☐	☐	☐	☐	☐
Я планирую посетить Турцию следующим летом	☐	☐	☐	☐	☐
Я хочу посетить Турцию следующим летом	☐	☐	☐	☐	☐

Я, вероятнее всего посещу Турцию следующим летом	☐	☐	☐	☐	☐

Часть 2. Демография

1. Ваш пол

☐ Мужской

☐ Женский

2. Пожалуйста, напишите свой возраст: _____

3. Ваше семейное положение:

☐ не замужем (не женат)

☐ женат (замужем)

☐ Другое _____

4. Пожалуйста, укажите уровень образования, который вы имеете:

O Средняя Школа

O Среднее образование

O Степень бакалавра

O Магистратура и выше

5. Пожалуйста, укажите свое финансовое положение:

а) Мое финансовое положение позволяет мне без проблем планировать поездку в Турцию;

б) Мое финансовое положение позволяет мне планировать поездку в Турцию, хотя мне предварительно надо накопить деньги;

в) Мое финансовое положение с трудом позволяет мне планировать поездку в Турцию, но это может быть возможно, если ситуация будет благоприятной;

г) Мое финансовое положение не позволяет мне планировать поездку в Турцию, по крайней мере – сейчас