



Examining the motivation levels of university students to participate in touristic activities within the theory of planned behavior

Mert Erkan ^{A *}, Süleyman Munusturlar ^B, Osman Göktuğ Koçak^c

^a *Eskisehir Technical University, Sports Science Faculty, Eskisehir 26000, Turkey*

^b *Eskisehir Technical University, Sports Science Faculty, Eskisehir 26000, Turkey*

^c *Eskisehir Technical University, Sports Science Faculty, Eskisehir 26000, Turkey*

Abstract

In order to socialize, get rid of stress and the routine of daily life, relax, and return to work more efficiently, people plan their vacation time in advance, work for this plan, save money and even go into debt. In this regard, this study aims to examine the relationship between the planned behavior levels of university students who tend to tourism activities as a leisure behavior and their motivation to participate in tourism activities and to examine which independent variables affect these two variables and how. Within the scope of the study, a face-to-face survey was conducted with 603 university students studying at state universities in Ankara, Eskisehir, and Izmir. In the first part of the study, the theory of planned behavior is introduced and explained with its sub-dimensions. In the second part, the concepts of motivation and satisfaction in tourism are discussed. As a result of the analysis, it was determined that planned behavior in tourism is affected by gender and income variables, especially in terms of perceived behavior control, and also, planned behavior positively affects the motivation for participation in tourism. As a result of the research, the fact that we have to plan and design every activity we will do in advance, due to both Turkey's socio-economic situation and the fact that the working population is in the majority, directs us to more accessible and cheaper activities. Since recreational activities are more easily accessible in this regard, participation of both university students and their parents in such activities will cause both the budget and more activities to be intertwined, not only tourism-oriented but also every month of the year, they will be able to relax, develop and rest with a certain quality and inexpensive activities. In this regard, certain stereotypes of our society should be helped to break down, and their participation in recreational activities should be provided more intensely.

Keywords: Tourism, Motivation, Planned Behavior, Leisure, Participation

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† Corresponding author: Mert ERKAN. ORCID ID: <https://orcid.org/0000-0002-2753-0234>

Email address: merkan@eskisehir.edu.tr

1. Introduction

1.1. Introduce the problem

Whether people are in the segment with sufficient budgets or not, they plan to participate in a certain organization and accumulate time and budget in line with these plans. The Theory of Planned Behavior is one of the most popular social-psychological models used today to understand and predict this accumulation behavior of people Ajzen (2005). The Theory of Planned Behavior (TPB) (Ajzen, 1988, 1991) tries to predict the intention of individuals to perform a behavior and helps to analyze the actions of individuals.

In Turkey, most people spend money not only on their physiological needs but also on social activities such as entertainment and self-realization. They are often in debt for these expenses and want to plan the best program. The most popular of these programs is tourism and almost every individual has a tourism plan. When individuals participate in tourism activities, they want to increase their benefits and reduce their costs when they perform that behavior that shapes their behavioral intention regarding the activities suitable for them. In other words, when individuals participate in tourism activities, they take into account the benefits of these activities and the cost of these activities Cheng et al (2006).

The motives of the vast majority of our society to make money are related not only to their physiological needs but also to their desire for entertainment and self-actualization. Most employees plan their vacation time in advance and work for this plan and save money and even go into debt. People use this method to socialize, get rid of stress and the routine of daily life, relax and return to work more efficiently. In this subject, which has such a significant impact on individuals, the satisfaction and pleasure of the participants will greatly benefit their self-confidence and social identity. The diversity of these plans and the satisfaction with these plans are closely related to the entertainment and holiday culture that comes from the family.

The fact that the tourists' thoughts about the holiday regions they have chosen, the places they visit and stay, and the services they receive meet their expectations bring satisfaction Tütüncü (2001). Individuals who are satisfied with an event want to buy that service again later and share this satisfaction with their environment. The most essential factor of the principle of creating satisfaction for the visitors and the survival of the preferred destination is to display a positive attitude towards the changes and to carry out more up-to-date activities Tütüncü and Doğan (2003). Both current research methods and current trends should be followed and programs should be organized with an innovative perspective. The ultimate goal of the programs is customer satisfaction.

In this regard, recreational activities play a bridge role in reaching various activities suitable for every budget and every identity, as well as easy and frequent accessibility. Individuals should be informed and guided about activities that are continuous, less costly, suitable for them, and meet their socialization needs easily, rather than taking a short vacation by paying large sums.

The theory of reasoned action and the theory of planned behavior (TPB) are used to predict the attitudes and behaviors of individuals about whether to make a decision or to perform a behavior and to determine their intentions about these decisions and behaviors. The theory of reasoned action is a theory of behavior put forward by Fishbein and Ajzen (1975). The purpose of the theory of reasoned action is to predict the behavior of individuals in the most accurate way. Within the scope of this theory, the intention of behavior is revealed by attitude and subjective norms. Since the theory of reasoned action is not fully sufficient to predict the behavior of the individual and determine intention, the theory of reasoned action was improved by Ajzen (1991), and TPB was created. The perceived behavioral control (PBC) variable was added to the theory of reasoned action to more accurately predict the intention and behavior of individuals, and thus this new model was developed. In short, the most significant difference between the two theories was the inclusion of PBC in TPB.

Since it includes social and personal factors the TPB is included in social and behavioral sciences Ajzen (2005). Attitude is considered in predicting human behavior, and personal factors in controlling perceived behavior, while the subjective norm is considered a social factor Cheng and Lam (2008).

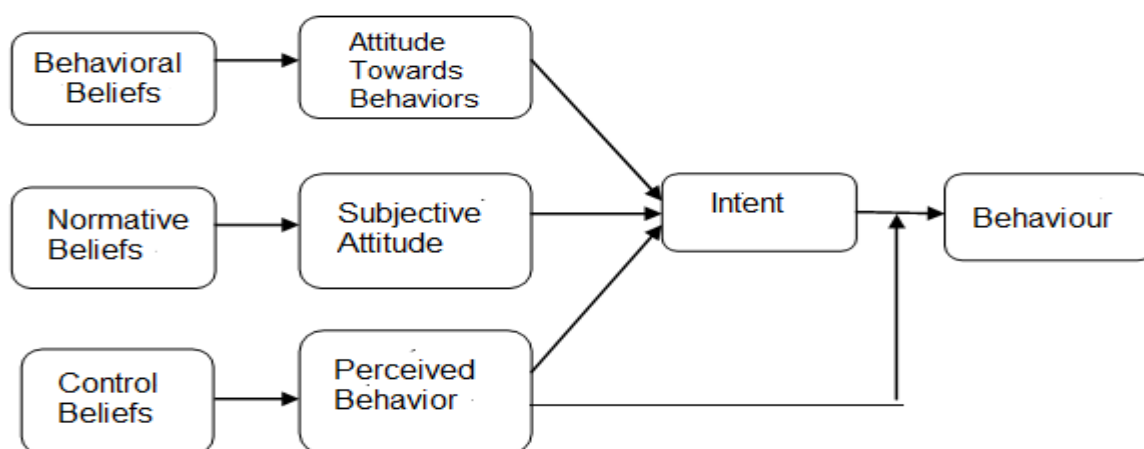


Figure 1: Theory of Planned Behavior
Source: (Ajzen, 2005; Mathieson, 1991).

As can be seen in Figure 1, the intention must first be formed for behavior to occur. According to the TPB, the first motive that causes individuals to reveal their behavior is intention. The factors affecting the intention of the individual are; attitude, subjective norm, and PBC. Before these factors, behavioral beliefs, normative beliefs, and control beliefs influence the behavior Mathieson (1991). As can be seen in Figure 1, PBC can affect behavior directly or indirectly in the decision-making process.

Within the scope of TPB, behavioral beliefs are associated with attitude, while subjective norm and control beliefs are associated with PBC. Thus, with the combination of all these variables, intention, which is the key point in the occurrence of the behavior, emerges DiPietro, et al (2013). Ajzen, in his study in 1991, revealed that behavioral beliefs and normative and control beliefs affect the behavior of individuals Ajzen (1991).

Behavioral beliefs help to uncover beliefs about the consequences that can be faced with the appearance of behavior. These beliefs have a direct impact on the attitudes of individuals Mathieson (1991). Normative beliefs include the perceptions and beliefs of individuals or groups, whose opinion is given importance and reference, regarding a certain behavior. Control beliefs include perceptions and beliefs about obstacles or facilitators that may occur in performing a behavior. Existing beliefs of control are directly related to the perception of perceived behavior Ajzen (2014). In their study, explained the intention of hotel customers to come to the hotel with TPB.

Information on the four factors that constitute behavior within the scope of the theory of planned behavior is given below.

In the studies on PDT, it was concluded that one of the most important determinants of intention, which is the driving force in the emergence of behavior, is attitude Korkmaz and Sertoğlu (2013). Attitude is the individual's making a positive or negative decision about behavior as a result of perceiving an action and evaluating the result as cited in Cheng and Lam (2008). Ajzen (1991) used the expression "positive and negative evaluation of an individual while performing a behavior is called attitude". Attitude reveals an individual's thoughts and perspectives on behavior. As a result of all these explanations, in clearer words, an individual with a positive attitude toward performing a certain behavior will be more assertive about performing a behavior, while an individual with a negative perspective will be more pessimistic about performing a behavior (Cheng et al, 2006; Turan, 2011). In the context of tourism preference behaviors, attitude plays an important role in the formation of intention (Han et al. 2009). Manaktola and Jauhari (2007) determined that there is a positive relationship between customers' attitudes toward tourism activities and their behaviors.

When individuals participate in tourism activities, they want to increase the benefit and reduce their costs when they perform that behavior that shapes their behavioral intention. In this case, it becomes important to inform the customers participating in tourism activities about the benefits they will gain from the activities they participate in Cheng et al. (2006). This allows customers to develop a positive attitude and influences their intentions to participate Chan and Lau (2002).

According to the TPB, the second significant determinant of intention, which is the most important factor for the formation of behavior, is the subjective norm. Ajzen (1991) defined the concept of the subjective norm as "perceived social pressure to do or not to do a certain behavior" or "the approval or disapproval of other caregivers doing the behavior

intended by the individual". Subjective norms are that individuals act in accordance with the ideas of the people or groups that are important to them while performing a behavior, that is, they perceive the social pressure created on them by the person or group they refer to (Ajzen, 2005; cited in Cheng and Lam, 2008).

Normative beliefs underlie subjective norms. What is important for individuals is to reveal the normative beliefs and thoughts of the people or groups they refer to. (Cheng et al, 2006; Korkmaz and Sertoğlu, 2013). Individuals can reveal behavior by being affected by the positive and negative beliefs and thoughts of the referenced individuals or groups such as family and friends. Therefore, even if individuals do not have a positive attitude towards doing a behavior, it is highly likely that they will perform this behavior under the influence of the individual or group whose thoughts they care about (Mathieson, 1991; Cordano and Frieze, 2000; Turan, 2011). In short, subjective norms are shaped according to the thoughts of the individuals or groups referenced.

Previous studies have concluded that subjective norm plays a significant role in influencing the intention to become a hotel customer or a recreational activity participant (Han and Kim, 2010; Hu et al. 2010). Regarding the behavior of participating in hotel accommodation or recreational activity, if the person or group that the individual take as a reference perceives the facility or activity as high quality and preferable, it can be stated that the individual will approach these activities or facilities with a positive thought and reflect the thoughts of these people in their behaviors.

Another important determinant of the intention required for a behavior to occur is PBC and it is a result of control beliefs Chang (1998). Ajzen (1985) stated that PBC is a set of steps in the process of performing a behavior and expressed these steps as follows: "PBC includes thoughts about having or not having the necessary information, resources, time and opportunities.". PBC measures how individuals can better manage their behavior in the face of obstacles or opportunities. PBC emerges as a combination of individuals' decisions regarding the factors that facilitate or hinder a certain behavior, and individuals' beliefs about their power of dominance (Cordano and Frieze, 2000; cited in Türk, 2020). The emergence of behavior is related to whether the individual has sufficient resources and infrastructure, that is, the level of readiness of the individual. Beliefs about the power of individuals to dominate themselves differ according to whether skills, resources, and opportunities are appropriate or not Ajzen (2005). Control beliefs can vary from event to event or person to person. What is important here is that individuals should aware that they have the skills and qualities necessary to control behavior (Mathieson, 1991; Cheng et al, 2006; Turan, 2011). In short, as individuals' belief in infrastructure and sufficient resources increases, their PBCs to themselves will also increase.

Since individuals are in different environments and have different mindsets, they take references from their own lives. These references usually consist of 3 factors: personal, social, and informational. All these factors affect the behavioral, normative, and control beliefs of the individual and are eventually reflected positively or negatively in their behavior Ajzen (2005).

According to the TPB, PBC can have a direct effect on intention and is considered to serve as a bridge in the relationship between intention and actual behavior. Individuals will need skills and resources to control real behavior and they will be interested in the extent to which these conditions are met Ajzen (2014). In special cases, these two factors

may not be at the same level. For example, when it is noticed that the resources and references are at a low level, the individual's desire to perform the behavior can be increased by increasing the sense of control about the behavior that the individual wants to do cited in Uzunsoy (2012).

The main purpose of TPB is to reveal the intention of the individual to perform a behavior. The intention to manifest a particular behavior is present both in the theory of reasoned action and in TPB (Ajzen, (1991). The realization of behavior is a direct function of intention (Cheng et al., (2006). Behavioral intention is related to the individual's readiness and effort to perform a behavior, and all of these are the most determining elements of intention on behavior (Cordano and Frieze, (2000). Ajzen (1991) stated that the stronger the intention of behavior is, the more likely it is to demonstrate that behavior.

Subjective norms are also significantly influential in developing a positive intention regarding the behavior of participation in tourism and recreational activity. In short, the positive or negative intentions of individuals about purchasing the service in tourism and recreational activities vary depending on the positive or negative references they receive from their environment. In other words, the positive or negative thoughts of individuals or groups that the customers take as a reference, regarding this service, affect their intention to choose this service (Han and Kim, 2010; Teng et al. 2013).

Schubert (2008) examined the intention to dine in an environmentalist restaurant, taking into account the three determinants of TPB as well as the effect of demographic variables. Accordingly, when we adapt the study to the intention to participate in tourism and recreational activity, the model presented in Figure 2 addresses the formation of intention and behavior to participate in tourism and recreational activity within the scope of TPB. According to the model, demographic characteristics affect attitude, subjective norms, and PBC. All three variables constitute the intention to participate in tourism and recreational activity. PBC can also directly affect the behavior of participation in tourism and recreational activity.

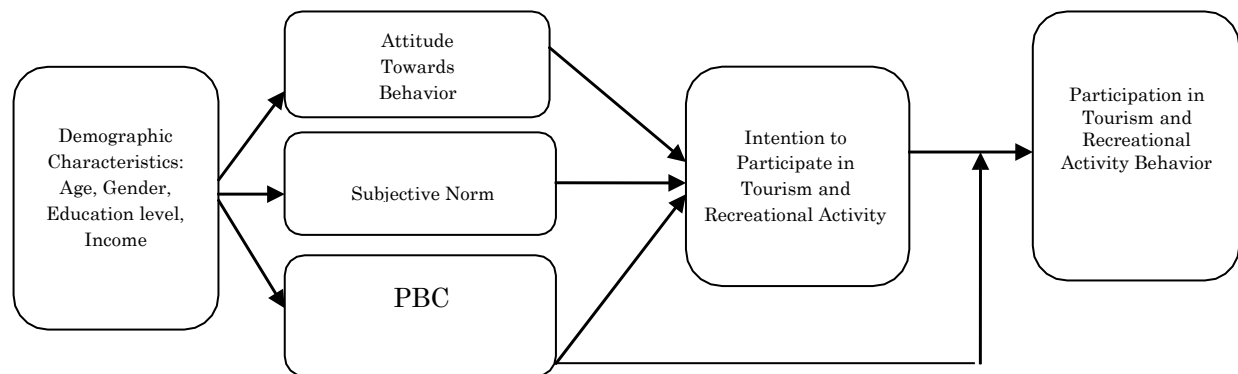


Figure 2: Intention and Behavior of Participation in Tourism and Recreational Activities within the Scope of Theory of Planned Behavior

Source: Adapted by the author from Schubert (2008).

According to Schubert's findings, subjective norms have less influence than attitude in influencing intention to participate in tourism and recreational activity while PBC has no effect. On the other hand, attitudes, subjective norms, and income were found to be associated with participation in tourism and recreational activity.

Özgen (2000) stated that there are many different factors for the emergence of tourists' travel participation behavior, but the most significant factor that helps explain tourist behavior is motivation Özgen (2000). The first study on tourism travel motivations was carried out by Grinstein in 1955, and it is stated that the main travel motivation of the tourist is to take a break from ordinary life. Travel motivations are about getting rid of the routine of life and learning new places and new customs. Sun motivations, on the other hand, can be expressed as motivations for relaxation, more service-oriented, and the sea-sand-sun trio Rızaoğlu (2012).

Tourist motivation emerges as a combination of social, cultural, and curiosity forces that inspire individuals' movements (Mansfeld, 1992; Hsu and Huang, 2008). Tourist motivation is the most significant factor behind tourist movement and is a driving force for the movement. While examining the preferability of tourism, answers are sought to the questions of who, where, how, and when, and it is possible to find answers to these questions; However, tourist motivation mostly seeks the answer to the question of why individuals visit a destination, and it is very difficult to find an answer to this question (Crompton, 1979 as cited in Huang, 2007).

According to Dann (1981), revealing the motivations of tourists why they choose a destination is the first of the difficult aspects of revealing these motivational reasons. Secondly, the issue that is thought to cause difficulties in revealing is the fact that tourists have their own needs that they are not aware of. Hartman (1988) considers the tourist motivations of individuals in two groups: escape motives and orientation motivations. Crompton (1979) defines tourist motivations, which he grouped as Socio-psychological Motivations and Cultural Motivations, as follows.

According to Swarbrooke and Horner (2007), the reasons for choosing a destination in tourism appear in two factors. These are;

- Motivations that lead people to go on vacation to a different place from their city
- Motivations that lead people to take a vacation to a designated destination at a designated time

Previous studies have shown that there is no clear motivating factor in tourism. There may be sources of motivation that may occur simultaneously or at different times with the determined factors. Some motivations that drive tourists are presented in Figure 3 Swarbrooke and Horner (2007).

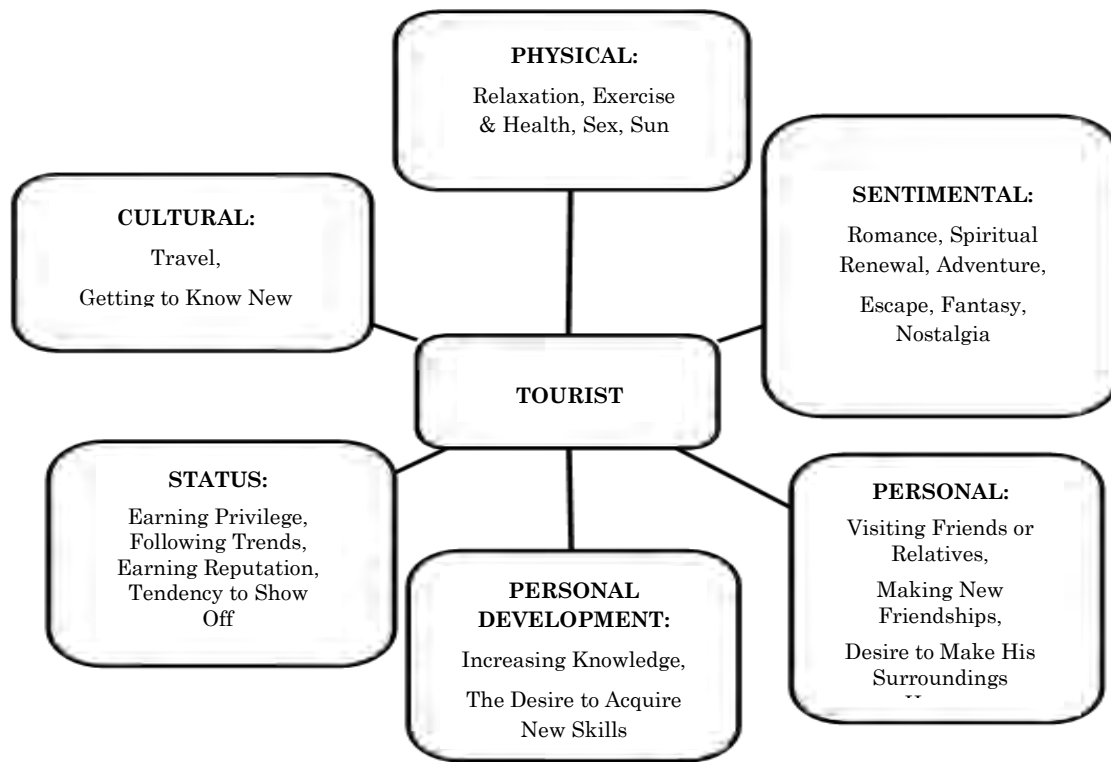


Figure 3. Tourist Motivations
Source: Swarbrooke and Horner (2007).

Every tourist is different, and so are the factors that motivate these tourists. The main factors determining the motivation of individual tourists are summarized as follows Swarbrooke and Horner (2007);

- 1- Personalities,
- 2- Lifestyles that influence their purchasing decisions
- 3- Past experiences as a tourist (both positive and negative holiday experiences)
- 4- Past lives; The nostalgic experiences that people have had so far have a direct impact on motivations.
- 5- Perceptions of their strengths and weaknesses based on their wealth and abilities.
- 6- How they want to be seen by others.

We must also recognize that motivational tools change over time for each individual in response to changes in their circumstances. These situations may include:

- Having a child or meeting a new partner,
- Increase or decrease in income,
- Change in health status, and
- Changing expectations and experiences as tourists Swarbrooke and Horner (2007).

2.2. Travel Motivation Approaches of Tourists Kay (2003) explains the travel motivations of tourists with four main approaches;

- Need-Based Approach: They are the reasons that direct tourists to a trip based on their needs.
- Value-Based Approach: They are the reasons that direct tourists to a trip based on their reasons.
- Achieved Benefit-Based Approach: The reasons that tourists will benefit from determining their motivation.
- Expectation-Based Approach: Tourists' travel expectations are the main source of their motivation Kay (2003).

The fact that every person is different also affects the kind of travel they prefer Dunne (2009).

Driving and attractive factors are one of the most significant factors in revealing the motivation of tourists to choose destinations. However, these elements are considered insufficient by some scientists. According to Fodness (1994), the effects of these factors are used by many scientists in many studies (Crompton, 1979; Baloğu and Uysal, 1996; Yoon and Uysal, 2005; Jang and Cai, 2002). Among these factors, the driving factor is defined as the force that makes people decide to travel to that destination, while the attractive factors are defined as the destination attractions that lead people to travel Gnoth (1997). In summary, motivations coming from the inner world of people such as health, desire to escape from daily life, need for rest, gaining dignity, seeking adventure, and social interactions are driving factors, while the factors that make up the destination attractiveness such as recreational activities, cultural attractions, and beaches are classified as attractive factors Uysal and Jurowski (1994).

Mannell and Iso-Ahola (1987) put forward the two-dimensional theory of tourist motivation, which is different from other motivation theories. The difference of this theory is that it approached the subject of motivation from a socio-psychological point of view. According to Mannell and Iso-Ahola (1987), the event or events that constitute the motivation for travel is the escape and seeking motivation in individuals that occur in a coordinated manner. The escape motivation is the purification of individuals from the routine and stressful life conditions, and the seeking motivation is the individual's being a member of recreational activity as a reward for themselves.

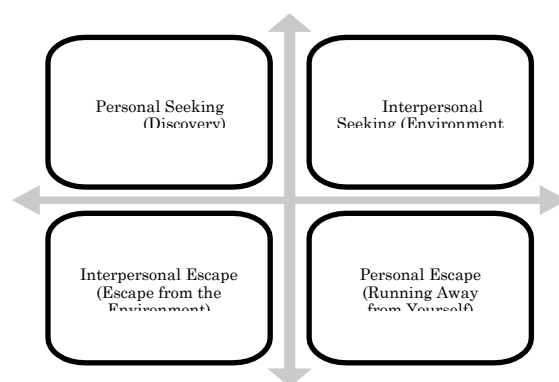


Figure 4. Travel Career Step
Source: Mannell and Iso-Ahola (1987)

As can be seen in Figure 4, individuals eliminate their stress with the motivation to travel and, as a result, gain individual or interpersonal rewards as an attractive force. Individual rewards appear as self-confidence, self-improvement, learning new things, and relaxation as a result of escaping from the routine of daily life, while interpersonal rewards are often expressed as social interaction Huang (2007).

The concept of satisfaction, which emerged in the 1980s, has been used by many scientists with different definitions since those years. Chi and Qu (2008) define satisfaction as a way of questioning and evaluating the quality perceived by the customer. The concept of satisfaction is defined by marketers as a set of behaviors after purchasing a product or service, and this has strategic importance for businesses because of its effect on renewed purchases and word-of-mouth satisfaction Heung and Quf (2000). Phillips, Wolfe, Hodur, and Leistritz (2013) define general satisfaction as an evaluation of consumption that occurs in the minds of individuals based on all the factors associated with their experience.

The development of technology, changing preferences, and the increase in competition cause marketers to increase the quality of the products and services offered for visitor satisfaction and the audience they appeal to Tütüncü and Doğan, (2003).

In previous studies, it was stated that the satisfaction of individuals emerged from the previous and subsequent value judgments towards a product or a consumption Day (1984), a holistic evaluation Fornell (1992), and a general result of the experience gained Vavra (1997).

Tourist Product	Satisfaction Factor	Result
<ul style="list-style-type: none"> • Concrete Elements • Service Elements • Role of Agents 	<ul style="list-style-type: none"> • Tourist Experience Perceptions • Tourist Attitudes and Expectations • Uncontrollable Factors 	<ul style="list-style-type: none"> • Tourist Satisfaction • Partial Tourist Satisfaction • Tourist Dissatisfaction

Table 5. Tourist Satisfaction Process
Source: Horner and Swarbrooke (2007)

If Table 5 is to be summarized, the positive or negative satisfaction factors that occur in tourists as a result of the concrete elements, service elements and the role of agents as a tourist product are the tourist's perceptions of experience, attitudes and expectations, and uncontrollable factors. Depending on whether these factors are positive or negative, the tourist's satisfaction process reaches a conclusion. This result can be satisfaction, partial satisfaction, or dissatisfaction

2. Method

2.1. *Research design*

Studies that aim to reveal an existing situation as it is, to explain, compare and describe attitudes and behaviors are survey type researches (Karasar (2000)). This study aims to reveal the motivation of university students toward tourism. Since this study aims to explain the existing situation, it was designed as a descriptive study in the survey model.

2.2. *Samples*

The simple random sampling method was used in this study. Within the scope of the study, a face-to-face survey was conducted with 603 university students studying at state universities in Ankara, Eskişehir, and İzmir.

2.3. *Data collection and Analysis of the data*

The study data were collected from 603 university students studying at state universities in Ankara, Eskişehir, and İzmir in face-to-face interviews using a questionnaire consisting of 3 parts: 'Theory of Planned Behavior Scale', 'Tourism Motivation Scale' and 'Personal Information Form'.

Theory of Planned Behavior Scale

The scale includes questions about the variables of TPB (attitude, subjective norm, PBC, and intention). In this 24-item scale, seven items were adapted from the scale developed by Schubert (2008, p.35-36), and nine items were adapted from the scales developed by Teng, Wu, and Liu (2013, p.8). Based on the literature on TPB, eight items were added by the researcher. In the study of Teng, Wu, and Liu (2013, p.8), four items related to PBC were asked with a single statement, while in this study, they were asked separately in order not to confuse the perceptions of the respondents. In addition, a question about attitude was adapted to the scale from the study of Hu, Parsa, and Self (2010). As a result, the scale aims to measure attitude with nine items, subjective norm with five items, PBC with six items, and intention with four items.

KMO value was found to be 0.858.

Tourism Participation Motivation Scale

To determine the motivation of participants to participate in tourism, a scale consisting of five statements determined in the study of Carrol and Alexandris (1997) and Alexandris et al. (2011) was used. The Cronbach's Alpha value of the tourism participation motivation scale was found to be 0.771.

Personal Information Form

The information form designed by the researchers was used to obtain information about the demographic characteristics of the participants. The personal information form includes questions such as the gender of the participants and educational information.

In the analysis of the data, first, a database was created by using the SPSS package statistics software in light of the answers received. Since it was observed that the data in this database met the assumptions of parametric test and multi-way analysis of variance, Two way MANOVA, and Pearson Correlation Analysis were used to minimize the possibility of Type I error.

3. Findings

In the analysis of the data, first, a database was created by using the SPSS package statistics software in light of the answers received. Since it was observed that the data in this database met the assumptions of parametric test and multi-way analysis of variance, Two way MANOVA, and Pearson Correlation Analysis were used to minimize the possibility of Type I error.

Table1. Distribution of Participants by Independent Variables and Descriptive Statistics

Independent Variables	Groups	f	%	TPB Total	TPB Subjective Norm	TPB Perceived Behavioral Control	TPB Destination Preference Intent	TPB Behavior Attitude	Participation Motivation
Gender	Female	293	50.2	3.71 0.48	3.67 0.77	3.07 0.84	3.59 0.73	4.51 0.55	2.88 0.92
	Male	291	49.8	3.70 0.46	3.69 0.80	2.86 0.86	3.58 0.73	4.66 0.43	3.10 0.86
	Total	584	100	3.70 0.47	3.68 0.79	2.97 0.86	3.59 0.73	4.59 0.50	2.99 0.90
Income	3001- 5000 TL	203	34.8	3.66 0.46	3.65 0.78	2.86 0.83	3.56 0.76	4.56 0.51	3.09 0.88
	5000 TL and above	381	65.2	3.73 0.48	3.70 0.79	3.02 0.86	3.60 0.72	4.60 0.50	2.94 0.91
	Total	584	100	3.70 0.47	3.68 0.79	2.97 0.86	3.59 0.73	4.59 0.50	2.99 0.90
Educational status	Associate degree	44	7.5	3.67 0.55	3.49 0.74	2.00 0.95	3.61 0.81	4.59 0.45	2.94 0.81
	Undergraduate	514	88.0	3.69 0.46	3.68 0.79	2.94 0.84	3.57 0.72	4.58 0.51	2.98 0.90

	Graduate	26	4.5	4.02 0.50	4.10 0.59	3.42 0.93	3.93 0.73	4.64 0.53	3.39 0.90
	Total	584	100	3.70 0.47	3.68 0.79	2.97 0.86	3.59 0.73	4.59 0.50	2.99 0.90

As can be seen in Table 1, 293 (50.2%) of the participants were female, 291 (49.8%) were male, 203 (34.8%) had an income between 3001TL and 5000 TL, 381' i (65.2%) had an income of 5000TL or more. In terms of education level, 44 (7.5%) of the participants have an associate degree, 514 (88%) have undergraduate education, and 26 (4.5%) have graduate education.

Table 2: Two-way MANOVA Results by Gender and Income Variables

	Wilks' λ	F	df	Error df	p	η^2
Gender	.962	4.523b	5.000	576.000	.023	.022
Income	.978	4.523b	5.000	576.000	.000	.038
Gender x Income	.992	.987b	5.000	576.000	.425	.008

* $p < .05$ ** $p < .01$

It was determined that there was a significant difference between the groups according to the planned behavior and participation motivation levels of the participants in the independent variables of gender (Wilks' $\lambda = .962$; $F(3,263)=4,523$, $p < .05$, $\eta^2 = .02$) and income (Wilks' $\lambda = .978$; $F(12,696)=2,633$, $p < .01$, $\eta^2 = .03$). When the gender*income (Wilks' $\lambda = .992$; $F(12,696)=0,987$, $p > .05$, $\eta^2 = .008$) mutual interactions were examined, it was determined that these interactions did not have a significant effect on the dependent variables and that the dependent variables did not show differentiation as a result of this interaction (Table 2).

Table 3. Comparison of Planned Behavior and Participation Motivation Scores by Income and Gender Variable

	Dependent Variables	F	p	df	η^2
Gender	Planned Behavior Total	.108	.743	1	.005
	TPB Subjective Norm	.014	.904	1	.001
	TPB Perceived Behavioral Control	5.913	.015	1	.007
	TPB Destination Preference Intent	.030	.863	1	.000
	TPB Behavior Attitude	11.068	.001	1	.002
	Participation Motivation	6.006	.015	1	.005
Income	Planned Behavior Total	2.890	.090	1	.005
	TPB Subjective Norm	.525	.469	1	.001
	TPB Perceived Behavioral Control	4.296	.039	1	.007

	TPB Destination Preference Intent	.288	.592	1	.000
	TPB Behavior Attitude	1.023	.312	1	.002
	Participation Motivation	2.852	.092	1	.005
Gender x Income	Planned Behavior Total	.130	.718	1	.000
	TPB Subjective Norm	2.235	.135	1	.004
	TPB Perceived Behavioral Control	.973	.324	1	.002
	TPB Destination Preference Intent	.034	.854	1	.000
	TPB Behavior Attitude	.178	.674	1	.000
	Participation Motivation	.542	.462	1	.001

* $p < .05$ ** $p < .01$ *

As can be seen in Table 3, a significant difference was found in the participants' PBC scores, attitude scores, and participation motivation scores according to the gender variable. In addition, it was determined that there was a significant difference in the PBC scores of the participants according to the income variable. In the total score of planned behavior and other sub-dimensions, it was found that there was no significant difference between the groups according to both gender and income variables. When the PBC scores ($F_{5,913}$, $p < .05$, $\eta^2 = .007$) were analyzed according to the gender variable, it was determined that the scores of females ($\bar{X} = 3.07$; $sd = .84$) were significantly higher than those of males ($\bar{X} = 2.86$; $sd = .86$). Similarly, planned behavior attitude scores ($F_{11,068}$, $p < .01$, $\eta^2 = .002$) were found to be significantly higher for females ($\bar{X} = 4.51$; $sd = .55$) compared to males ($\bar{X} = 4.66$; $sd = .43$). In terms of participation motivation dependent variable scores ($F_{6,006}$, $p < .01$, $\eta^2 = .005$), it was determined that males ($\bar{X} = 3.10$; $sd = .86$) had significantly higher scores than females ($\bar{X} = 2.88$; $sd = .92$). According to the income variable, only the PBC scores of the planned behavior sub-dimensions ($F_{4,296}$, $p < .05$, $\eta^2 = .007$) were found to be significantly higher for those with an income of 5001 TL and above ($\bar{X} = 3.02$; $sd = .86$) than those with an income of less than 5000 TL ($\bar{X} = 2.86$; $sd = .83$).

Table 4. The Relationship Between Participation Motivations and Planned Behavior Scores and Sub-Dimensions

		TPB Subjective Norm	TPB Perceived Behavioral Control	TPB Destination Preference Intent	TPB Behavior Attitude	Planned Behavior Total
Participation Motivation	Pearson Correlation	.312	.340	.319	.385	.436
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	584	584	584	584	584

* $p < .05$ ** $p < .01$ *

As can be seen in Table 4, according to the results of the Pearson Correlation analysis, it was determined that there were positive and statistically significant moderate correlations between the participants' participation motivation scores and planned behavior total scores, subjective norm sub-dimension scores, PBC sub-dimension scores, attitude sub-dimension scores, destination preference sub-dimension scores, and intention sub-dimension scores.

4. Discussion

This study aimed to measure the level of PBC in the participation of university students in tourism activities. In this study, information is sought about the extent to which university students plan and go to the activities they attend, which demographic characteristics affect the sub-dimensions of TPB, attitude, subjective norm, and PBC, and what changes TPB causes in university students' motivation to participate in tourism. It has been revealed that there are numerous studies on TPB, but the studies examining tourism motivation with TPB are very limited in the literature. In this regard, literature was collected by using similar studies on the subject and studies conducted abroad.

The findings reveal that we have to plan and design every activity we will do in advance, both due to the socio-economic situation of Turkey and the majority of the working population. It is seen from the studies that we come across in the literature review that this situation is slightly less in developed countries. Since Turkey is a developing country, we need to make our plans in advance and continue to work on the plan we have made. It was determined that there was a statistically significant difference between the groups in terms of both income and gender variables in the PBC sub-dimension. It was determined that the gender and income variables did not make a significant difference in the planned behavior total and sub-dimension scores and tourism participation motivation. According to the results of Pearson correlation analysis, it was determined that there were positive and moderately significant relationships between tourism motivation and planned behavior total and subjective norm sub-dimension, destination preference intention sub-dimension, PBC sub-dimension, and planned behavior attitude sub-dimension. Consistent with the results of the current study, previous studies also found that the dimension least associated with behavioral intention was PBC (Lee et al. 2012; Song et al. 2012), while the least contributing factors to desire were attitudes (Song 2010; Song et al. 2012). In other studies in which we mostly used the same TPB scale (Yay and Çalışkan, 2015; Bozkurt and Avcıkurt, 2019; Akkuş and Büyükyılmaz, 2021), it was found that gender did not affect PBC. Attitudes, personal norms (Hanve Ryu 2012; Kim et al. 2012; Lee et al. 2012; Song et al. 2012), predicted negative emotions (Kim et al. 2012; Lee et al. 2012), and the frequency of occurrence of the behavior beforehand (Han and Ryu 2012; Song et al. 2012), which were not supported by the results of the study, were found to have a significant and positive effect on behavioral desire.

When it comes to university students, it has been revealed that increasing prices and difficult living conditions cause university students to work extra jobs, and this situation causes an increase in their motivation to participate in the tourism activity they have

planned. Since recreational activities are more easily accessible in this regard, participation of both university students and their parents in such activities will cause both the budget and more activities to be intertwined, not only tourism-oriented but also every month of the year, they will be able to relax, develop and rest with a certain quality and inexpensive activities. This orientation should be done in schools for young people and workplaces for adults so that the concept of recreation is understood and applied correctly by everyone. In this way, future generations would be able to make healthier decisions and lead a more social and successful life.

As a result, it was supported by the findings that the motivation of tourism was also influenced by gender and income variables, especially the PBC dimension of the behavior done in a planned manner. In addition, it is noteworthy that PBC is not associated with any demographic variable other than income and gender. In the motivation dimension of the study, it was determined that the tourism behavior carried out in a planned manner positively affects the motivation for participation in tourism.

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