

Relationship Between Destination Image, Tourist Motivation and Social Media, in Case of Göbeklitepe

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ABSTRACT

In this study, it is aimed to determine the factors that affect the destination selection processes of tourists visiting Göbeklitepe. Knowing the factors that affect the formation of consumer-based destination value will reveal what should be taken into account in the destination marketing studies. It is thought that the push and pull factors that make up the travel motivation affect the consumer-based destination value. At the same time, there is a consensus that image is an indispensable factor for destination development and marketing strategies. The basic point expressed in the studies examining the destination image is that the perception, knowledge and activity-based evaluations play a role in the formation of the image. Another factor that affects the image is the effect of social media. Destination image is considered to be an important factor in deciding on holiday destination selection. In this study, the push and pull factors that create travel motivation, consumer-based travel motivation, brand image and the effect of social media on the destination were examined. In line with this purpose, we conducted the survey method, quantitative and descriptive, and the research carried out on the destination of Göbeklitepe.

Keywords: Destination Marketing, Destination Image, Travel Motivation, Göbeklitepe

INTRODUCTION

Tourism destinations are coming to the fore with their attractions and becoming important economic factors have heated the competition up among destinations day by day. Many destinations try to build strong marketing strategies since it has become necessary to differentiate from their competitors and get the attention of visitors. The concept of promoting destination image is one of the vital ways to achieve a successful strategy. Hence, destinations want to improve their image and influence visitors' motivation. While improving the image, tourist motivation is an essential factor since it is the driving force behind all tourist behaviors. To strengthen their image, destinations advertise their qualities such as history, culture, prestige, and novelty through several channels. In the last decade, the internet took over other channels and destinations started to launch campaigns and promote their image through social media.

Tourist motivation and destination image have been at the forefront of tourism studies for many decades. Our *management decision problem* is how to promote destination image and attract more visitors by increasing tourist motivation that affected by the destination image. Also in Turkey, destinations have different efforts on destination image to motivate the visitors. Our *marketing research problem* is explicitly focused on increasing the understanding of the relationship between social media, destination image, and motivation in the case of Göbeklitepe.

DEFINITION OF DESTINATION MARKETING

Destinations can be defined as a mix of tourism products that offer consumers integrated experiences. Destinations are recognized as the geographical regions located in a well-defined area, such as a country, island, or city. However, the term destination is seen as a perceptual concept that can be interpreted subjectively according to consumers' travel itineraries, cultural background, the purpose of visit, education levels, and past experiences. (Karabiyik & İnci, 2012: 5)

Marketing of countries, regions, and continents as destinations has emerged as a developing activity in recent years. Destinations that cannot provide sustainable development, cannot offer their attractiveness by diversifying, incapable of utilizing resources effectively, cannot carry out new and creative marketing activities will be doomed to lose their international market share in the future. Nowadays, destinations have become an important product in terms of marketing. The competitive advantage of destinations has a significant impact on the economic and social development of the respective destination. A destination that manages right means an increase in the number of investments and investors. Destination marketing is an activity adapted to increase the income of countries, regions, and cities, provide the city's recognition and thus support the development (Buhalis, 2000: 98). The four general strategic goals that should be emphasized in destination marketing are as follows:

- To ensure the long-term welfare of the people living in the region.
- Satisfying visitors' needs.
- Maximizing the profits of local entrepreneurs.
- Optimizing the effects of tourism by maintaining a sustainable balance between socio-cultural and environmental costs and economic benefits.

The main purpose of Destination Marketing is to create a positive and permanent image of people and branding the city (Çiçek & Pala, 2017: 696250). When branding any destination, everything related to that region should be gathered under a single brand. The aim here is to reveal the existence of the region and to present it to visitors in a symbolic style. Also establishing an emotional connection between incoming or intended tourists and the destination (Yavuz, 2007: 15).

MOTIVATION

Psychological/biological needs and desires that awaken, direct and integrate motivation, success behaviors, and activities (Uysal & Hagan, 1993: 798) fulfilling an individual is defined as a need or situation that leads to real activities (Moutinho, 2000: 3).

Motivation is a push and pull force behind the whole behavior of the individual and it is accepted as an important variable explaining tourist behavior. Motivation research questions the causes of human behavior, how it occurs, and how these behaviors can be directed. The main purpose of the theories developed to explain the motivation phenomenon is to predict human behavior. Variables such as perceptions, cultural conditions, and learning, importance is attached to the concept of motivation. The

reason for this is the assumption that there are push or pull forces behind each individual's behavior (Crompton, 1979: 408). These studies: Argues that people choose the destinations they will travel to in line with certain purposes, needs, and desires and that these choices stem from different reasons.

Motivation in tourism is accepted as a concept that contributes to understanding tourist behavior. Travel motivation of tourists is considered as a combination of needs and desires and it is accepted that it determines the tendency to travel. The approach that is generally accepted in the literature on travel motivation is the push and pull factors approach (Baloğlu & Uysal, 1996: 32).

Most of the debates on the motivation of tourists to travel are centered on the concepts of "push and pull factor" (Dann, 1977: 184). The push and pull factors are based on the "Push-Pull Theory" Lee identified the factors that caused migration to occur in his article "A Theory of Migration" in 1966 (Lee, 1966: 47). According to this theory, both the place of residence and the place of destination have repulsive and attractive elements. Choosing among these factors influenced by individual circumstances influences the decision to migrate. Components of the push and pull theory; Factors related to the place of residence, factors related to the destination, barriers in between, and individual factors. The unity of both push and pull factors forms a unity. Mostly detected push factors; exploration, escape, innovation, prestige, relaxation, relaxation, and learning. The attractive factors are; cultural values, nature and natural attractions, recreational activities, convenience, and shopping opportunities (Lee, 1966: 47).

DESTINATION IMAGE

The unprecedented growth in the tourism sector for various reasons over the past 50 years has created great competition for companies and destinations in tourism marketing. In this direction, more and more tourism areas in the world are developed for visitors and offered to the public. In this way, the destination options offered to consumers continue to increase. As a result, tourism marketers are now in an increasingly complex environment, an image work that is unique to each region and that will be in mind is being carried out to influence the consumer decision-making mechanism and to have a word in the competitive global market. The important role of the image, both in terms of understanding travel behavior also form an effective tourism design based on Marketing strategies (Echtner & Ritchie, 1991: 2). In the case of the target image, its flood knowledge has many sources such as; social media, travel brochures, posters, and general media tools. The opinions of others can also be counted as a source; family/friends, social square phenomena, travel agencies, and tourism professionals. Ancient and major shareholder general media counts among these sources; newspapers, magazines, television, books, movies. Image obtained by visiting and affected and transmitted based on first-hand information is the source of experience (Echtner & Ritchie, 1991: 2).

Creation of Destination Image

It is widely accepted that the target image in successful destination marketing is "the sum of beliefs, ideas, and impressions a person has". Regarding the image of the destination the importance of proper image enhancement for the overall success of a destination in tourism. The goal of destinations when conducting marketing, attract tourists by influencing travel decision-making and choice (Tasci & Gartner, 2007: 413).

Effects of Destination Image on Trip Behavior

Further improving the importance of the target images in the literature on tourist behavior can be found stages of travel. How image affects what tourists do or want to do during a trip is very important to design the correct image formation program. Target image, as well as overall within the evaluation and its different components, has been assumed to affect various consumer behavior variables. Studies have

explored the destination image as an independent variable affecting various consumer behavior variables not only before, but also during and after visiting a destination (Lai & Li, 2016: 1065).

The Effect of Image on Pre-Visit Behavior

Tourists assume that they choose one destination over another only when it has positive image aspects. Yet another proposition targets must have distinctive visuals different features from the daily life experiences of tourists should be chosen as the travel destination. Copying the image as "conceptual appeal" means that image dimensions of resident populations, habitats, and climate to be more effective than recreational attractions and On-site activities while viewing tourists' destination selection (Tasci & Gartner, 2007: 413).

Destination display process formation emphasizes two important points. First, individuals who have never visited the specified location before, or have not come across any commercial advertisements related to the location. These measurable insights will be useful to use in strategies (Lai & Li, 2016: 1065).

As opinions may change after visiting the destination, it is possible to compare the first collected data with the feedback and comments received from people who have completed their visit and to obtain measurable data and their accuracy (Govers, Go & Kumar, 2007: 15).

H1: Push motivation has a positive impact on the destination image.

H2: Pull motivation has a positive impact on the destination image.

RELATIONSHIP BETWEEN DESTINATION IMAGE, MOTIVATION, AND SOCIAL MEDIA

Baloglu refers that motivation influences the effective component of images, and people can evaluate a tourist destination depending on multiple travel motives (Baloglu, 2001: 41). Reilly argues that tourists ultimately select their destination choices based on images of the destination (Reilly, 1990: 21). Baloglu and McCleary stated that the destination image that appears pre-visit is influenced by socio-demographic characteristics, motivations, and various sources of information (Baloglu & McCleary, 1999: 868). Motivations determine the destination image pre-visit and post-visit. The image begins to form consciously or unconsciously through the motivations in the destination intention process (Beerli & Martin, 2004: 657).

Travel motivation refers to an individual's internal preferences and attributes of a destination that motivate him or her to take a vacation to that place (Mutinda & Mayaka, 2012: 1593). As previously said, it is divided into two types: push and pull motivation. Baloglu and McCleary had identified stimulus (pull factor) and personal factors (push factor) have a positive impact on destination image (Baloglu & McCleary, 1999: 868). Martin and Bosque discovered that visitors with different travel motivations had significantly different perceptions of the destination (Martin & Bosque, 2008: 263). In their experimental research, Bruner and Goodman discovered that motivation has a beneficial impact on perception (Bruner & Goodman, 1947: 33). Balcetis and Dunning refined this relationship further, concluding after a series of studies that in an atmosphere of uncertainty and ambiguity, people develop a perception that positively stimulates their motivation (Balcetis & Dunning, 2006: 612).

According to Wang et al. many theoretical and empirical studies indicate that motivations are a precursor to a destination's image (Wang, Qu & Hsu, 2016: 58). Sancho and lvarez state that socio-psychological motivations (physical, cultural, interpersonal, social, and reputation, and experiences prior to arrival at the destination) have a direct effect on the cognitive component of an image, but not the affective component. The authors illustrate that numerous travel motivations have a direct impact on the image of a tourist destination and an indirect impact on the desire to revisit (Sancho & Álvarez, 2010: 349).

The image is shaped by what potential tourists think of a destination's natural and cultural attractions, climate, local people, and lifestyle factors that contribute to or negatively affect the successful development of destinations (Hunt, 1975: 1).

Maslow's hierarchy of needs is related to the creation of primary destination images based on push factors associated with the destination. The pull factors are described as the attractiveness of a region and its various elements that contribute to the formation of the destination image. Motivation plays a significant role in tourists' pre-visit decisions about when, where, and what kind of tourism to experience (Pizam & Milman, 1993: 197).

Social media eliminates the boundaries of the nations, allowing people to create and share their knowledge, information, ideas, experience, and opinions (Kaplan & Haenlin, 2010: 59). Social interaction plays a crucial role in behavioral motivation. In social interaction theory, as Stephen et al. have explained, it is access to a large number of a social commerce network's users, rather than their centrality within that network, that benefits the seller to the largest degree (Stephen & Toubia, 2010: 215).

H3: Social media has a significant impact on pull motivation.

H4: Social media has a significant impact on push motivation

H5: Social media has a significant impact on destination image.

MODEL OF GÖBEKLİTEPE

History

The city of Şanlıurfa has been home to many different civilizations and religious beliefs due to its location at the crossroads of historic trade routes and has had strategic importance in almost every period of the human settlement process (Birinci, 2018: 39594).

Göbeklitepe is located 18 kilometers northeast of Şanlıurfa city center, near the Örencik Village. The site was discovered in 1963 during a survey conducted in collaboration with the Universities of Chicago and Istanbul. It was identified as "V52 Neolithic Settlement". The real value of the area has been realized with the excavations that started after the year 1994. After these studies, it was revealed that Göbeklitepe was a cult center dating back 11500 years back (T.C. Kültür ve Turizm Bakanlığı, 2018: 44420).

Göbeklitepe is an example of a monumental group of monumental megalithic structures that represents a specific period of human history. The T-shaped pillars testify to new stages of architectural and engineering technology. They are believed to have witnessed the presence of skilled craftsmen and probably the evolution of more hierarchical forms of human society (UNESCO World Heritage Centre, 2018: 1572).

SWOT Analysis

Göbeklitepe is an important place not only for national tourism but also for international tourism. Therefore, the strengths of Göbeklitepe should be identified and then supported. Also, it should be aimed to provide benefits by developing opportunities. On the other hand, the conditions that threaten this site should be eliminated quickly and immediately. Weaknesses must be determined and effectively resolved (UNESCO World Heritage Centre, 2018: 1572). Göbeklitepe site's SWOT analysis is as follows:

Strengths

- Geographical location and proximity to the city center (UNESCO World Heritage Centre, 2018: 1572).
- The agreement with the museum card (UNESCO World Heritage Centre, 2018: 1572).
- Its importance for religious and cultural tourism (UNESCO World Heritage Centre, 2018: 1572).

- The region's wealthy historical and cultural heritage dating back to 11,000 years (Erkol & Zengin, 2015: 377).
- It is on UNESCO's world heritage list (Eriş, 2019: 1278).
- Weaknesses
- Environmental and landscape arrangements are insufficient (UNESCO World Heritage Centre, 2018: 1572).
- Local people have not enough information importance and development of tourism and the current situation in Şanlıurfa (Erkol & Zengin, 2015: 377).
- Lack of qualified personnel in the tourism sector and poor service quality in this sector (Erkol & Zengin, 2015: 377).
- The high number of immigrants from Syria and its increasing continuity (Eriş, 2019: 1278).
- There are not enough accommodation facilities to meet tourism potential in the region's absence (Eriş, 2019: 1278).
- The promotional and marketing activities in terms of Göbeklitepe and Sanliurfa's tourism services are not enough neither in Turkey nor internationally (Eriş, 2019: 1278).
- The number of tourism workers who speak a foreign language (English) is low (Eriş, 2019: 1278).
- Opportunities
- The region raised awareness in other touristic products (UNESCO World Heritage Centre, 2018: 1572).
- It positively affects the image of the region (UNESCO World Heritage Centre, 2018: 1572).
- Foreign currency return contributes both regionally and nationally (UNESCO World Heritage Centre, 2018: 1572).
- The local people of the area are positive towards the visitors (UNESCO World Heritage Centre, 2018: 1572).
- Threats
- Unconscious destruction of cultural heritage items (UNESCO World Heritage Centre, 2018: 1572).
- Tourist profit purposes may come to the fore (UNESCO World Heritage Centre, 2018: 1572).
- Possibility of misinformation tourists about the region and tourist products (UNESCO World Heritage Centre, 2018: 1572).
- Promotion and marketing activities may include a lack (UNESCO World Heritage Centre, 2018: 1572).
- Lack of inter-coordination on culture and tourism institutions (Erkol & Zengin, 2015: 377).

RESEARCH DESIGN

In order to investigate the research in Göbeklitepe destination travel motivation, destination image, media in the destination and mission, the most appropriate method for the realization of the purpose is the quantitative research method and, in this context, quantitative research was used.

Quantitative methods deal with numbers and measurable forms (Eriş, 2019: 1278). Uses a systematic way of investigating events or causes. Answers questions that confirm relationships with measurable variables to explain, predict, or control research.

Descriptive research method and survey research were used to measure the brand image of Göbeklitepe destination, visitor motivation to the region, and the effect of social media on Göbeklitepe (Fleetwood, 2021: 59).

It covers quantitative types: Survey research and Descriptive research (Majerus, 1996: 213):

In this study, the reason for using descriptive research in Göbeklitepe is the analysis and synthesis of the data, which enables the hypothesis to be tested. Systematic information gathering. It requires careful selection of the units studied and careful measurement of each variable (Eriş, 2019: 1278). For this reason, descriptive research was used in the study.

Survey: the demographic ability of individuals, to determine preferences or a topic, situation, various activities aimed at gathering information about the incident. Fill data by putting questions together collection tool (Survey of Front Range Travel Counts, 2021: 110). Thus according to the method of the questionnaire for Göbeklitepe destination.

SAMPLE SIZE AND SELECTION

Göbeklitepe is a place known for its archaeological heritage and is increasingly becoming a tourism destination. Göbeklitepe has been met with great admiration by tourists in recent years. For this reason, Göbeklitepe was chosen as a research area in this study in terms of its relationship with tourism. Turkish people over 18 years old were determined as the target population of this study. Due to the fact that the survey period coincided with the duration of the Covid-19 pandemic, it was predicted that there would be difficulties in conducting face-to-face surveys, the surveys were carried out on the internet. In this process, applications such as WhatsApp, Instagram and Facebook were used to deliver the surveys to the participants. In the study, the number of answers between 200 and 400 was targeted in sample selection as in many studies. Data were collected from 330 participants in Turkey.

RESEARCH MODEL, QUESTION, AND HYPOTHESES

Research Model

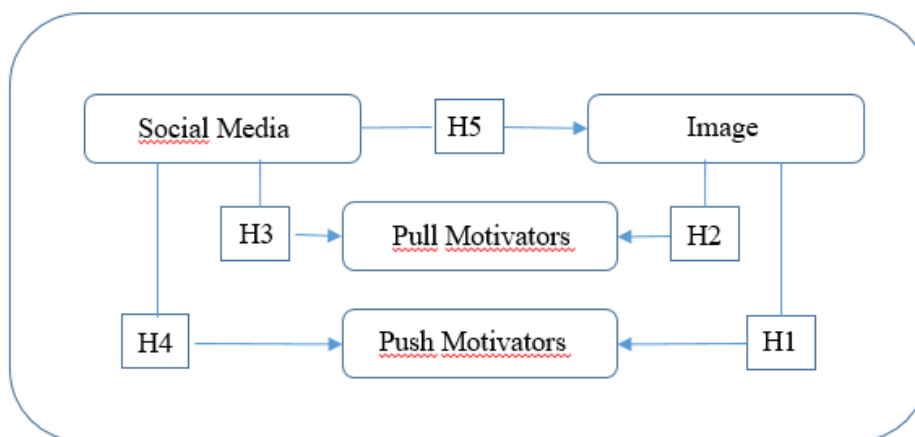


Figure 1. Research Model

Research Question and Hypotheses

Research Question: What is the relationship between destination image, motivation, and social media?

Hypotheses 1: Push motivation has a positive impact on the destination image.

Hypotheses 2: Pull motivation has a positive impact on the destination image.

Hypotheses 3: Social media has a significant impact on pull motivation.

Hypotheses 4: Social media has a significant impact on push motivation.

Hypotheses 5: Social media has a significant impact on destination image.

RESEARCH INSTRUMENT

The questionnaire included measures of destination image, tourist motivation, social media and background information of visitors. Nine items were designed to measure destination image, seven items for push motivators and thirteen items were used for pull motivators of Göbeklitepe. Responses were indicated on a 5-point Likert scale (5= very influential, 1 = not at all influential). Sixteen items were used to measure the impact of tourism-related posts on social media to the destination image perception of tourists. Responses were reported using a 5-point Likert scale (5 = strongly agree, 1 = strongly disagree). Demographic variables included gender, age, marital status, education level, employment status and a monthly income.

RESEARCH FINDINGS

RESPONDENT PROFILES

Based on 330 respondents, the percentage of female, male and no answer respondents are 76.1 percent, 23.6 percent and 0.3 percent respectively, which shows the female dominance in the questionnaire. In the whole sample, 54.2 percent are at the range of 18-25 years old, 22.7 percent are at the range of 26-35 years old, and 23.0 percent are at the range of 36+ years old. 75.2 percent are single and 24.8 percent are married. In terms of their education, 1.2 percent are graduates of Primary School, 3.6 percent are graduates of High School, 40.6 percent are still undergraduate students and 28.8 percent graduated from bachelor's degree. 12.4 percent have a master's degree and 5.5 percent are studying a master program. 4.2 percent are students at an associate program and 3.6 percent have an associate degree. In terms of employment status, 47.3 percent are working, 13.3 percent are unemployed, 1.2 percent are retired, and 38.2 percent are students. . In term of respondent's monthly income, 35.8% are 10000 TL and below, 20.3% are between 1001 TL - 3000 TL, 24.2% are between 3001 TL - 6000 TL, 13.6% are between 6001 TL - 10000 TL and 6.1% are over 10000 TL. The descriptive statistics are summarized in Table 1.

Table 1. Demographic Profile of The Respondents

<i>Variable</i>	<i>Frequency</i>	<i>Percentage</i>
Gender		
Female	251	76.1
Male	78	23.6
No answer	1	0.3
Age		
18 - 25	179	54.2
26 - 35	75	22.7
36 and above	76	23.0
Marital Status		
Single	248	75.2
Married	82	24.8
Education Level		
Primary(Graduated)	4	1.2

Undergraduate(Graduated)	95	28.8
Undergraduate(Student)	134	40.6
Graduate(Graduated)	41	12.4
Graduate(Student)	18	5.5
High School(Graduated)	12	3.6
Associate(Graduated)	12	3.6
Associate(Student)	14	4.2
Employment Status		
Employed	156	47.3
Unemployed	44	13.3
Retired	4	1.2
Student	126	38.2
Monthly Income		
0 - 1,000	118	35.8
1,001 - 3,000	67	20.3
3,001 - 6,000	80	24.2
6,001 - 10,000	45	13.6
10,000 +	20	6.1
Total	330	100

Bold values are majority of the respondents.

Table 2. Means, Median, Standard Deviations, Missing, Minimum and Maximum Values of Variables (Analysis of the constructs)

<i>Variable</i>	<i>No</i>	<i>Missing</i>	<i>Mean</i>	<i>Median</i>	<i>Std. Deviation</i>	<i>Min</i>	<i>Max</i>
I1	1	0	4.23	4.00	0.990	1	5
I2	2	0	3.98	4.00	1.117	1	5
I3	3	0	3.14	3.00	1.252	1	5
I4	4	0	3.79	4.00	1.168	1	5
I5	5	0	3.69	4.00	1.152	1	5
I6	6	0	3.91	4.00	1.116	1	5
I7	7	0	3.36	4.00	1.170	1	5
I8	8	0	3.55	4.00	1.242	1	5
I9	9	0	3.97	4.00	1.187	1	5
M10PUSH	10	0	3.98	4.00	1.090	1	5
M11PUSH	11	0	4.22	5.00	1.019	1	5
M12PUSH	12	0	3.25	3.00	1.166	1	5
M13PUSH	13	0	3.96	4.00	0.988	1	5
M14PUSH	14	0	3.96	4.00	1.139	1	5
M15PUSH	15	0	4.30	5.00	0.995	1	5
M16PUSH	16	0	4.51	5.00	0.862	1	5
M17PULL	17	0	3.67	4.00	1.141	1	5
M18PULL	18	0	3.70	4.00	1.159	1	5

M19PULL	19	0	3.15	3.00	1.246	1	5
M20PULL	20	0	4.30	5.00	0.928	1	5
M21PULL	21	0	3.78	4.00	1.107	1	5
M22PULL	22	0	4.09	4.00	1.039	1	5
M23PULL	23	0	3.33	3.00	1.170	1	5
M24PULL	24	0	3.71	4.00	1.016	1	5
M25PULL	25	0	3.24	3.00	1.154	1	5
M26PULL	26	0	3.67	4.00	1.118	1	5
M27PULL	27	0	3.94	4.00	1.060	1	5
M28PULL	28	0	3.92	4.00	1.064	1	5
M29PULL	29	0	4.09	4.00	1.029	1	5
SM30	30	0	4.17	4.00	0.947	1	5
SM31	31	0	4.05	4.00	1.042	1	5
SM32	32	0	4.25	5.00	0.982	1	5
SM33	33	0	4.09	4.00	1.006	1	5
SM34	34	0	4.23	4.50	0.985	1	5
SM35	35	0	4.23	4.00	0.948	1	5
SM36	36	0	3.46	4.00	1.300	1	5
SM37	37	0	4.18	4.00	0.959	1	5
SM38	38	0	4.08	4.00	1.025	1	5
SM39	39	0	3.70	4.00	1.182	1	5
SM40	40	0	4.02	4.00	1.006	1	5
SM41	41	0	3.74	4.00	1.061	1	5

Table 2 values show that under the image dimension the variable I1, which is 'interesting historical attractions', has the highest mean value (4.23), indicating that it is the most popular reason why participants view Göbeklitepe as a touristic destination. This could be explained by the fact that Göbeklitepe is famous for its history. Under push motivations, M16 had the highest mean value (4.51) , so 'getting to know new and different cultures' was picked the most as the motivator to visit a destination. Whereas for pull motivators M20 had the highest mean value (4.30) which means that according to participants 'historical and natural beauties' is the most effective factor. Lastly, out of all the social media variables SM34 and SM35 had the highest mean value of 4.23, so 'I check out the photos on the accommodation and other tourism service social networking sites' and 'Social networking sites provide information about accommodation and other tourism services.' are the social media related variables that have the most effect on the participants' perception of the destination. This result could indicate that people crave for credibility and information when it comes to choosing a destination based on social media postings.

Table 3. Group differences between single and married in terms of travel motivation. (t-test)

Marital Status		N	Mean	Std. Deviation	t	p
Single		248	3.996	0.665	2.154	0.033
Married		82	3.761	0.911		

In the analysis, the travel motivations of visitors have a difference between respondents' marital status at 95% significance level ($t=-2.154$ and $p=0.033<0.05$). According to the data in the analysis, we can interpret that single people are more affected by their travel motivation according to the following parameters; Affordability of the trip is cheaper for single person based on this reason single people affected by this parameter more than married ones, Safety of Destination gives more confident to travel alone for single persons, Entertainment activities in Göbeklitepe attract single person to have some fun alone, Making new friends is a good chance to meet with new people in the travel.

Table 4. Differences between age groups in terms of travel motivation (Anova)

Age	N	Mean	Std. Deviation	Std. Error	ANOVA	
					F	p
18 - 25	179	3.932	0.643	0.048	3.674	0.026
26 - 35	75	3.667	0.869	0.100		
36 and above	76	3.785	0.803	0.092		
Total	330	3.838	0.743	0.041		

According to the analysis findings, the travel motivations of visitors have a significant difference per age group ($F=3.674$, $p=0.026<0.05$). According to the data obtained in the analysis, we can interpret that young people are more affected by their travel motivation according to the following parameters: Making new friends is a more predictable option for new generations because of the communication skills they have. Young people are more affected by their friends because of the level of sharing information between them and social media posts. Entertainment activities in Göbeklitepe are more addressed to 18-25 age group people and this affects their motivations. Affordability is more important for younger people because probably in this age group they do not have economic freedom yet.

Table 5. Dependent Variable: Motivators Games-Howell (Multiple Comparisons)

(I) Q2 - (J) Q2	Mean Difference (I-J)	Std. Error	Sig.	Confidence Interval (95%)	
				Lower Bound	Upper Bound
(18 – 25) – (26 – 35)	0.26546*	0.11127	0.049	0.0011	0.5298
(18 – 25) – (36 and above)	0.14660	0.10386	0.338	-0.0999	0.3931
(36 and above) – (26 – 35)	0.11886	0.13618	0.658	-0.2036	0.4413

*. The mean difference is significant at the 0.05 level.

EXPLORATORY FACTOR ANALYSIS

Table X KMO and Bartlett's Test

The main purpose of factor analysis is to reduce or summarize the relationships among a large number of variables that are thought to be related to fewer basic dimensions in order to facilitate understanding and interpretation. In other words, it is a method of reducing the dimension and eliminating the dependency structure like principal component analysis. As it is understood, factor analysis has two main purposes.

These; to reduce the number of variables and to reveal some new structures by making use of the relationships between the variables (Büyüköztürk, 2002: 470).

The suitability of the data for factor analysis can be examined with the Kaiser-Meyer-Olkin (KMO) coefficient and the Barlett Sphericity test. The sample should be large enough to ensure the reliability of the correlation. To determine this, the Kaiser-Meyer-Olkin (KMO) test is performed. . A value of KMO approaching 1 indicates that a value below 0.5 is unacceptable. Barlett's test is expected to be less than 0.05.

Factor analysis with Oblimin rotation was applied to the variables in the destination image scale. As a result of the factor analysis, the KMO (Kaiser Meyer Olkin) value was determined as 0.933. The KMO value is expected to take any value between 0.5-1.0. However, a data set below 0.5 is an indication that it is not suitable for factor analysis (Büyüköztürk, 2002: 470). Since the Kaiser Meyer Olkin value of the scale was determined to be significant, the data set was deemed suitable for factor analysis.

In our analysis, Barlett is significant because it is less than 0.05.

Table 6. KMO

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.933
Bartlett's Test of Sphericity	Approx. Chi-Square	11042.383
	df	820
	Sig.	0.000

According to the factor analysis, it is seen that the destination image variables are gathered under 4 dimensions as "destination image", "attractive elements", "push motivations", "social media". For statistical consistency, each dimension is shown in Table 7 with the heading Factor loadings in the measurement of variables.

In the variables extracted in factor loads, I1- Interesting historical attractions (-632); I2- Beautiful scenery / Natural attractions (-566); I9 – A good name and reputation (-343) were excluded because they were loaded into different dimensions. M12 Push "Making new friends" section did not yield any results. It was removed because the M13 Push The interest in the destination was below 0.5.

Table 7. Factor loadings in the measurement of variables

Variable	Item	Content description	Factor loading
Pull motivators	M18PULL	Accessibility in transportation	.878
	M17PULL	Affordability	.815
	M21PULL	Safety of Destination	.800
	M27PULL	Quality of the services	.759
	M29PULL	Unspoiled and unpolluted nature and environment	.684
	M19PULL	Entertainment activities in Göbeklitepe	.664
	M28PULL	Destination image	.624

	M23PULL	Previous visits	.622
	M26PULL	Hospitality of local residents	.613
	M24PULL	Friend recommendation	.573
	M20PULL	Historical and natural beauties	.539
	M22PULL	Turkish cuisine	.529
	M25PULL	Tour Operator Recommendation	.505
Social Media	SM40	With the aid of social networking sites, I can make better decisions when it comes to tourist activities.	-.869
	SM38	Positive feedback from users on social networking sites about the accommodation and other tourism services gives me confidence about purchasing.	-.846
	SM41	I can make purchases related to accommodation or other tourism services that are advertised through social networking sites.	-.846
	SM39	I am easily impressed by the comments of accommodation and other tourists posted on social networking sites.	-.825
	SM35	Social networking sites provide information about accommodation and other tourism services.	-.815
	SM32	I evaluate the publications and comments of the people on social networking sites when making a decision.	-.797
	SM37	Social networking sites, accommodation and other tourism services contribute to the promotion.	-.795
	SM31	Social networking sites give more information about tourism and accommodation services and help me make quick decisions.	-.760
	SM33	I plan to purchase carefully. I check all special offers with the accommodation and other tourism services on the relevant social networking sites.	-.739
	SM36	I subscribe to the websites of my favorite hotels and tourist destinations and follow their updates.	-.737
	SM34	I check out the photos on the accommodation and other tourism service social networking sites.	-.703
	SM30	I have a chance to access tourism websites through social networking sites easily.	-.696
Destination image	I3	Pleasant weather / Climate	.803
	I7	Sufficient local infrastructure	.798
	I5	Friendly and hospitable people	.783
	I8	Safe and secure destination	.692
	I4	Appealing local food	.681
	I6	Unpolluted and unspoiled environment	.578
	I1	Interesting historical attractions**	-.632
	I2	Beautiful scenery / Natural attractions**	-.566

	I9	A good name and reputation**	-0.343
Push motivators	M15PUSH	Spending quality time with friends	-0.719
	M11PUSH	Getting away from the city life	-0.687
	M16PUSH	Getting know the new and different cultures	-0.643
	M14PUSH	Spending quality time with family	-0.641
	M10PUSH	Relaxing/Resting	-0.616
	M13PUSH	The interest in the destination**	-0.483
	M12PUSH	Making new friends**	

** Variables written in red are excluded from analysis.

RELIABILITY TESTING

Cronbach alpha measure above 0.70 indicates that the measurement of the instrument has the internal consistency reliability (Majerus, 1996: 213). The table shows that all of the coefficient alpha values of the constructs are greater than 0.70. Analysis report shows that the social media Cronbach alpha value was 0.948. The maximum expected measure value is 0.95, above this value is perceived as redundancy or duplication.

The updated reliability and validity scores are presented in Table 8.

Table 8. Reliability of reflective constructs

Description	M (SD)	Cronbach's Alpha
Destination Image	3.57 (0.97)	0.901
Push Motivators	4.19 (0.85)	0.882
Pull Motivators	3.72 (0.81)	0.933
Social Media	4.02 (0.83)	0.948

RELATIONSHIP BETWEEN VARIABLES

Correlation coefficients describe the strength and direction of an association between variables (Survey of Front Range Travel Counts, 2021: 110). A Pearson correlation coefficient value above 0 to 1 indicates that there is a positive relationship between the constructs and below 0 to -1 indicates that there is a negative relationship between the constructs. The correlation between the constructs gets stronger when this value approaches 1.

Table 4.9. Correlations matrix table

Construct	Pull motivators	Social_media	Image	Push_motivators
Pull motivators	1			
Social media	0.466**	1		
Image	0.604**	0.257**	1	
Push motivators	0.641**	0.523**	0.464**	1

** . Correlation is significant at the 0.01 level (2-tailed).

The results of the correlation analysis show positive relationships between all the constructs. Therefore, social media and pull motivators have a moderately positive correlation, image and pull motivators have

a moderately positive correlation. Image and social media have a weakly positive correlation. Push motivators are moderately correlated with pull motivators, social media and image.

REGRESSION

Regression analysis is one of the most important types of analysis to be done in a thesis research or any scientific research. The main purpose of performing regression analysis is to explain the relationship between two or more variables as dependent and independent variables with mathematical equations. Based on the regression analysis, one can testify to the hypothesis of whether to accept or reject (Hüseynli, 2020: 122).

H1: Push motivation has a positive impact on the destination image.

Analysis of the data revealed that there is a positive correlation coefficient ($r = 0.614$) for the interaction between push motivation and destination image. The coefficient of determination (R^2) is 37.7%. This implied that destination image explained about 37.2% of the variation in push motivation. As a result of these findings, "H1: Push motivation has a positive impact on the destination image." hypothesis is accepted.

H2: Pull motivation has a positive impact on the destination image.

The finding revealed that there is a positive correlation coefficient ($r = 0.614$) for the interaction between pull motivation and destination image. The coefficient of determination (R^2) is 37.7%. This implied that destination image explained about 37.2% of the variation in pull motivation. As a result of these findings, "H2: Pull motivation has a positive impact on the destination image." hypothesis is accepted.

H3: Social media has a significant impact on pull motivation.

We proposed that social media has an impact on pull motivation. The survey result supports this proposal. The result shows a coefficient of 0.468 at $p = 0.00$, which shows that the two constructs, social media and pull motivation, are positively related. The coefficient of determination (R^2) is 0.219. This implied that pull motivation explained about 21.9% of the variation in social media. It can be said that social media is effective on pull motivation and the H3 hypothesis is accepted.

H4: Social media has a significant impact on push motivation

Hypothesis 4 investigated the impact of social media on push motivation. The survey result supports this proposal. The result shows a coefficient of 0.528 at $p = 0.00$, which shows that the two constructs, social media and push motivation, are positively related. The coefficient of determination (R^2) is 0.278. This implied that push motivation explained about 27.8% of the variation in social media. It can be said that social media is effective on pull motivation and the H4 hypothesis is accepted.

H5: Social media has a significant impact on destination image.

In the regression analysis on the effect of social media on the destination image, coefficient is 0.614, coefficient of determination (R^2) is 37.7% and sig. value is 0.159 (>0.05). In the light of these findings; no statistical relation was found between social media and destination, thus the "H5: Social media has a significant impact on destination image." hypothesis is rejected. The reason for this rejection might be general and mixed questions on social media from different topics.

Table 10. Model results

<i>Hypothesised path</i>		<i>β-value</i>	<i>t-value</i>	<i>p-value</i>	<i>Decision</i>
H1	Push motivation → Destination image	.161	9.292	0.021	Supported
H2	Pull motivation → Destination image	.649	13.746	0.000	Supported
H3	Social media → Pull motivation	.461	9.590	0.000	Supported
H4	Social media → Push motivation	.537	11.250	0.000	Supported
H5	Social media → Destination image	-.087	4.809	0.159	Unsupported

DISCUSSION

Many factors, including social, cultural, technological, psychological, demographic, personal and abstract, can be determinative and effective in the destination choice processes, destination decisions (Demirbulat Gd & Saatı, 2015: 122). This study focused mainly on examining the relationships between destination image, motivation, and social media. The results of our study showed that 4 out of the 5 hypotheses were accepted. Meaning that both push and pull motivations have a positive impact on destination image and social media has a positive impact on pull motivations and push motivations but does not have a direct positive impact on destination image. Based on the results, we arrived at the conclusion that social media is a very useful tool that needs to be taken advantage of in promoting a destination. We can also interpret that people of different marital status react differently to motivators. For example, the affordability of a trip is higher for a single person and because of this reason, single people are more affected by this factor than married ones, whereas safety is more important for people who are looking to travel alone. Entertainment activities in Gbeklitepe can be an attraction to single people, especially. In accordance with this, it is possible to say that in order for Gbeklitepe to attract more single people; promotion of safety, affordability and entertainment activities could be important. Whereas for married people factors like affordability and entertainment activities might not necessarily be a priority. Travel motivations also differ for different age groups. Our study showed that making new friends is an important factor for the younger generation, which is fairly predictable. Entertainment activities in Gbeklitepe are also more suited for the 18-25 age group, and affordability as well is a very important factor for people in this age group. When all of this information is combined, we can say that in order to target the younger generation, social media posts about the destination could be used in communicating the motivators that speak to them, same goes for older people. It is important that different strategies are implemented for different groups of people. The results of the study also showed that in general participants were mostly interested in social media postings that obtain knowledge about destinations, so focusing on informative posts could prove to be useful.

LIMITATIONS & FURTHER RESEARCH DIRECTIONS

The findings of this study have to be seen in the light of some limitations. According to the results of the questionnaire created for the research, it was observed that most of the respondents were female, single and between the ages of 18-25. In addition, the study was limited to participants aged 18 and over. Therefore, it would be appropriate to state that the findings cannot be generalized to the entire population. Another limitation is that all the participants are Turkish and live in Turkey, and a foreign participant from any country in the world is not included. Nonetheless, the findings from the study can still be used in future studies. The findings gathered from the study show the relationship between destination image,

motivation, and social media. To a better understanding, the relationship can be analyzed further with a sample with a wider age range or foreign participants from different countries.

CONCLUSION

A destination's positive consumer-based destination value can easily bring competitive advantage to that destination. Therefore, destinations that want to get a bigger share from the tourism market should take into account the issue of consumer-based destination value and the factors that affect its formation. Determining the image that destinations create on tourists will guide both destination promotion studies and marketing strategies to be applied. The combination of tourists' experiences in the destination and the components offered by the destination shape the image. This research intended to investigate the relationship between destination image, motivation, and social media. For this purpose, in this research, a questionnaire was developed to determine the pull motivators, which can be defined as the characteristics of a place, and the push motivators, which can be defined as the desire to travel, and the effect of social media on the value and perception of the destination. According to the findings of the study, push and pull motivators are very important for destinations and should be taken into account by managers. The investigation also adds to our knowledge that although social media has a positive effect on destination selection, it does not have a direct effect on destination image. The results can be used as valuable information of the marketing strategies and these important factors that affect destination image also be focused on during the marketing processes.

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