



Recreational Novelty and Aesthetic Motives: Relationship with Hedonia in the Context of the Covid-19 Pandemic

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Abstract

This study aims to understand the relationships between hedonia and the motivations of museum visitors. In this context, the relations between novelty and aesthetic appreciation, pleasure and avoidance were examined. The data of the study were collected from individuals who visited the Odunpazarı Modern Art Museum during the period of pandemic when the restrictions were stretched. Partial Least Squares Structural Equation Modeling (PLS-SEM) was used to analyze the data. The study findings show that visitors' motivations of novelty seeking and aesthetic appreciation positively and directly affects their hedonia. Therefore it is recommended for tourism entrepreneurs to ensure reviewing the servicescape with an understanding of tourists' changing motivation.

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