





The Effect of Social Value Perception on Travel Motivation

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Abstract

It is well known that Turkish citizens living abroad usually spend their holidays in the places where they were born and raised or where their families used to live. If we examine the trips these people make to Turkey and the time they spend in their home countries, we can speak of a travel movement that cannot be ignored. In this context, an online questionnaire was applied to 456 individuals in order to determine the effect of social value perceptions of Turkish citizens living in Vienna on their travel motivations. It was found that there were significant differences between the Turkish culture dimension and descriptive information in terms of occupation, education level, age, number of visits to Turkey, number of children and length of stay. The results of the path analysis showed that the perception of social value has a significant and positive effect on Turkish culture and family inheritance.

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