

**THE EFFECTS OF THE CORONAVIRUS
(COVID-19) ON THIRD AGE TOURISM. THE
CASE OF ALANYA¹.
LOS EFECTOS DEL CORONAVIRUS
(COVID-19) EN EL TURISMO DE LA TERCERA
EDAD. EL CASO DE ALANYA**

ERHAN DAĞ²,

Kütahya Health Sciences University

SALIHA ÖZPINAR³,

Keykubat University, Faculty of Medicine, Department of Public Health,

RESUMEN

Este estudio pretendía determinar los profundos efectos de la COVID-19 en el turismo de tercera edad, examinando específicamente las relaciones entre el miedo a la COVID-19 y la satisfacción del viaje, así como entre el miedo a la COVID-19 y la motivación de los turistas que prefieren Türkiye. El 54,7% de los participantes eran mujeres, el 56,5% solteros y tenían principalmente entre 65 y 69 años, con una edad media de 70,64 (rango 65-89); el 22,2% procedían de Rusia. El estudio evaluó el miedo a la COVID-19, la motivación para viajar (factores de atracción y repulsión) y la satisfacción del viaje. Los resultados revelaron que el miedo al COVID-19 no influye significativamente en la satisfacción o la motivación del viaje en el turismo de tercera edad. Existe una relación positiva entre la satisfacción con el viaje y la motivación. Además, los factores socioeconómicos desempeñan un papel crucial en la configuración de la motivación y la satisfacción del viaje. Estos resultados aportan valiosos conocimientos a los campos del turismo, la gerontología y la salud pública.

Palabras clave: Turismo de la tercera edad, COVID-19, Motivación del viaje, Satisfacción del viaje.

Fecha de Recepción: 8 de octubre de 2024 Fecha de Aceptación: 19 de febrero de 2025

¹ This study is derived from the author's doctoral dissertation prepared at Alanya Alaaddin Keykubat University, Institute of Postgraduate Education, Department of Health Tourism.

2 Dr., Instructor, Kütahya Health Sciences University, Gediz Health Services Vocational School, erhan.dag@ksbu.edu.tr, <https://orcid.org/0000-0003-3474-1344>, +0905063442278, Kütahya/Türkiye

3 Prof., Alanya Alaaddin Keykubat University, Faculty of Medicine, Department of Public Health, salihaozpinar@gmail.com, <https://orcid.org/0000-0002-9860-996X>, +0905055260020, Alanya / Antalya/ Türkiye

ABSTRACT

This study aimed to determine the profound effects of COVID-19 on third-age tourism, specifically examining the relationships between the fear of COVID-19 and travel satisfaction, as well as between the fear of COVID-19 and the motivation of tourists who prefer Türkiye. Participants were 54.7% female, 56.5% single, and primarily aged between 65 and 69 years, with an average age of 70.64 (range 65–89); 22.2% were from Russia. The study assessed their fear of COVID-19, travel motivation (attractive and repulsive factors), and travel satisfaction. Findings revealed that fear of COVID-19 does not significantly impact travel satisfaction or motivation in third-age tourism. A positive relationship exists between travel satisfaction and motivation. Additionally, socioeconomic factors play a crucial role in shaping travel motivation and satisfaction. These insights contribute valuable knowledge to the fields of tourism, gerontology, and public health.

Keywords: Third-Age Tourism, COVID-19, Travel Motivation, Travel Satisfaction.

1. Introduction

El turismo People are seeking treatment when they have had any health problems from before Christ to the present day. For this reason, people travel from the region where they live to other regions for treatment. These travels are considered within the scope of health tourism. (Turganbayeva, et al., 2020). Health tourism refers to people traveling to a region other than their place of residence to be treated to protect and improve their health. Individuals travel for health tourism to protect, improve and treat their health. For this reason, health tourism participants can be divided into two groups: sick individuals and healthy individuals.

While healthy individuals apply for preventive health services, sick individuals apply for therapeutic health services (Temizkan & Çiçek, 2015). To meet the needs and expectations of customers in the target market, health tourism has been analyzed under four headings in the literature (Tengilimoğlu, 2017). Medical Tourism (Medical), Spa (Thermal) Tourism, Older Adult Care and Disabled Care Tourism, and Spa and Wellness Tourism.

There are many scientific explanations in the literature suggesting that individuals go through certain periods in life, including development and growth from birth to death, and that these periods are affected by physical, social, sensory, cultural, and economic factors. Lastett (1991) categorized individuals throughout their lives and handled life in 4 groups. In the distinction he made as first age, second age, third age and fourth age, he defined the first age as childhood and youth, the second age as working life and marriage, assuming responsibility and adulthood, the third age as the withdrawal of individuals from

working life and experience, and the fourth age as the old age period experienced by individuals due to health problems (Bonn & Corner, 2004; Laslett, 1991). The scope of third-age tourism includes individuals older than a certain age who are healthier than their peers, more unrestricted in terms of financial opportunities, active in vital activities, generally in the retired group in terms of working, have no time restrictions for traveling, want to improve themselves and have new experiences (Moscardo, 2006).

The third-age tourism market comprises individuals older than 50 years who are close to or have overcome the period of adulthood, such as earning money and raising children; who travel for leisure purposes; and who benefit from touristic facilities during their travels (UNWTO, 2022). In the third-age tourism market, there are inconsistencies in terms of age, and the terms used interchangeably apply to the literature (Patterson, 2006). Some consider the age limit of individuals within the scope of third-age tourism to be 50 (Wang, 2006; Sellick, 2004), individuals over the age of 55 (Moschis & Ünal, 2008; Hsu & Lee, 2002), individuals over the age of 60 (Jang & Wu, 2006), and individuals aged 65 and older (Woo et al., 2014). While the global population of older adults is increasing, Türkiye is experiencing a similar increase in older adults. Older adults are often categorized as disadvantaged groups within society. The COVID-19 pandemic has directly impacted lifestyles, resulting in unfavorable conditions. Numerous studies have highlighted that older adults are disproportionately affected by adverse aspects of the pandemic. (Bavel, 2020). Discourses such as the COVID-19 virus being more effective directly for older adults with chronic illnesses have led to the implementation of restrictions to protect older adults from the disease.

When COVID-19 was evaluated in the epidemic dimension, it affected people's mental health, and adverse effects, such as stress, affected their social lives and human relationships. To protect people from the disease, measures such as wearing masks, applying home quarantine to individuals who are sick and suspected of transmitting the disease, avoiding crowded environments and establishing social distancing rules were taken to protect people from the disease. Measures such as workplace restrictions, travel restrictions, curfews, and interruption of education and training have been taken to prevent crowding in environments where the disease can spread (Çaykuş & Çaykuş, 2020; Bozkurt et al., 2020). When examining the factors determining individuals' motivation to travel, personality, past experiences, lifestyle, perception, nostalgia, and how others perceive them are significant determinants (Mahika, 2011).

Individuals in third-age tourism are affected by constraints in travel motivation. While motivation emerges as an

internal behavior that influences the choice of travel and tourism type, constraints can prevent or limit individuals' travel or tourism type choices (Hsu & Kang, 2009). Travel constraints are defined as factors that hinder individuals' travel preparation, desires and aspirations, and travel and frequency (Cheng et al., 2017). Travel constraints in third-age tourism can prevent individuals from traveling and cause a decrease in travel motivation (Huang & Tsai, 2003). The push and pull model has been effectively used in some studies to analyze the motivations of tourists (Jang & Wu, 2006).

While there are many theories and models for understanding travel motivation in the tourism sector, pull and push theories are primarily used in the literature (Kim & Lee, 2002; Sangpikul, 2008; Davras & Uslu, 2019). Push and pull factors, which were developed to reveal the factors that cause human migration in the periods when they emerged, were later used to influence tourists' intentions to visit (Kim et al., 2003; Li & Qi, 2019). The attractive factors of a destination are defined as natural and artificial architecture, sociocultural assets, transport infrastructure and networks, accommodation establishments, food and beverage sectors, leisure activities, tours, and complementary services (such as banks, post offices, hospitals). These attractive factors are known to influence tourists' motivation to travel.

(Buhalis, 2000). Impulsive travel motivations encompass intrinsic needs such as escaping from the current environment, seeking relaxation, maintaining fitness and health, and pursuing adventure (Kim & Lee, 2002).

2. Method.

2.1. Study Population and Sample

The population of the research consisted of tourists older than 65 years visiting Alanya. Since the number of tourists older than 65 years is intermediate, data could not be obtained from either TURKSTAT or the Ministry of Culture and Tourism. For this reason, the minimum sample size of the research was determined to be 384, which corresponds to a population of 1,000, with a prevalence of 50%, a margin of error of 5%, and a level of error of 0.05. The research comprises individuals aged 65 and over who can understand and speak Turkish, English, German and Russian (Gürbüz & Şahin, 2018). The convenience sampling method was used in the study.

2.2. Data collection tools

This was a cross-sectional study. The research data were collected between 01.12.2022 and 30.02.2023. The questionnaires were collected in English, Russian, German, and Turkish using a face-to-face survey method.

The data of the study were collected in four forms: “personal information form”, “COVID-19 fear scale”, “travel motivation scale”, and “travel satisfaction scale”.

Personal Information Form: A questionnaire consisting of 29 questions about age, sex, and education was used to reveal the sociodemographic characteristics of tourists older than 65 years.

COVID-19 Fear Scale: The validity and reliability of the scale developed by Ahorsu et al. (2020) were assessed by Bakioğlu et al. The scale consists of one dimension and 7 statements. There are no reverse-scored items on the scale. The total score obtained from all items of the scale reflects the level of fear of coronavirus (COVID-19) experienced by the individual. The scores that can be obtained from the scale vary between 7 and 35. A high score on the scale indicates experiencing a high fear of contracting the disease. The scale is scored on a 5-point Likert scale: “1- Strongly Disagree”, “5- Strongly Agree”. The Cronbach’s alpha value of the scale is 0.82. In our study, the Cronbach’s alpha value of the scale was 0.915.

Travel Motivation Scale: Travel motivation of third-year-old tourist. To measure their motivation, the travel motivation scale used by Kılıçlar & Şenol (2019) in his master’s thesis was used. The attractive factors section of the travel motivation scale consists of 27 questions, and the repulsive factors section consists of 21 questions. The scale is scored on a 5-point Likert scale: “1- Strongly Disagree”, “5- Strongly Agree”. There are no reverse-scored items on the scale.

The author made English, German, and Russian translations of the scale, and it was stated that they are highly reliable and valid in these languages. The validity and reliability of the scale developed by Kim (2015) were assessed by Kılıçlar & Şenol (2019). Cronbach’s alpha value of the scale for push factors was 0.849, and Cronbach’s alpha value of the scale for pull factors was 0.873. In the present study, Cronbach’s alpha value for the attractive factors scale was 0.943, while Cronbach’s alpha value for the repulsive factors scale was determined to be 0.906.

Travel Satisfaction Scale: The scale developed by Baker and Crompton (2000) was adapted into Turkish by Kılıçlar & Şenol (2019). The scale consists of 4 statements. There are no reverse-scored items on the scale. The Cronbach’s alpha value of the scale was 0.902. The scale is scored on a 5-point Likert scale: “1- Strongly Disagree”, “5- Strongly Agree” (Pektaş, 2017). In this study, the Cronbach’s alpha value of the scale was 0.918.

2.3. Data collection

The research data were collected between 01.12.2022 and 30.02.2023. The questionnaires were collected in English, Russian, German, and Turkish using a face-to-face survey method. The research data were collected in four forms: “personal information form”, “COVID-19 fear scale”, “travel motivation scale”, and “travel satisfaction scale”.

2.4. Analyzing the data

The data collected as a result of the study were transferred to the Statistical Package for Social Science (SPSS) 25 program. The normality test, the first step of the analyses, was performed. Skewness and kurtosis values of the scales used in the study were analyzed. When the skewness and kurtosis values were between -3 and +3, the distribution was considered to be normal (Kline, 2011). In the data analysis, percentages and frequencies were used to describe sociodemographic characteristics. The Mann–Whitney U test, ANOVA and t test were employed to determine the differences in the perceptions of and differences between the sociodemographic characteristics and the scores. The mean was calculated to determine the average score of the scales. Correlation analysis was conducted to identify the relationships between the scales, and multiple regression analysis was used to determine the effects and determinants of the scales.

3. Findings.

3.1. Sociodemographic characteristics of the participants

A total of 45.3% of the participants were male, 54.7% were female, 45.8% were in the 65-69 age range (70.64 ± 4.47 , (Min–Max 65-89)), 50.5% were in the 70-79 age range, 3.7% were in the 80-89 age range, 43.5% were married, and 56.5% were single. Among the participants, 4.4% were primary school graduates, 33.9% were high school graduates, 29% were associate degree graduates, 22.2% were undergraduate graduates, 10.5% were postgraduate graduates, 66.8% were nuclear families, 20.6% were extended families, 12.6% were single-parent families, 62.4% had income covering expenses, and 76.6% had children (2.19 ± 1.139 (Min–Max 1-7)) (Table 1).

While 98.8% of the participants did not have any infectious disease, and those with infectious diseases had hepatitis, AIDS and meningitis diseases, 87.9% had no chronic disease, 98.4% had no disability, 68.5% smoked, and 40.2% used alcohol (Table 2).

Table 1.

Sociodemographic characteristics of the participants (n=428)

	n	%
Gender		
Male	194	45,3
Woman	234	54,7
Your age		
65-69	196	45,8
70-79	216	50,5
80-89	16	3,7
Marital Status		
Married	186	43,5
Single	242	56,5
Education level		
Primary education	19	4,4
High School	145	33,9
Associate degree	124	29
University degree	95	22,2
Graduate degree	45	10,5
Family Type		
Extended family	88	20,6
Nuclear family	286	66,8
Single parent family	54	12,6
Social Class		
Upper social class	289	67,5
Lower social class	139	32,5
What do you think your income is?		
Income covers expenses	267	62,4
Income more than expenditure	107	25
Income less than expenditure	54	12,6
Do you have children?		
Yes	328	76,6
No.	100	23,4
Number of children		
No children	98	22,9
1-3 children	296	69,1
4 or more children	34	8

Social class groups were formed by utilizing Boratav's (1999) study.

Table 2.
Health characteristics of the participants (n:428)

Do you have any infectious diseases?		
Yes	5	1,2
No.	423	98,8
What is your infectious disease?		
Hepatitis	2	0,5
Aids	2	0,5
Meningitis	1	0,2
Do you have a chronic disease?		
Yes	52	12,1
No.	376	87,9
What is your chronic disease?		
Diabetes	10	19,23
Hypertension	19	36,54
Asthma	15	28,85
Other	8	15,38
Do you have any physical disabilities that make your life difficult?		
Yes	7	1,6
No.	421	98,4
What is your physical disability?		
Orthopedic disability	5	1,2
Visually impaired	2	0,5
Do you smoke?		
Yes	116	27,1
No.	293	68,5
I quit	19	4,4
What is your smoking cessation period?		
0-1 year	6	1,4
1-5 years	10	2,3
5-10 years	3	0,7
Do you drink alcohol?		
I never drink	172	40,2
Rarely	134	31,3
Once or several times a month	85	19,9
Once or several times a week	34	7,9
Every day	3	0,7

Table 3.
Participants' experiences in tourism (n:428)

	n	%
Country of Origin		
Russia	95	22,2
Türkiye	79	18,5
Germany	65	15,2
England	48	11,2
Ukraine	47	11,0
Other	94	21,9
Mode of Arrival		
Own means	322	75,2
Travel agency	84	19,6
Intermediary institution	22	5,1
Have you been to Turkey before?		
Yes	347	81,1
No	81	18,9
Would you choose Turkey again?		
Yes	401	93,7
No	27	6,3
Have you been to Alanya before?		
Yes	169	39,5
No	259	60,5
What is the factor that influences your preference for Alanya?		
Accessibility (Price, Distance, Time)	81	18,9
Activities (Social Activities, Recreational Activities, etc.)	119	27,8
	73	17,1
	155	36,2
Have you experienced any negativity in Alanya?		
Yes	20	4,7
No	408	95,3
If yes, what is this negative experience?		
Expensive	7	1,7
Security	5	1,2
Theft	5	1,2
Lie	2	0,5
Fraud	1	0,2
Would you recommend the tourism service you received here to others?		
Yes	384	89,7
No	44	10,3
Who do you stay with on your current vacation?		
Myself	90	21
My family	250	58,4
Friend	58	13,6
Other	30	7
How would you describe this vacation experience?		
I really enjoyed it	265	61,9
I had a new experience	57	13,3
Different from my previous experiences	37	8,6
It was exciting	34	7,9
It was very bad	6	1,4
Other	29	6,8

The participants' countries of origin were Russia at 22,2%, Türkiye at 18,5%, Germany at 15,2%, England at 11,2%, Ukraine at 11,0% and other countries at 21,9%. A total of 75.2% of the participants traveled to Alanya by their own means, 19.6% by a travel agency and 5.1% by an intermediary institution. A total of 81.1% of the participants had visited Türkiye before, and 93.7% stated that they would prefer Türkiye again.

A total of 60.5% of the participants stated that they had not visited Alanya before, 36.5% of the participants stated that factors such as tourism enterprises (such as hotels and travel agencies) were influential in visiting Alanya, and 95.3% of the participants stated that they did not experience any problems during their visit to Alanya. A total of 89.7% of the participants stated that they would recommend the tourism service they received in Alanya to others, 58.4% stated that they had a holiday with their family, 61.9% stated that they enjoyed their holiday, and 13.3% stated that they had a new experience (Table 3).

3.2. Scales and mean score.

The analysis revealed that the mean score of the participants on the fear of COVID-19 scale was $15,359 \pm 6,611$, the Cronbach's alpha was 0,915, the mean score of the participants on the attractive factors of the travel motivation scale was $3,960 \pm 0,579$, the Cronbach's alpha was 0,943, the mean score of the travel motivation scale driving factors was $3,805 \pm 0,609$, the Cronbach's alpha was $0,236 \pm 0,668$, and the mean score of the travel satisfaction scale was 0,918 (Table 4).

Table 4.
Scales and mean scores

Scales	Min- Max	\bar{X}	SS	Cronba ch's Alpha
COVID-19 Fear Scale	7-35	15,359	6,611	0,915
Travel Motivation Scale (Attractive Factors)	1-5	3,960	0,579	0,943
Travel Motivation Scale (Driving Factors)	1-5	3,805	0,609	0,906
Travel Satisfaction Scale	1-5	4,236	0,668	0,918

3.3. Correlation analysis results

Table 5.

Fear of COVID-19, travel motivation and travel satisfaction: Pearson correlation analysis

Scales		1	2	3
1. COVID-19 Fear	r	1	0,360	0,480
	p		0,461	0,323
2. Travel Motivation	r		1	0,545
	p			0,000
3. Travel Satisfaction	r			1
	p			

The correlation is significant at the 0.01 level.

According to the results of the correlation analysis, no statistically significant relationships were found between fear of COVID-19 and travel motivation and satisfaction. A moderate positive relationship was found between travel motivation and satisfaction ($p < 0.01$).

3.4. Factors affecting travel satisfaction and multiple regression analysis.

The variables included in the model were as follows: sex (ref: female), age (ref: 70-79), marital status (ref: married), education (ref: above primary education), family type (ref: extended family), employment status (ref: lower social class), income status (ref: income less than expenses), number of children (ref: yes), communicable disease (ref: no), chronic disease (ref: no), disability status (ref: no), smoking (ref: no), and alcohol use (ref: rarely, once or a few times a month).

In Table 6, travel satisfaction and the factors affecting it are analyzed with a multiple regression model. The regression model was statistically significant ($F(11,719)$ $R^2=0.048$, $p < 0.005$), and the independent variables explained 5% of the change in the TS scale. According to the results of this analysis, while travel satisfaction is explained by age and number of children, other variables do not significantly contribute to travel satisfaction. When other variables are controlled in the analysis, fear of COVID-19 does not affect travel satisfaction.

Table 6.

Factors affecting travel satisfaction and multiple regression analysis

Variables	B	SH	β	T	p
Fixed	3,446	0,806		4,275	0,000
Gender	0,120	0,064	0,097	1,889	0,060
Age	0,148	0,055	0,135	2,685	0,008
Marital Status	-0,015	0,070	-0,012	-0,207	0,836
Education	-0,032	0,053	-0,030	-0,592	0,554
Family Type	-0,057	0,055	-0,053	-1,044	0,297
Employment Status	-0,009	0,076	-0,007	-0,121	0,904
Income Status	0,012	0,056	0,012	0,221	0,825
Number of Children	-0,165	0,077	-0,113	-2,146	0,032
Infectious Disease	0,275	0,286	0,048	0,962	0,337
Chronic Disease	0,048	0,097	0,026	0,496	0,620
Disability Status	-0,032	0,241	-0,007	-0,135	0,893
Cigarette	0,025	0,059	0,021	0,425	0,671
Alcohol	0,056	0,054	0,057	1,047	0,296
Fear of COVID-19	0,005	0,005	0,053	1,068	0,286
R ² =0.048	F=11.719	p=0.008			
Dependent Variable: Travel Satisfaction					

4. Discussion and conclusion.

The COVID-19 pandemic has become a crisis that started in China and rapidly spread worldwide, affecting the world. This process has negatively affected various sectors of many countries, including Türkiye. In particular, the tourism sector has been one of the areas that has experienced the most intense effects of the pandemic (Ayyıldız, 2020). Measures such as travel restrictions, flight bans and curfews during the pandemic have significantly disrupted tourism activities, and health tourism has been directly affected by these negativities (Sağlık, 2021).

In the present study, the average travel motivation score was 3.89 ± 0.53 . As a result of the study, it was determined that gender, marital status, social class, number of children and chronic illness variables significantly influenced travel motivation. However, the socioeconomic level was found to be a determining factor in travel motivation, and travel motivation decreased as socioeconomic level increased. These findings are partially compatible with the results obtained in the studies conducted by Kılıçlar and Şenol (2019) and Sert (2019). Kılıçlar

and Şenol stated that demographic characteristics such as marital status and education level are effective in stimulating tourists older than 65 years. On the other hand, Sert stated that age and occupation variables create significant differences in travel motivation. In a study conducted by Kim and Kim (2020) in South Korea, the effects of sociodemographic factors such as age, sex, marital status and educational status on travel motivation were emphasized.

No significant difference was found between travel motivation and variables such as age, education level, family type, income status, infectious disease status, disability status, smoking status and alcohol use.

The average travel satisfaction was 4.23 ± 0.66 . Significant differences were found between travel satisfaction and age and between travel satisfaction and the number of children. The findings of the present study are in line with those of Pestana et al. (2020), Erdem and Bakkal (2019), Yazıt and Bayram (2022) and Huete-Alcocer and López-Ruiz (2019). Pestana and colleagues determined that tourists older than 60 years have greater travel satisfaction. Erdem and Bakkal (2019) found a statistically significant difference between education, age, income status and travel motivation. In the study conducted by Yazıt and Bayram (2022) involving tourists visiting the Istanbul Strait tourism region, there were significant differences in travel satisfaction according to gender, marital status, age, and education. In the study conducted by Huete-Alcocer and López-Ruiz (2019) with cultural tourists visiting Spain, there were significant differences in satisfaction, gender and income status. Multiple regression analysis revealed that travel satisfaction was affected by age and the number of children.

No significant differences were found between travel satisfaction and variables such as sex, marital status, educational status, social class, family status, income status, infectious disease, chronic disease, disability status, smoking status and alcohol use. Similarly, Karaca et al. (2022) found that sociodemographic characteristics did not significantly affect travel satisfaction in a study conducted with tourists older than 65 years in Türkiye. In this study, it was determined that travel satisfaction was not affected by fear of COVID-19.

In our study, the mean COVID-19 fear score was 15.35 ± 6.61 . Kuşoğlu and Beydağ (2023) reported a mean score of 19.51 ± 6.89 , and Reznik et al. (2021) reported a score of 17.20 ± 4.07 in their study of adult individuals. While COVID-19 fear was found to be moderate in other studies, it was found to be low in our study (Ladikli et al., 2020). This can be explained by the end of the COVID-19 epidemic, the fact that the data were collected after the COVID-19 pandemic had spread, the fact that individuals lost their relatives during the epidemic or because of

negative concerns they experienced during the epidemic may have decreased, and individuals returned to their everyday lives.

In the present study, statistically significant differences were found between fear of COVID-19 and marital status, educational status, income status, family status, social class and alcohol use. These findings are consistent with previous studies examining the relationship between fear of COVID-19 and sociodemographic factors and differ in some respects. Moussa et al. (2021) reported a significant difference between fear of contracting COVID-19 and marital status. Aksoy and Atılğan's (2021) study showed that fear of COVID-19 was significantly related to educational status. In the study conducted by Mistry et al. (2021), a significant difference was found between fear of COVID-19 and income status. However, no significant differences were found in terms of sex, age, number of children, infectious disease, chronic disease, disability status, smoking status or fear of COVID-19.

Multiple regression analysis revealed that travel motivation was affected by sex, age, marital status, and number of children but not by fear of COVID-19. Travel satisfaction was affected by age and the number of children but not by fear of COVID-19. These findings are similar to those of the studies conducted by Belirdi (2020) and Kara and Mkwizu (2020). However, Silva et al. (2020) found a negative relationship between fear of COVID-19 and travel motivation. These differences are likely due to the period in which the study was conducted and the sociodemographic characteristics of the participants.

The effects of various demographic variables have been observed in studies on travel motivation and satisfaction during the pandemic. For example, Moniz et al. (2020) and Allaberganov (2022) addressed how nationality, income and health status can affect travel motivation. Otoo et al. (2020) and Pestana et al. (2020) analyzed the role of factors such as age and marital status in tourists' travel satisfaction. Studies on the fear of contracting COVID-19 have shown that this fear has various effects on people's travel behavior. Kuşoğlu and Beydağ (2023) and Reznik et al. (2021) examined the level of fear of COVID-19 and its relationship with sociodemographic variables. Moussa et al. (2021) and Aksoy and Atılğan (2021) investigated the effects of factors such as marital status and education on fear of COVID-19. The relationship between travel satisfaction and motivation was positive and significant according to the studies of Pan and Wang (2020) and Kılıçlar and Şenol (2019). These findings help us understand the travel experiences of older tourists and how they are affected during the pandemic.

According to the results of the present research, when the effects of the COVID-19 pandemic on third-age tourism are examined, there is no direct effect on travel motivation or travel

satisfaction; however, there is a significant positive relationship between travel motivation and satisfaction. Socioeconomic factors were determinants of travel motivation and satisfaction. Because travel satisfaction and motivation were not affected by fear of COVID-19 in the present study, the fear and anxiety levels of individuals decreased since the study was conducted when there were no postpandemic bans. In conclusion, an essential result of the present study is that travel satisfaction and motivation in third-age tourism are not affected by the fear of COVID-19; however, travel satisfaction and motivation are related, and other socioeconomic factors are determinants of travel motivation and satisfaction.

Disclosure statement

We declare that there is no conflict of interest in our study.

5. References.

- Ahorsu, D. K., Lin, C. Y., Imani, V., Saffari, M., Griffiths, M. D., & Pakpour, A. H. (2020). The fear of COVID-19 scale: development and initial validation. *International journal of mental health and addiction*, 1-9. DOI: 10.1007/s11469-020-00270-8
- Aksoy, C. & Atılğan, D. (2021). Covid-19 Korkusu ve Yaşam Doyum: Özel Yetenek Giriş Sınavlarına Katılan Öğrenciler Örnekleme . *Akdeniz Spor Bilimleri Dergisi*, 4 (1), 40-50. DOI: 10.38021/asbid.887323.
- Allaberganov, A., & Preko, A. (2022). Inbound international tourists' demographics and travel motives: views from Uzbekistan. *Journal of Hospitality and Tourism Insights*, 5(1), 99-115. DOI: 10.1108/JHTI-09-2020-0181
- Ayyıldız, A. Y. (2020). Marketing Strategies of The Hotels In Covid-19 Pandemic Process: Kuşadası Sample. *Business And Management Studies: An International Journal*, 8(3), 3328. DOI: <https://doi.org/10.15295/bmij.v8i3.1587>
- Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of tourism research*, 27(3), 785-804.
- Bavel, J. V. & diğerleri (2020) Using social and behavioural science to support COVID-19 pandemic response, <https://psyarxiv.com/> (Access date, 30.04.2020).
- Belirdi, B. (2020). Üçüncü yaş turizminde seyahat motivasyonlarını ve eğilimlerini etkileyen faktörler: Yerli turistler üzerine bir araştırma, Turizm İşletmeciliği Ana Bilim Dalı Yüksek Lisans Tezi.
- Bonn, J. and Corner, L. (2004). Quality of Life an Older People, McGrawHill Education, Berkshire, GBR.

- Bozkurt, Y., Zeybek, Z. ve Aşkın, R. (2020). COVID-19 Pandemisi: Psikolojik Etkileri ve Terapötik Müdahaleler. *İstanbul Ticaret Üniversitesi Sosyal Bilimler Dergisi*, 19(37), 304-318.
- Buhalis, Dimitrios (2000). Marketing The Competitive Destination of The Future, *Tourism Management*, 21, 97-116.
- Çaykuş, E. T. ve Çaykuş T. M. (2020). COVID-19 Pandemi Sürecinde Çocukların Psikolojik Dayanıklılığını Güçlendirme Yolları: Ailelere, Öğretmenlere ve Ruh Sağlığı Uzmanlarına Öneriler, *Avrasya Sosyal ve Ekonomi Araştırmaları Dergisi*, 7(5), 95-113.
- Cheng, M., Wong, A. I. ve Prideaux, B. (2017). Political Travel Constraint: The Role of Chinese Popular Nationalism, *Journal of Travel & Tourism Marketing*, 34 (3): 383-397. DOI: <https://doi.org/10.1080/10548408.2016.1182456>
- Davras, Ö. & Uslu A. (2019). Destinasyon Seçimini Belirleyen Faktörlerin Destinasyon Memnuniyeti Üzerindeki Etkisi: Fethiye’de İngiliz Turistler Üzerinde Bir Araştırma, *Manas Sosyal Araştırmalar Dergisi*, 8(1), 679-696. DOI: <https://doi.org/10.33206/mjss.476563>
- Erdem, B., & Bakkal, S. (2019). Kırgızistan’ı Ziyaret Eden Yabancı Turistlerin Memnuniyet Algıları. *Uluslararası Yönetim İktisat ve İşletme Dergisi*, 15(2), 582-611. DOI: <https://doi.org/10.17130/ijmeh.2019252112>
- Gürbüz, S. & Şahin, F. (2018). Sosyal Bilimlerde Araştırma Yöntemleri (5. Baskı). Ankara: Seçkin Yayıncılık.
- Hsu, C. H. ve Kang, S. K. (2009). Chinese Urban Mature Travelers' motivation and Constraints By Decision Autonomy. *Journal of Travel & Tourism Marketing*, 26 (7): 703-721.
- Hsu, C.H.C. and Lee, E.J. (2002). Segmentation of Senior Motor coach Travelers, *Journal of Travel Research*, Vol. 40, 364-373.
- Huang, L., & Tsai, H. T. (2003). The study of senior traveler behavior in Taiwan. *Tourism management*, 24(5), 561-574.
- Huete-Alcocer, N., López-Ruiz, V. R., & Grigorescu, A. (2019). Measurement of satisfaction in sustainable tourism: A cultural heritage site in Spain. *Sustainability*, 11(23), 6774. DOI: <https://doi.org/10.3390/su11236774>
- Jang, S.C.S. and Wu, C.M.E. (2006). Senior’s travel, motivation and the influential factors: An examination of Taiwanese senior, *Tourism Management*, Vol. 27, 306-316.
- Kara, N. S., & Mkwizu, K. H. (2020). Demographic factors and travel motivation among leisure tourists in Tanzania. *International Hospitality Review*, 34(1), 81-103. DOI: <https://doi.org/10.1108/IHR-01-2020-0002>

- Karaca, Ş., Önem, E. Ö., & Yıldız, M., (2022). 65 Yaş ve Üzeri Bireylerin Türkiye'nin Üçüncü Yaş Turizmine Yönelik Algılarının İncelenmesi. *Investigation Of Perceptions Of Individuals Aged 65 And Over Towards Turkey's Third Age Tourism*.
- Kılıçlar, A., & Şenol, F. A. (2019). Üçüncü Yaş Turistlerin Seyahat Motivasyonu ile Seyahat Memnuniyeti Arasındaki İlişki (The Relationship between Senior Tourists Travel Motivation and Travel Satisfaction). *Journal of Tourism & Gastronomy Studies*, 7(4), 3249-3261. DOI: <https://doi.org/10.21325/jotags.2019.526>
- Kılıçlar, A., & Şenol, F. A. (2019). Üçüncü Yaş Turistlerin Seyahat Motivasyonu ile Seyahat Memnuniyeti Arasındaki İlişki (The Relationship between Senior Tourists Travel Motivation and Travel Satisfaction). *Journal of Tourism & Gastronomy Studies*, 7(4), 3249-3261. DOI: <https://doi.org/10.21325/jotags.2019.526>
- Kim, M., & Kim, C. (2020). Lifestyle and travel motivation of the elderly in South Korea: baseline characteristics and the relationship between demographic factors. *International Journal of Hospitality & Tourism Administration*, 21(2), 141-164. DOI: <https://doi.org/10.1080/15256480.2018.1464417>
- Kim, S. S. ve Lee C. & Klenosky D. B. (2003). The influence of push and pull factors at Korean national parks. *Tourism Management*, 24, 169-180.
- Kim, S.S., and Lee C., (2002). Push and Pull Relationships. *Annals of Tourism Research*, 29(1), 257-260.
- Kline, R.B. (2011). *Methodology in the Social Sciences: Principles and practice of structural equation modeling*. Guilford Press.
- Kuşoğlu, İ. ve Beydağ, KD., (2023). Yetişkinlerde COVID-19 Korkusu ile COVID-19 Hijyen Davranışları Arasındaki İlişkinin Belirlenmesi. *Balıkesir Sağlık Bilimleri Dergisi* , 12 (1), 151-159. DOI: <https://doi.org/10.53424/balikesirsbd.1063463>
- Ladikli, N., Bahadır, E., Yumuşak, F. N., Akkuzu, H., Karaman, G., & Türkkan, Z. (2020). Kovid-19 Korkusu Ölçeği'nin Türkçe Güvenirlik ve Geçerlik Çalışması. *International Journal of Social Science*, 3(2), 71-80.
- Laslett, P. (1991). *A Fresh Map of Life, The Emergence of the Third Age*, Weidenfeld and Nicholson, London.
- Li, F. (Sam) & Qi H. (2019). An investigation of push and pull motivations of Chinese tourism doctoral students studying overseas. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 24, 90-99. DOI: <https://doi.org/10.1016/j.jhlste.2019.01.002>

- Mahika, E. C. (2011). Current Trends in Tourist Motivation. *Cactus Tourism Journal*, 2(2): 15-24.
- Mistry, S. K., Ali, A. M., Akther, F., Yadav, U. N., & Harris, M. F. (2021). Exploring fear of COVID-19 and its correlates among older adults in Bangladesh. *Globalization and Health*, 17, 1-9. DOI: <https://doi.org/10.1186/s12992-021-00698-0>
- Moniz, A. I., Medeiros, T., Silva, O., & Ferreira, J. (2020). The effects of senior tourists' characteristics on travel motivation. In *Advances in Tourism, Technology and Smart Systems: Proceedings of ICOTTS 2019* (pp. 415-425). Springer Singapore
- Moscato, G. (2006). *Third-age Tourism, Tourism Business Frontiers Consumers, products and industry*, (Ed: Dimitrios Buhalis and Carlos Costa), Elsevier Butterworth-Heinemann, UK.
- Moschis, G. P. & Ünal, B. (2008). "Travel and Leisure Services Preferences and Patronage Motives of Older Consumers", *Journal of Travel and Tourism Marketing*, 24, 4, 259-269.
- Moussa, M. L., Moussa, F. L., Alharbi, H. A., Omer, T., Khallaf, S. A., Al Harbi, H. S., & Albarqi, A. A. (2021). Fear of nurses during COVID-19 pandemic in Saudi Arabia: A cross-sectional assessment. *Frontiers in Psychology*, 12, 736103. DOI: 10.3389/fpsyg.2021.736103
- Otoo, F. E., Kim, S., & Choi, Y. (2020). Understanding senior tourists' preferences and characteristics based on their overseas travel motivation clusters. *Journal of Travel & Tourism Marketing*, 37(2), 246-257. DOI: <https://doi.org/10.1080/10548408.2020.1740136>
- Otoo, F. E., Kim, S., & Choi, Y. (2020). Understanding senior tourists' preferences and characteristics based on their overseas travel motivation clusters. *Journal of Travel & Tourism Marketing*, 37(2), 246-257.
- Pan, Y., Fu, X., & Wang, Y. (2020). How does travel link to life satisfaction for senior tourists? *Journal of Hospitality and Tourism Management*, 45, 234-244. DOI: <https://doi.org/10.1016/j.jhtm.2020.07.013>.
- Patterson, I. R. (2006). *Growing Older: Tourism and Leisure Behaviour of Older Adults*. MA: CABI International.
- Pektaş, F., & Güneren Özdemir, E. (2017). Seyahat motivasyonunu oluşturan itici ve çekici faktörlerin tüketici temelli destinasyon değeri üzerine etkisi. Nevşehir Hacı Bektaş Veli Üniversitesi Sosyal Bilimler Enstitüsü Turizm İşletmeciliği Anabilim Dalı Doktora Tezi.
- Pestana, M. H., Parreira, A., & Moutinho, L. (2020). Motivations, emotions and satisfaction: The keys to a tourism destination choice. *Journal of Destination*

- Marketing & Management*, 16, 100332. DOI: <https://doi.org/10.1016/j.jdmm.2018.12.006>
- Reznik, A., Gritsenko, V., Konstantinov, V., Khamenka, N., & Isralowitz, R. (2021). COVID-19 fear in Eastern Europe: validation of the fear of COVID-19 scale. *International journal of mental health and addiction*, 19, 1903-1908. DOI: 10.1007/s11469-020-00283-3.
- Sağlık, K. (2021). Covid-19 Pandemisi Sürecinde Tüketicilerin Seyahat Tercihleri ile Koronafobi Düzeyleri Arasındaki İlişkinin İncelenmesi. Yüksek Lisans Tezi, İstanbul Gelişim Üniversitesi Lisansüstü Eğitim Enstitüsü.
- Sangpikul, A. (2008). *Travel Motivations of Japanese Senior Travelers to Thailand*, *International Journal of Tourism Research*, 10, 81–94. DOI: 10.1002/jtr.643.
- Sellick, M. C. (2004). Discovery, Connection, Nostalgia. *Journal of Travel and Tourism Marketing*, 17, 1, 55-71.
- Sert, A. N. (2019). Üçüncü yaş yerli turistlerin seyahat kısıtları ve motivasyonları üzerine bir araştırma. *Selçuk Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, (42), 200-211.
- Silva, O., Medeiros, T., Moniz, A. I., Tomás, L., Furtado, S., & Ferreira, J. (2020). Tourists' characteristics, travel motivation and satisfaction. In *Advances in Tourism, Technology and Smart Systems: Proceedings of ICOTTS 2019* (pp. 427-436). Springer Singapore.
- Temizkan, S. P. ve Çiçek, D. (2015). Sağlık Turizmi Kavramı ve Özellikleri. S. P. Temizkan, Sağlık Turizmi içinde (s. 11-35). Ankara: Detay Yayıncılık.
- Tengilimoğlu, D. (Ed.). (2017). *Sağlık turizmi*. Siyasal Kitabevi.
- Turbanbayeva, N., Gündoğdu, İ., & Çılgınoğlu, H. (2020). Kırgızistan Sağlık Turizmi Kapsamında At Sütü Tedavisine Alternatif Olarak Eşek Sütünün Kullanımı ve Önemi. *Uluslararası Türk Dünyası Turizm Araştırmaları Dergisi*, 5(1), 38-50. DOI: <https://doi.org/10.37847/tdtad.660734>
- UNWTO, *Quality in Senior Tourism*, <https://www.e-unwto.org/doi/epdf/10.18111/9789284416561> (Access date:11.12.2022).
- Wang, K. C. (2006). Motivations for Senior Groups Package Tour Tourist, *Journal of Tourism Studies*, Vol. 12, No. 2, 119-138.
- Woo, E., Kim, H. and Uysal, M. (2014). A Measure of Quality of Life in Elderly Tourists. *Applied Research Quality Life*, DOI 10.1007/s11482-014-014-9355-x.
- Yazıt, H., & Bayram, G. E. (2022). Ziyaretçilerin Seyahat Motivasyonu, Memnuniyeti, Tekrar Ziyaret Niyeti ve Sadakat Algısı İlişkisi Üzerine Bir Araştırma. *Turizm ve İşletme Bilimleri Dergisi*, 2(2), 104-121.