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Have the Liminoid Behavior and Novelty Seeking an Effect on Tourist Satisfaction?

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ABSTRACT

Tourists demonstrate different personalities and reveal extraordinary behavior in the vacation milieu while alienating them psychologically. Within the vacation atmosphere, tourists abandon their own norms and core values and set out to relish vacation time. In this context, the study aims to determine the impacts of liminoid behavior and tourists' pursuit of novelties on satisfaction. The data were collected face-to-face at Antalya Airport International Terminal from October 22nd to November 5th, 2018. The results show that during vacation periods, the liminoid behavior of tourists significantly affects their satisfaction. Amongst all liminoid behavior, the aspect of hedonism indicates the most extreme effect on satisfaction. Additionally, it was found that tourists' novelty-seeking significantly affected their vacation satisfaction. The study concludes with the recommendation of destination managers to be more tolerant of tourists' liminoid behavior and to make differentiations in service delivery, considering novelty seeking.

Keywords: Liminoid Behavior, Novelty Seeking, Tourist Satisfaction, Antalya, Türkiye.

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Vacations are temporary displacement movements that individuals make to get healthier physically and mentally by removing various negativities from the environment in which they live for a certain time (Bilgiç, 2007: 20). According to Oktay (1991: 5) "Vacation is a necessary period in the flow of daily life that allows the individual to start the next period with desire and increase their efficiency." By using a vacation, the soul and body move away from the daily rhythm and workload and the individual becomes healthier. Individuals who go on vacation want to stand out from the monotony of life with various motivations even for a while. These motivations can be listed as; sun, health, sexuality, getting to know new cultures, nostalgia, romance, escape, privilege, popularity, vanity, gaining knowledge, developing new talent, making new friendships, reward-seeking behavior, developing self, avoiding responsibilities, resting, relaxing, freedom, respectability, visiting relatives, novelty seeking, meeting new people, eliminating loneliness, getting out of the routine in daily life and fantasy (Swarbrooke and Horner, 1999: 54).

When a tourist is on vacation, he/she can not only eliminate his/her routine behavior but may also be seeking novelty (Lee and Crompton, 1992). Novelty seeking during a vacation and going out of routine behavior can be seen among tourist behavior. Thus, the extent to which their expectations from the vacation are met can be the determinant of how satisfied they are in other words.

In this study, where the behavior of tourists on vacation is handled with a psychological approach, it is assumed that the individual has a different identity than their daily life when they are a tourist. More clearly, the vacation period can be considered a period during which people spend their free time by leaving an imaginary threshold (limen) of daily life (Polat, 2015: 100). In this context, it was aimed to determine the tourists' exclusion from routine behavior during the vacation and the effect of their novelty seeking on satisfaction. Thus, it is aimed to contribute to the development of temporary behavior literature on vacations where there are a limited number of studies. It is also desired to develop recommendations for destination managers by combining novelty seeking and tourist satisfaction.

1. Literature review.

1.1. Temporary Behavior (Liminoid) on Vacation.

Liminality is the experience of the escape of tourists from a routine to a temporary new location to rest, renew and rejuvenate (Brooker and Joppe, 2014: 501). Turner (1974: 471) explained liminality as any situation other than daily life. Liminality is also a situation where people are from daily life to find their true selves (Preston and Whyte, 2004: 350). Reality changes with abstraction and unusual behavior in liminal areas affects how people dress, eat, drink, feel, sleep, and act (Brooker and Joppe, 2014: 501).

Liminoid behavior is a behavior other than ordinary daily ones (Turner, 1979: 494–496). Temporary behavior (liminoid) on vacation, on the other hand, means that people behave with a focus on fun and pleasure, other than what they experience in everyday life. In other words, it is accepted as a “temporary behavior change” (Polat, 2013: 10). It is possible to come across various studies on liminoid behavior during vacation. It has been observed that individuals do what they can not do in their home environments in vacation areas, taking a different identity as well. It is stated that the vacation periods of tourists are a compressed period, and they want to do everything they can do during this period and forget about their status. Vacation areas are seen as areas where individuals can exhibit temporary behavior (liminal). For this reason, they briefly evaluate the time on vacation and eat, enjoy themselves, and want to be free; hence, they were found to be different people (Lett, 1983; Thomas, 2005; Light, 2009; Varley, 2011; Weichselbaumer, 2012; Bui, Wilkins, and Lee 2014; Foster and McCabe, 2015; Polat, 2015; Taheri, Gori, O’Gorman, Hogg and Farrington, 2016). In a study, the dimensions of temporary behavior were determined during the holidays (Polat, 2015). These dimensions are named hedonism, privacy, tolerance, and irregularity, stripping of identity, and play/player.

1.2. Tourist Satisfaction.

Satisfaction is described as a summary psychological condition that occurs when the emotions surrounding unapproved expectations and consuming experience are combined (Oliver, 1981: 27). It is also considered a feeling (Lobato, Radilla, Tena and Garcí’A, 2006: 346) or a certain level of competence (Oliver, 2014: 6) that the pleasure against dissatisfaction occurs in consumption and the results develop positively despite expectations.

Satisfaction is widely used in tourism as it is used in many fields. According to the World Tourism Organization (1985); tourist satisfaction is a psychological concept based on a pleasant sense of comfort that emerges when a destination interacts with the experience at the destination (Pizam and Ellis, 1999: 327, Naidoo, Munhurrun and Ladsawut, 2010: 114). Expectations are mainly shaped through past experiences, tourism advertisements, brochures, mass media, and informal information from friends and relatives (McDowall, 2010: 24). Satisfied tourists tend to convey their positive experiences to others (from mouth to mouth) and buy the product repeatedly (Barsky, 1992; Beeho and Prentice, 1997; Hallowell, 1996; Kozak and Rimmington, 2000). Thus, mouth-to-mouth transmission is both the cheapest and the most effective sales development technique (Akama and Kieti, 2003, Söderlund, 1998: 169).

Several studies have been conducted on tourist satisfaction. In the studies, the cleanliness, safety, scenery, and local dishes of the destinations come to the forefront (Kozak and Rimmington, 2000; Jie Li and Carr, 2004; Yu and Goulden, 2006; Hasegawa, 2012; Nash, Thyne, and Davies, 2006; Prayag, 2008). The most important elements during the vacation periods are the accommodation facilities (Barsky and Labagh, 1992; Yu and Goulden, 2006; Rääkkönen and Honkanen, 2013; Master and Prideaux, 2000); staff attitude (Barsky and Labagh, 1992; Yu and Goulden (2006), hospitality (Kozak and

Rimington, 2000; Jie Li and Carr, 2004; Prayag 2008) and shopping opportunities (Master and Prideaux, 2000; Kozak and Rimington, 2000). Studies show that tourists are generally high satisfied with their vacations (Neal and Gursoy, 2008; Chen, Fu and Lehto, 2016; Agyeiwaah, Adongo, Dimache, and Wondirad, 2016; Chaudhary, 2000). Also, studies report a high probability of coming back (Jie Li and Carr, 2004; Kozak and Rimington, 2000; Yu and Goulden, 2006; Hui, Wan, and Ho, 2007). Studies that found that novelty, flexibility, and synergy affect satisfaction in package tours (Lee, Chang, and Chen, 2013) also found.

1.2. Novelty Seeking.

Novelty means a new experience, but not completely new information. Generally, participants can know a lot about a place. Novelty stems from seeing something rather than simply knowing it indirectly (Crompton, 1979: 419). Novelty seeking (Petrick, 2002), which has gained importance in the decision-making process in tourism, is an inherent internal response that motivates them (Lee and Crompton, 1992), as well as their innate in tourists (Cohen, 1979).

Tourism creates an opportunity to escape from the problems and realities of daily life. Traveling is a play and tourists temporarily escape to the second reality (Lee and Crompton, 1992: 736). Tourists can play to be rich for once, be primitive, and make everyday life bolder. Thus, tourism can offer tourists the opportunity to experience their fantasy in this new world (Lee and Crompton, 1992).

Many studies are related to novelty-seeking in tourism. In this study, the culinary experiences of tourists (Tse and Crotts, 2005; Chang, 2009), nightlife (Chang and Chiang, 2006), destination choices (Weaver, McCleary, Han and Blosser, 2009; Cheng and Lu, 2013) were carried out.

1.3. Research Hypothesis.

A vacation is called a spiritual journey (Parrinello, 1996: 82). During this journey, the tourists are relaxed and calm. Vacation environments offer an escape opportunity for tourists as they cause liminoid behavior. Studies show that liminoid behavior during vacation affects the satisfaction of tourists (Taheri, Farrington, Gori, Hogg, and O’Gorman, 2017), and even those who display temporary behaviors, such as love and sexuality, are happy on return from their vacation (Ryan and Kinder, 1996; Lança, Marques, and Pinto, 2017). Accordingly, the following hypothesis has been developed.
H₁: During vacation periods, the liminoid (temporary) behavior of tourists affects their satisfaction.

It is claimed that individuals can be more courageous when they seek novelty (Hink et al., 2013: 940) and are more motivated in their destination choices (Petrick, 2002: 384). The importance of novelty-seeking has been discussed by various authors (Bello and Etzel, 1985; Lee and Crompton, 1992). In their study, Duman and Mattila (2005) found that there is a significant relationship between innovation and satisfaction ($r= 0.13$),

and that novelty-seeking is high pleasure, high satisfaction, and high perceived value for tourists. In another study, Assaker, Vinzi, and O'Connor (2011) found that novelty-seeking affects satisfaction ($\beta=0.295$, $p<0.05$). Therefore, considering the information obtained from the literature, the following hypothesis has been developed novelty-seeking affects the satisfaction of tourists.

H₂: Tourists' novelty seeking significantly affects their satisfaction.

Many references in the literature reveal the innovative side of individuals. One of the earliest is the publication of Everett Rogers (1962). Hirschman (1980) stated that some internal drives or motivating forces underlie the individuals' novelty-seeking structure. At the same time, the individual is open to new ideas and shows novelty-seeking behavior independently. The search for novelty has dominant aspects. It is the tendency to seek out purely novelty and try various elements within the known. High novelty seekers have confirmed that current gratification is more important than satisfaction (Oliver et al., 1997). Novelty-seeking provides an optimal level of stimulation to individuals and consequently affects behavioral choices (Hebb and Thompson, 1954). Keaveney (1995) and Reichheld (1993) argue that some people change products and make new purchases even though they are satisfied with purchasing high-end services or products. This situation can be explained by the novelty-seeking tendencies of individuals and their desire to experience new products and services.

From a tourism perspective, novelty seeking is an innate quality in some travelers (Cohen, 1979; Lee and Crompton, 1992) and plays an important role in the tourist decision-making process (Petrick, 2002). Barroso, Martin, & Martin, (2007) suggested that the novelty-seeking propensity has a moderating effect on the relationship between destination image, satisfaction, perceived quality, and future behavioral intentions of tourists. Since the values like novelty seeking are stable antecedents of our behaviors and influencers on our beliefs and attitudes (Stern, Dietz & Guagnano, 1995), and considering stable characteristics of novelty seeking, the following hypothesis has been put forward.

H₃: Novelty seeking has a moderation role in the effect of liminoid behavior on tourist satisfaction.

Liminal areas can be areas where individuals create a different competitive environment. For example, at festivals, women and men want to socialize by using various costumes. Although men think of this situation as funny, it can be said that women use this situation to impress men, that is, to bring their femininity to the fore (Pielichaty, 2015). This indicates that women show more liminoid behavior than men. Lett (1983) found in his study that women want to be free more than men, have fun, and want to have sexual relations with the opposite sex more.

Tourists with liminoid behavior also tend to seek a thrill. Attle (1996) found in his study that the liminoid behaviors of tourists vary according to marital status, and those who are single, young, and with low education tend to seek a thrill. Polat (2015) found in his research that liminoid behavior differs according to nationalities. Polat examined

liminoid behaviors in five dimensions in his study, these are; hedonism, privacy, tolerance and irregularity, stripping from identity, and play/player dimensions. The study it is conducted with Turkish, Arab, English, Russian, and German participants, it was seen that Turkish participants participated in the dimensions related to hedonism, privacy, tolerance, and irregularity at a lower level than the other participants, and Turkish and German participants were less involved in the behavior of stripping their identity than other nationalities. Arab and German participants in play/player behavior caused a significant difference.

According to these situations, the following hypotheses have been developed.

H₄: Liminoid behaviors differ according to gender.

H₅: Liminoid behaviors differ according to marital status.

H₆: Liminoid behaviors differ by nationality.

2. METHODS.

2.1. Measures.

The data were collected by a questionnaire developed based on the literature. The liminoid behavior of tourists was determined with a 23-item scale developed by Polat (2013). The scale, originally in Turkish, has been translated into English, German, and Russian, then English to Turkish, German to Turkish, and Russian to Turkish by the language lecturers to verify the scales. The liminoid behavior scale has five dimensions: hedonism, privacy, tolerance, irregularity, stripping of identity, and game/player. The 7-item novelty-seeking scale was taken from the study of Assaker and Hallak (2013) in English. The tourist satisfaction scale consisting of 5 items was taken from the study by Fisher and Price (1991). The novelty-seeking and tourist satisfaction scales have been translated into German and Russian by experts. The response categories of the liminoid behavior and tourist satisfaction scale were classified as "1 = Strongly disagree,..., 5 = Strongly Agree," and the novelty-seeking scale "1 = Not important, 5 = Very important ." The scales are included in Annex-1.

2.2. Population-Sample.

The population of the study consisted of foreign tourists coming to Turkey in 2018 and the sampling framework is composed of tourists coming to Antalya in 2018. Data was gathered at Antalya Airport to be a turning point and to reach tourists collectively. Quota sampling was preferred as the sampling technique. For this purpose, the countries that sent the most tourists to Antalya in 2017 were determined as Russia (3715035 tourists), Germany (1658811 tourists), Ukraine (712903 tourists), England (361903 tourists) and the Netherlands (257546 tourists). The pilot-test was applied to a total of 50 tourists, two for each, in 2018, according to the age groups of the first five nationalities came to Antalya in 2017, and there was no problem in terms of intelligibility in the survey questions. To calculate the sample size, it is necessary to know the standard deviation. Since there is no reported standard deviation regarding

the satisfaction levels of tourists of different nationalities who come to Antalya on vacation, it was decided to estimate the standard deviation. To work with a large example, it was decided to make an estimate of α : 0.01 significance level and divide the range ($R = \text{Max.} - \text{Min}$) by 6 and estimate the standard deviation (Yolal, 2016: 68). The 5-point Likert rating scale has the range of $R = 5 - 1 = 4$. By dividing this range by 6, the estimated standard deviation was obtained as 0.67. It has been decided that the mean to be obtained from the sample will deviate from the parameter at a level of 5% around e : 0.04. The reason for keeping the margin of error low is because of the desire to reach a larger sample size. The number of tourists coming to Antalya from the top five nationalities in 2017 was 6,706,198. For this reason, the size of the sample was determined to be 1078 people[‡] using the infinite population sample formula valid for the mean (Ural and Kılıç, 2013: 45). Then, according to the ratio of the first five nationalities within the total, the number of questionnaires to be reached from each nationality was determined. The survey was conducted face-to-face based on the quota sampling at the Antalya Airport International Terminal and 1022 questionnaires was obtained. Because of the multivariate outlier analysis, 17 observations were removed from the dataset and the analysis was made on the data from 1005 questionnaires. Thus, data were obtained from 325 Russian, 271 German, 157 Ukrainian, 164 British, and 88 Dutch tourists. Considering the difficulties of collecting data at the airport, it was evaluated that the number of questionnaires obtained from Russian tourists was sufficiently large.

2.3. Psychometric Properties of Scales.

Reliability: The internal consistency coefficient of the liminoid behavioral scale was 0.942. The alpha coefficient is 0.897 for the novelty seeking and 0.855 for the tourist satisfaction scale. Among the three scales, the item total correlations ranged between 0.375 and 0.759; there are no negative signs. The multiple explanatory coefficients also ranged from 0.370 to 0.725. There is no evidence that increases the reliability coefficient Alpha considerably when any substance is deleted. Since it is stated that the scale is highly reliable if the reliability coefficient is between 0.80–1.00, it can be said that all scales are highly reliable (Table 1). Compound reliability coefficients (CR) calculated after confirmatory factor analysis ranged from 0.80 to 0.91. Values greater than 0.80 indicate that the scales are reliable (Raykov and Shrout, 2002: 206).

Table 1. Reliability statistics of the scale.

Scales Coefficients	Liminoid Behavior	Novelty Seeking	Tourist Satisfaction
Item number	23	9	5
Alpha coefficients for the whole scale	0.942	0.897	0.857
Min. & max. item-total correlations	0.375– 0.759	0.602– 0.705	0.593– 0.735

[‡] $n = \sigma^2 \cdot Z^2 \alpha / H^2 = 1,96^2 \cdot 0,67^2 / 0,04^2 = 1,72449424 / 0,0016 = 1078$. [n: Sample size; Z: Theoretical value corresponding to a certain level of significance (Z value 1.96 for $\alpha:0.05$), σ : Standard deviation value, H: Standard error value]

Negative sign at item-total correlations	None	None	None
Min. & max. squared multiple correlations	0.398– 0.725	0.431– 0.515	0.370– 0.573
Alpha coefficient if item deleted	0.938– 0.942	0.882– 0.889	0.812– 0.850
Sample size	1005	1005	1005
Mean	3.2470	3.8453	3.8764
Standard deviation	0.7825	0.6795	0.7512

Validity: Five dimensions of liminoid behavior (hedonism, privacy, tolerance and irregularity, stripping from identity and play / player) have been previously revealed by Polat (2013). It is also stated that the novelty seeking (Assaker and Hallak, 2013) and the tourist satisfaction scale (Fisher and Price, 1991) are also unidimensional structures.

Table 2. Confirmatory factor analysis results.

DIMENSIONS	S. Values	Error	t-value
HEDONISM BEHAVIOR (HB); ASV: 0.21; MSV: 0.26; AVE: 0.44; CR:0.83			
1.During vacations, I like to spend time with people that I do not know, even though I know that I will not meet them in my daily life.	0.66	0.56	22.22
2.During vacations, I do treat the way I like to do and do act the way I like to live.	0.67	0.55	22.63
3.During vacations, I make daily friends.	0.65	0.57	21.75
4.During vacations, I want to taste the life of luxury, even if for a short moment.	0.65	0.58	21.68
5.During vacation, I spend more time than usual in the entertainment venues.	0.70	0.51	23.87
6.During vacations, I try to have fun as unlimited as possible.	0.67	0.55	22.40
PRIVACY BEHAVIOR (PB); ASV: 0.33; MSV: 0.57; AVE: 0.54; CR:0.88			
7.During vacations, I feel like in a ballroom with a mask (with a completely different identity in an environment where no one knows me).	0.68	0.53	23.84
8.I do not want my family (mother, father, spouse, child) know what I do on vacation.	0.77	0.41	27.94
9.The place where I'm having my vacation is my own secret place where I do the things that I cannot do in my casual life.	0.79	0.37	29.42
10.Although I do know that some things are sin, there are times when I do them on vacation.	0.74	0.45	26.58
11.On vacation, I compliment the opposite sex	0.75	0.43	27.34

person that, even if, I do not know.			
12. During vacations, I can be a bit more flexible about my values and beliefs.	0.69	0.52	24.23
TOLERANCE and IRREGULARITY BEHAVIOR (TIB); ASV: 0.33; MSV: 0.54; AVE: 0.48; CR:0.84			
13. On vacation, I try to enjoy the moment without thinking about my past and future.	0.55	0.70	18.05
14. When I'm on vacation, I do ignore the negativities.	0.57	0.67	18.98
15. During vacations, I do not worry about future (profession, money, spouse, child ...)	0.68	0.54	23.46
16. The vacation atmosphere can seduce some people (such as revue girls, night fun, animation shows etc.).	0.75	0.44	26.78
17. I find it more moderate on vacations to hang out with opposite sex.	0.76	0.42	27.55
18. My behaviors on vacation are more extraordinary than my usual behaviors.	0.81	0.35	30.01
STRIPPING FROM IDENTITY BEHAVIOR (SFIB); ASV: 0.34; MSV: 0.65; AVE: 0.67; CR:0.80			
19. On vacation, just for fun, I can usually do the kind of things that even my closest friends cannot normally make me do.	0.82	0.35	29.98
20. On vacation, I do things that you would not expect from me.	0.88	0.31	31.31
PLAY/PLAYER BEHAVIOR (PPB); ASV: 0.31; MSV: 0.65; AVE: 0.73; CR:0.91			
21. During vacations, I feel like an actor myself.	0.88	0.22	35.47
22. I think of vacations as a sort of game.	0.80	0.22	34.84
23. On Vacation, I can show more false behaviors than those in my real life.	0.88	0.23	34.76
NOVELTY SEEKING BEHAVIOR (SNB); ASV: 0.14; MSV:0.37; AVE: 0.49; CR:0.90			
1. Experiencing a different culture	0.70	0.51	24.65
2. Local crafts and handiwork	0.69	0.53	24.01
3. Local cuisine and new food	0.75	0.44	26.84
4. Interesting and friendly local people	0.71	0.49	25.22
5. Opportunity to see or experience unique aboriginal	0.71	0.49	25.26
6. Opportunity to see or experience people from different ethnic backgrounds or native group	0.73	0.46	26.11
7. Opportunity to increase one's knowledge about places, people, and thing	0.72	0.49	25.31
8. Variety of things to see and do	0.66	0.56	22.90
9. Visiting a place I can talk about when I get home	0.64	0.59	21.97

TOURIST SATISFACTION (TS); ASV: 0.14; MSV: 0.37; AVE: 0.55; CR:0.86			
1.This vacation had some unique and special moments.	0.76	0.42	27.17
2.This vacation has special meaning to me.	0.82	0.32	30.55
3.This vacation was as good as I expected.	0.80	0.36	29.13
4.This vacation was very satisfying to me.	0.68	0.54	23.33
5.This vacation stands out in my mind as one of the best	0.64	0.59	21.63
χ^2 :2977.35; d f:608; $\chi^2/d f$: 4.8969 < 5; RMSEA: 0.062; CFI: 0.97; GFI: 0.86; AGFI: 0.84; IFI: 0.97; RFI: 0.96; NFI: 0.97; NNFI: 0.97; RMR: 0.07; SRMR: 0.05; Model CAIC <Full CAIC: 3729.06<5562.66			

Confirmatory factor analysis was applied to test the construct validity and model compatibility of the scales (Table 2). The analysis produced acceptable levels of (χ^2 :2977.35; d f:608; $\chi^2/d f$: 4.8969 < 5; RMSEA: 0.062; CFI: 0.97; GFI: 0.86; AGFI: 0.84; IFI: 0.97; RFI: 0.96; NFI: 0.97; NNFI: 0.97; RMR: 0.07; SRMR: 0.05; Model CAIC <Saturated CAIC: 3729.06/5562.66) (Şimşek, 2007; Meydan and Şeşen, 2015). For the discriminant validity, the Maximum Shared Variances (MSV) and the Average Shared Variances (ASV) of a factor shared with any other factor were calculated. To be able to speak of discriminant validity, a dimension related to ASV <MSV <AVE <CR must be during magnitude (Hair, Black, Babin, and Anderson, 2010). Table 3 shows the ASV, MSV, and AVE values of all dimensions and the correlations between the dimensions and the squares of these correlations. According to this, it is determined that the ASV value is smaller than the MSV value in all dimensions except one dimension, the MSV value is smaller than AVE values and AVE is smaller than CR values. Notably, MSV (0.65) is slightly larger than the AVE value (0.67) in terms of stripping from its identity. Although the AVE value in three dimensions is determined as 0.44, 0.48, and 0.49, it has been evaluated that the smallest CR value may not be a significant problem in terms of distinctive validity because it is 0.80 (Anderson and Gerbing, 1988; Fornell and Larcker, 1981).

Table 3. Discriminant validity results

	\bar{x}	sd	ASV	MSV	CR	HD	GD	TKD	KSD	OD	YA	TT
HB ¹	3.59	0.77	0.21	0.26	0.83	(0.44) +						
PB ¹	3.07	0.96	0.33	0.57	0.88	0.48** (0.23) ?	(0.54)					
TIB ¹	3.32	0.88	0.33	0.54	0.84	0.51** (0.26)	0.72** (0.51)	(0.48)				
SIB ¹	3.02	1.14	0.34	0.65	0.80	0.44** (0.19)	0.76** (0.57)	0.74** (0.54)	(0.67)			
PPB	2.91	1.21	0.31	0.65	0.91	0.38**	0.75**	0.65**	0.81**	(0.73)		

1						(0.14)	(0.56)	(0.43)	(0.65)			
NS ²	3.84	0.68	0.14	0.37	0.90	0.47**	0.25**	0.36**	0.22**	0.19**	(0.49)	
						(0.22)	(0.06)	(0.13)	(0.05)	(0.04)		
TS ¹	3.88	0.75	0.14	0.37	0.86	0.48**	0.23**	0.31**	0.20**	0.18**	0.61**	(0.55)
						(0.23)	(0.05)	(0.10)	(0.04)	(0.03)	(0.37)	

†Bold values in parentheses for diagonal cells are AVE values.
 ‡The values written in parentheses under the correlations coefficients are square of bivariate correlations.
 HB: Hedonism Behavior; PB: Privacy Behavior; TIB: Tolerance and Irregularity Behavior; SIB: Stripping from Identity Behavior; PPB: Play/Player Behavior; NS: Novelty Seeking; TS: Tourist satisfaction.
¹ Response categories: 1 = Strongly disagree, 5 = Strongly Agree.
² Response categories: 1 = Not important, 5 = Very Important.
 ** Correlation is significant at the level of α : 0.01. N: 1005

For convergent validity, all CR values related to the scale are expected to be greater than the AVE values and the AVE value will be greater than 0.5 (Yaşlıoğlu, 2017: 82). Additionally, AVE values should be larger than the square of the correlations between dimensions. Although there is a relative difference in the dimensions of tolerance and irregularity, it is seen that this condition is met in other dimensions. Achieving an AVE value of approximately 0.50 in three dimensions does not constitute an obstacle to the convergent validity (Fornell and Larcker, 1981: 46).

3. RESULTS.

3.1. Participant Profile.

The age of 512 of 1005 participants participating in the research, that is 50.9%, is between 20 and 39 years. The proportion of those aged 40–59 is 42.1% and those above 60 years old is 7%. Therefore, tourists from all age groups are represented. 46.3% of the participants are men and 53.7% are women. 53.9% of those who state their marital status (n: 946) are married. 41.1% of those who indicate their level of education (n: 887) have high school and six diplomas. 37.8% have university degrees. Approximately one-fifth (21.1%) hold a postgraduate degree. When examined according to their profession (n: 761), 58.5% were white-collar and 41.5% were blue-collar. When looking at nationalities, 32.3% are Russian, 27% are German, 15.6% are Ukrainian, 16.3% are British and 8.8% are Dutch. When the income levels of the participants are evaluated (n: 949), it is 37.4% of those who have income below 1000 €. However, the proportion of those with more than 2000 € income is 46.3%. Although there is no common income standard among countries, different income groups are represented in the sample in terms of income level. 29.9% of 988 tourists, who state the size of their settlements, lived in small places such as villages and towns. The proportion of people living in cities is 55.2%. The proportion of people living in the metropolitan and megapolises is 15%.

Considering the participants' gender, nationality, age, income, occupation, and income distribution, they represent the tourist profile that came to Antalya. Additionally, 70% of the people living in cities metropolitan, and megapolis can be considered indicators of monotonous life. Because almost half of them are under the age of 40, a working group, which may tend to behave temporarily, is obtained.

3.2. Hypotheses Testing.

The first hypothesis was the impact of liminoid behavior on satisfaction. The multiple regression analysis revealed that the model ($F_{[5,999]}: 63.826; p < 0.0001$) is significant and can be estimated using the model (Table 4). The liminoid behavior of the participants explains 24.2% of their satisfaction. Privacy behavior, stripping from identity behavior, and play/player behavior does not affect satisfaction. Liminoid behavior, which affects satisfaction relatively the most, is hedonism. A one-unit increase in hedonism behavior increases satisfaction by 0.444 units. A one-unit increase in tolerance and irregularity behavior increases satisfaction by 0.199 units.

Table 4. Regression analysis results

H	Independent variables	Beta	t	F value	R;	ΔR^2
H ₁	Hedonism behavior	0.444	13.586***	63.826***	0.492	0.238
	Privacy behavior	-0.050	-1.026			
	Tolerance and irregularity behavior	0.199	4.422***			
	Stripping identity behavior	-0.104	-1.923			
	Game/player behavior	0.000	0.005			
H ₂	Novelty seeking	0.606	24.131***	582.300***	0.606	0.367
The dependent variable: tourist satisfaction; Method: Enter Max. VIF: 3.844; Min. Tolerance: 0.260; Max. CI: 27.437 ***p<0.001						

Our second hypothesis was that tourists' novelty-seeking significantly affected their satisfaction. A simple regression analysis revealed that the model ($F_{[1,1003]}: 582.300; p < 0.0001$) was valid. The participants' novelty seeking explains their satisfaction by 36.7%. A one-unit increase in novelty seeking increases satisfaction by 0.606 units.

For H₃, a moderation analysis was conducted via Hayes's SPSS Process v4.1 and the result has been presented in Table 5. In the analyses, liminoid behaviors were taken as a whole. Moderation analysis has revealed that the novelty-seeking behavior of tourists has a moderation role in the relationship between liminoid behaviors and satisfaction. Besides the impacts of liminoid behaviors and novelty seeking on tourist satisfaction are statistically significant, the impact of interaction term of liminoid behavior and novelty seeking is also significant ($\beta: 0.0706; t: 2.2386; p: 0.0254; CI: 95\%; LLCI: 0.0087;$

ULCI:0.1325). Not containing zero of LLCI and ULCI showed that the moderation effect of novelty seeking was meaningful, thus H₃ was supported.

Table 5. Moderation Analysis of Novelty Seeking

Independents	β^\dagger	SE of β	t	p	LLCI	ULCI
Constant	3.8629	0.0196	197.37 90	p<0.00 1	3.8245	3.9014
Liminoid behaviors	0.0953	0.0244	3.9106	0.0001	0.0475	0.1431
Novelty seeking	0.6395	0.0298	21.452 2	p<0.00 01	0.5810	0.6980
Liminoid behaviors * Novelty seeking	0.0706	0.0315	2.2386	0.0254	0.0087	0.1325

Dependent: Tourist satisfaction; †: Unstandardized coefficients of β ;
 $F_{(3;1001)}:207.795$; $p<0.0001$; $R:0.6194$; $R^2:0.3837$; $R^2_{change}: 0.0031$; $F(1;1001):5.0115$;
 $p:0.0254$

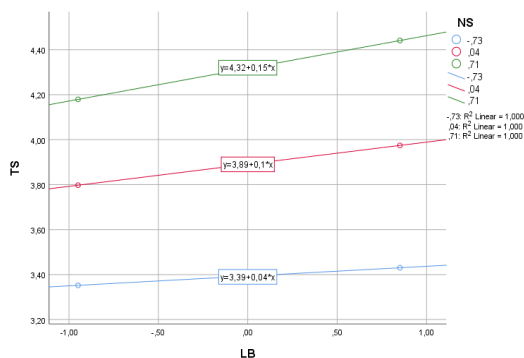


Figure 1. Moderation Effect of Novelty Seeking

revealed that novelty seeking caused a change in the effect of liminoid behaviors on tourist satisfaction.

The effect of the independent variable on the dependent variable varies based on the different levels (low, medium, and high) of the moderator variable. To check effect variations, the output provided by Hayes Process Macro was investigated (Table 6). It has been found that the moderation is not statistically significant at the low level of novelty seeking since the confidence interval at 95% contains zero, while at medium and high levels of novelty seeking moderation is significant. Therefore, it is

Table 6. Conditional Effects of Liminoid Behaviors on Tourist satisfaction at Different Values of Novelty Seeking

Novelty seeking	β^\dagger	SE of β	t	p	LLCI	ULCI	
Low	-0.7342	0.0435	0.0377	1.1534	0.2490	-0.0305	0.1174
Medium	0.0436	0.0984	0.0241	4.0901	P<0.0001	0.0512	0.1456
High	0.7103	0.1454	0.0285	5.0954	P<0.0001	0.0894	0.2014

In the research, some additional analyses were conducted to find out if there were statistically significant differences in each dimension in question-based on the demographics. Table 7 shows the comparisons based on gender. Analyses revealed that there were statistically meaningful differences in all dimensions based on gender. Female tourists were more novelty seekers ($t:2.657$; $p_{(2-sided)}: 0.008$; $p_{(1-sided)}$:

0.016<0.05)[§] and they had also more satisfaction (t:4.273; p<0.001) than male tourists, in hedonism behavior there were statistical differences but it couldn't be said that female tourist behavior was more hedonistic than male ones (t:2.237; p_(2-sided): 0.026<0.05; p_(1-sided): 0.052>0.05). In other dimensions, namely, privacy behavior, tolerance, irregularity behavior, stripping identity behavior, and play/player behavior were more demonstrated by male tourists than female ones because two-sided p values were less than 0.05.

Table 7. Comparisons of dimensions based on the gender

Dimensions	Gender	N	\bar{x}	sd	t-values	p-values
Hedonism behavior	Female	540	3.65	0.78	2.237	0.026
	Male	465	3.54	0.75		
Privacy behavior	Female	540	2.98	1.04	-3.322	0.001
	Male	465	3.17	0.84		
Tolerance and irregularity behavior	Female	540	3.26	0.92	-2.376	0.018
	Male	465	3.39	0.83		
Stripping identity behavior	Female	540	2.92	1.21	-3.218	0.001
	Male	465	3.15	1.05		
Play/player behavior	Female	540	2.81	1.25	-2.709	0.007
	Male	465	3.02	1.15		
Novelty seeking	Female	540	3.90	0.67	2.657	0.008
	Male	465	3.78	0.68		
Tourist satisfaction	Female	540	3.97	0.74	4.273	p<0.001
	Male	465	3.77	0.75		
Response categories for novelty seeking: 1 = Not important, 5 = Very important						
Response categories for other scale : 1 = Strongly disagree, 5 = Strongly Agree						

Table 8 demonstrates the comparisons based on marital status. There were statistically significant differences in all dimensions except for hedonistic behavior. Married tourists were more novelty seeker (t:2.760; p_(2-sided): 0.006; p_(1-sided): 0.012<0.05) and they had also more satisfaction (t:2.869; p_(2-sided): 0.004; p_(1-sided): 0.008<0.05) than single tourists. Other dimensions: privacy, tolerance, and irregularity, stripping identity, and play/player behaviors were more demonstrated by single tourists than married ones because two-sided p values were less than 0.05. It is an interesting output that the most statistically different liminoid behavior was privacy based on marital status; meaning that single tourists assigned more importance to privacy than married ones.

Table 8. Comparisons of dimensions based on the marital status.

Dimensions	Marital status	N	\bar{x}	sd	t-values	p-values
Hedonism behavior	Married	510	3.58	0.76	0.022	0.983
	Single	436	3.58	0.76		

[§] SPSS program provides 2-sided p values for independent t-tests, to find out 1-sided p value, it is required to multiply 2-sided p values by two.

Privacy behavior	Married	510	2.93	0.98	-3.538	p<0.001
	Single	436	3.15	0.89		
Tolerance and irregularity behavior	Married	510	3.24	0.89	-2.060	0.040
	Single	436	3.36	0.84		
Stripping identity behavior	Married	510	2.89	1.17	-2.810	0.005
	Single	436	3.10	1.09		
Play/player behavior	Married	510	2.76	1.22	-2.969	0.003
	Single	436	2.99	1.15		
Novelty seeking	Married	510	3.89	0.65	2.760	0.006
	Single	436	3.77	0.68		
Tourist satisfaction	Married	510	3.93	0.71	2.869	0.004
	Single	436	3.79	0.78		
Response categories for novelty seeking: 1 = Not important, 5 = Very important						
Response categories for other scales: 1 = Strongly disagree, 5 = Strongly Agree						

Comparisons based on the nationalities have been shown in Table 9. There were statistically significant differences in all dimensions. Scheffe post hoc test was conducted to see the differences. In the dimensions of liminoid behaviors, it has been generally found that Russian and Ukrainian tourists and German, British and Dutch tourists behaved similarly because of their cultural closeness. These findings imply that liminoid behaviors should be probed into for tourists coming from similar and different cultural backgrounds. Most novelty seekers tourists were Russian, Ukrainian, and British tourists when compared to German and Dutch tourists who were more or less at the same level as novelty seekers. This finding requires that Russian, Ukrainian, and British tourists' novelty-seeking behaviors should be investigated more by considering their cultural backgrounds.

For the point of satisfaction, an interesting output had been determined that Russian, Ukrainian, British, and Dutch tourists' satisfaction was approximately at the same level, but statistically greater than those of German tourists. It implies that German culture should be deeply investigated from the point of satisfaction.

Table 9. Comparisons of dimensions based on the nationalities.

Dimensions	Nationality		N	\bar{x}	sd	F (p-values)	Differences
Hedonism behavior	Russian	R	325	3.74	0.83	21.399 (p<0.001)	R>G,D=U,B G<R,U,B=D U>G,D=R,B B>G,D=R,U D<R,U,B=G
	German	G	271	3.28	0.74		
	Ukrainian	U	157	3.75	0.69		
	British	B	164	3.78	0.63		
	Dutch	D	88	3.42	0.67		
Privacy behavior	Russian	R	325	3.25	0.92	23.994 (p<0.001)	R>B,D=G,U G<B=R,U,D
	German	G	271	3.13	0.95		

	Ukrainian	U	157	3.33	0.76		U<B,D=R,G
	British	B	164	2.50	0.95		B<R,G,U=D
	Dutch	D	88	2.82	1.01		D<R,U=G,B
Tolerance and irregularity behavior	Russian	R	325	3.56	0.87	16.760 (p<0.001)	R>G,B,D=U G<R=U,B,D U>B,D=R,G B<R,U=G,D D<R,U=G,B
	German	G	271	3.22	0.84		
	Ukrainian	U	157	3.48	0.84		
	British	B	164	2.97	0.86		
	Dutch	D	88	3.12	0.88		
Stripping identity behavior	Russian	R	325	3.20	1.10	16.618 (p<0.001)	R>B,D=G,U G>B,D=R,U U>B,D=R,G B<R,G,U=D D<R,G,U=B
	German	G	271	3.13	1.04		
	Ukrainian	U	157	3.24	1.03		
	British	B	164	2.47	1.21		
	Dutch	D	88	2.68	1.27		
Game/player behavior	Russian	R	325	3.08	1.18	17.529 (p<0.001)	R>B,D=G,U G>B,D=R,U U>B=D,R,G B<R,G,U=D D<R,G=U,B
	German	G	271	3.10	1.11		
	Ukrainian	U	157	3.04	1.05		
	British	B	164	2.29	1.23		
	Dutch	D	88	2.57	1.37		
Novelty seeking	Russian	R	325	4.03	0.67	29.065 (p<0.001)	R>G,D=U,B G<R,U,B=D U>G,D=R,B B>G,D=R,U D<R,U,B=G
	German	G	271	3.52	0.68		
	Ukrainian	U	157	4.00	0.66		
	British	B	164	3.96	0.58		
	Dutch	D	88	3.66	0.48		
Tourist satisfaction	Russian	R	325	4.09	0.70	28.725 (p<0.001)	R>G=U,B,D G<R,U,B,D U>G=R,B,D B>G=R,U,D D>G=R,U,B
	German	G	271	3.50	0.79		
	Ukrainian	U	157	4.07	0.61		
	British	B	164	3.90	0.70		
	Dutch	D	88	3.85	0.68		
Response categories for novelty seeking: 1 = Not important, 5 = Very important							
Response categories for other scales : 1 = Strongly disagree, 5 = Strongly Agree							

When liminoid behaviors of tourists are taken as a whole, there are statistically differences based on gender ($\bar{x}_{\text{female}}:3.12\pm0.89$; $\bar{x}_{\text{male}}:3.25\pm0.77$; $t:-2.495$; $p_{(2\text{-sided})}: 0.013$; $p_{(1\text{-sided})}: 0.026<0.05$) and marital status ($\bar{x}_{\text{married}}:3.08\pm0.85$; $\bar{x}_{\text{single}}:3.23\pm0.78$; $t:-2.884$; $p_{(2\text{-sided})}: 0.004$; $p_{(1\text{-sided})}: 0.008<0.05$). These findings reveal that while female tourists show more liminoid behavior than male tourists, single tourists demonstrate liminoid behavior more than married tourists. Additionally, we have found out that liminoid behaviors of tourists positively impacted tourist satisfaction ($F_{(1;1003)}:107.108$; $p<0.001$; $t:10.349$; $p<0.001$; $\beta=0.31$; $R^2:0.096$) as a whole.

4. Conclusion.

Vacation environments, which are important environments for removing routine life, are places where individuals relax, leave their problems behind, and take on a different personality. Individuals assume a different personality and show liminoid (temporary) behavior that they sometimes do not do in their place of residence. Additionally, while individuals exhibit liminoid behavior, experiencing new things and tasting new tastes, briefly, they want to complete the vacation at a maximum satisfaction level with the help of novelty seeking.

4.1. Theoretical Implications.

In this study, it is aimed to find out the effect of liminoid behaviors and novelty seeking of tourists during their vacation periods on their satisfaction and to find out the moderator role of novelty seeking in the link of liminoid behaviors and tourist satisfaction. Tourists want to return with good memories while returning to their homes at the end of their vacation periods and share these memories with their friends on their return. In short, leaving happy is their only purpose. While seeking happiness, human beings may differ and their behavior may change. Hedonism, a theory of happiness, is the emotion that comes to the fore of tourists. A happy life maximizes feelings of pleasure and minimizes pain. Happy person laughs a lot, their eyes shine and they have an upright posture Their taste is intense and their grief is low (Seligman and Royzman, 2003).

Hedonism is the most frequently used term to describe the philosophy that satisfaction is the most important for humanity's quest. According to Holbrook and Hirschman (1982: 135), hedonic values are related to the experiences of entertainment, banquet, fantasy, excitement, and perceptual stimuli. Carbone and Haeckel (1994), stated that in the consumption behavior process, guests generally prefer to get a grim feeling from the service experience. Hightower, Brady, and Baker (2002) state that hiding behavior is an integral part of entertainment experiences, and hiding behavior can help managers understand their feelings about entertainment experiences. Additionally, according to Dann's (1977: 187) theory of anomie, individuals do not have much time to communicate at home because of working conditions in the environments where individuals reside, and therefore, a reason for tourists to travel is to get away from everything, the need to have love and compassion for individuals on vacation and communicate with friends. He also stated that they communicate with the local people and enjoy the moment.

While tourists show liminoid behaviors in their environment, they can also cause some damage to the environment. They may exhibit behaviors that should be protected and should not be done just in order to be happy and to be different. Conditions such as carbon emission during travel, luxury pools that require chemicals for cleaning in hotels, long shower pleasure, bringing the rooms to the desired temperature, leaving

the air conditioners on at all times, changing towels every day, the desire to taste everything in the open buffet breakfast harm both the environment and the country's budget. Tourists also damage historical sites while discovering. Tourists forget to respect the environment as in their homes (Dolnicar & Grün, 2009). Buckley (2011) and Juvan and Dolnicar (2014) state that tourists forgive themselves for doing a little mischief, that they immediately make a statement when they feel guilty, so that the feeling of guilt does not overshadow the enjoyment of the holiday.

Novelty-seeking is a very important concept in tourism. According to Cohen (1972), modern man is interested in things, landscapes, traditions, and cultures different from his own simply because they are different. New values are said to develop, such as an appreciation of the experience of weirdness and novelty. By integrating this spirit in the tourism context, novelty seeking can be defined as the difference in the degree and form of the touristic experience the visitor seeks for a destination compared to previous experiences. It involves the willingness to take physical, psychological, and social risks for the sake of diverse, new, and complex sensations. The search for novelty is functionalized in terms of four dimensions; excitement, change from routine, alleviation of boredom, and surprise (Lee & Crompton, 1992). There are studies suggesting that novelty-seeking propensity has a moderating effect on the relationship between tourist satisfaction and tourists' future behavioral intentions (Barroso, Martin, & Martin, 2007). Due to the differences in the life experiences of individuals, different perceptions of novelty may occur for the same travel and destination characteristics.

A study was conducted to find out the impact of tourists' neophobia and liminoid behavior tendencies on their food consumption behaviors in hotels offering all-inclusive services. It is revealed that liminoid behavior increased the consumption of novel foods ($\beta=0.75$) and the amount consumed ($\beta=0.56$) (Damla Kılıç & Özdemir, 2022). It might be interpreted that the liminoid behavior tendencies increased novelty seeking and then novelty seeking impacts on tourist satisfaction ($\beta=0.61$) although novelty seeking in some cases results in wasting the materials such as food, beverage, electricity, water, etc. Severt and Tasci (2020) highlight this state as being inversionary behavior leading to consuming more than usual. In this study, it is found that single tourists demonstrate liminoid behaviors more than married tourists. While it implies privacy issues for singles, it supports the women's liminoid sexual behaviors in the tourism experience stated by Filep and Matteucci (2020). Therefore, tourism establishments should care about the privacy of tourists from both gender and marital status.

In the study, it was found that the liminoid behavior of the tourists significantly affected their satisfaction during vacation. The size that affects satisfaction the most is the size of hedonism ($\beta: 0.444$). The more the tourists enjoy the vacation, the more they can be satisfied. We can say that leaving a vacation happy is about the behavior they have shown in the vacation environment. In the study of Taheri, Farrington, Gori, Hogg, and O'Gorman (2017), the satisfaction of the game ($\beta: 0.392$), experiential participation ($\beta: 0.122$), and the atmosphere ($\beta: 0.224$) affected the satisfaction of the visitors and in the study of Bigne' Andreu and Gnoth (2005) ($\beta: 0.418$) found that pleasure affected the satisfaction of visitors.

Tourists' novelty-seeking significantly affects their satisfaction. Novelty seeking had a positive effect on tourist satisfaction (β : 0.295), and it was found in the study of Assaker, Vinzi, and O'Connor (2011). If the novelties and experiences that the tourists are looking for meet their expectations, the tourists are satisfied. In their study, Toyama and Yamada (2012) found that novelty seeking influenced the satisfaction (β : 0.54) of the tourists. Sahin and Guzel (2018) compared Istanbul and Antalya in their study. In the study, it was found that the novelty-seeking for the Istanbul destination affected satisfaction (β : 0.29) and an effect on Antalya (β : 0.26). In another study by Albaity and Melhem (2017), it was found that novelty-seeking affected satisfaction (β : 0.27).

It is usual for tourists to enter vacation psychology and act as foreigners in different environments (Tayfun and Yıldırım, 2010: 55). By not abandoning their own habits completely, they can exhibit different behaviors such as trying new things and tasting. Many tourists want to experience the novelties of the macro environment of a foreign location from the security of a familiar microenvironment (Cohen, 1972: 166). Briefly, in vacation environments, tourists can seek novelty and demonstrate many different behaviors. It is important for the satisfaction of the tourists to conduct activities so that the tourists can feel more pleasure in the vacation environment. Tourists want not only to consume but also to enjoy while meeting some of their needs (Carbone and Haeckel, 1994; Cheng and Lu, 2013). Tourists behave just how they feel on vacation and how they want to live. Requests such as unlimited entertainment, experiencing the moment, and leaving responsibilities are important in terms of hedonism coming to the forefront (Polat, 2015: 107).

4.2. Practical Implications.

This study, based on a sample of the top five nationalities that came to Antalya for vacation in 2018, reveals a series of results for the tourism sector. This study was carried out before the pandemic. Evaluations were also made for the post-pandemic period. In this context, in terms of implementation, the following can be said.

In this study, it was found that tourists exhibit liminoid behavior. We can say that tourism establishments create more liminal areas for tourists to show more liminoid behavior, and that means more satisfaction from the vacation. Having more entertainment centers, hotels, beaches, etc. is critical for tourists to spend much more time and leave the vacation with maximum satisfaction. Additionally, the fact that tourists see their vacation environment as the environment in which they do everything they cannot do in their normal environments indicates that they exhibit privacy behavior. They want to enjoy the vacation by putting their values and beliefs aside by being hidden in a secret identity. According to this behavior, tourists are privacy by taking advantage of the strangeness of the vacation environment. Another behavior of tourists is tolerance and irregularity. Tourists act without thinking about the past and future. The difference here is to ignore the negatives while enjoying the

moment. He wants to leave the vacation as satisfied as possible. Tourists engage in the drunkenness of the atmosphere and take more illegal actions (Polat, 2015: 107–109).

Tourists need to show more liminoid (temporary) behavior so that they leave the vacation happier. Tourists' travel purposes are effective for being satisfied. Some prefers camp sites (Foster and McCabe, 2015), some prefers ski resorts (Varley, 2011), some prefers festivals (Light, 2009), some prefers to spend time with the opposite sex in holiday areas (Thomas, 2005), some prefers charter yachts (Lett, 1983), some prefers to travel with a backpack (Bui et al., 2014). It is possible to say that individuals show liminoid behaviors and are satisfied according to their travel purpose (Lanca et al., 2017; Ryan & Kinder, 1996; Taheri et al., 2017). This showed that they were able to act differently in different environments by going out of their own field.

The satisfaction of the tourists upon their return is also critical for Turkish tourism. Sector representatives should work more based on the sector to make the tourists use their spare time more efficiently and spend more time, and they should work harder to make the tourists more satisfied during their vacations. Tourists explain their impressions about their vacations and advise their surroundings on vacation returns (Kozak and Rimmington, 2000: 266). Tourists with high satisfaction can always recommend their destinations to others and may intend to come again. In short, tourists want to enjoy their vacation and go home happily. Therefore, it is beneficial for hotel managers, travel agencies, and other sector representatives to act in line with the behavior, desires, and needs of tourists. Therefore, on the one hand, while creating a suitable environment for their liminoid behavior, on the other hand, they must ensure that their identity will not be expressed and shared. In this regard, the findings that single tourists demonstrate liminoid behaviors more than married tourists should be considered by the tourism establishments. This case has been ensured by "Personal Data Protection Law No. 66698 " in Article 4 in Türkiye and in the first part of "Data Protection Law 2018" in the UK.

Tourism received a great blow during the covid-19 period. Many flights in the world have been canceled and quarantine rules have been applied according to the countries after the flight. The World Tourism Organization reported that tourism mobility fell by 72%. It also caused great economic damage. It has also increased unemployment rates in tourism (Yang, Hongru & Xiang, 2020). It is thought that consumption habits, which are affected by both economic balances and risk factors, have also changed with the pandemic. The most important factor underlying this is that the concept of tourism promises tourists to relax and have fun, away from daily life and personal responsibilities (Urry, 2002). For this reason, tourists tend to adopt a different personality from themselves, develop their openness to change and change, and exhibit behaviors that others do not expect. Edensor (2000) tried to explain this situation with the liminoid behaviors of tourists as playful and transient behaviors. Because non-routine, liminoid behaviors exhibited during the holidays have a huge impact on tourist satisfaction (Dann, 1977). However, it has been shown that tourist behavior can be explained by the degree of perception that may differ in extraordinary situations such as pandemics (Chang, 2009).

The coronavirus has changed the holiday perceptions and planning of individuals. The Covid-19 Pandemic can also have long-term effects on travel and tourism, and it has affected all stages of life, especially elderly people, due to the risk of contamination and health conditions. In addition, it is possible to say that people's tendency to show liminoid behavior decreases due to social distance (Zambianchi, 2020). The pandemic period, when thoughts such as escaping with the opposite sex and being in different places almost disappeared, really struck fear into individuals. In short, liminoid behaviors have decreased considerably during the pandemic period and it is possible to say that this situation continues after the pandemic (Kaptangil & Aşan, 2022).

4.3. Limitations and future research.

The research was limited to the first five nationalities coming to Antalya in 2018 based on 2017 and the data were collected at the Antalya Airport international terminal. Comparisons can be made by doing research on a yearly basis. Additionally, research in different liminal areas (such as bars, discos, and nightclubs) will be useful in terms of comparison. In fact, research on tourists staying in tents, campers, caravans, etc. where an all-inclusive system is not implemented and tourists can move freely can produce more interesting results. According to the results, sector representatives can also organize marketing activities according to the attitudes and behavior of the tourists. Another suggestion for the researchers could be the collection of data from different regions and countries. Thus, it will be possible to compare the data obtained from tourists in different destinations.

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Almatourism N. 24, 2023: Baltaci, M. and Cakici, A.C., Have the Liminoid Behavior and Novelty Seeking an Effect on Tourist Satisfaction?

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