



REPUBLIC OF TÜRKİYE
ADANA ALPARSLAN TÜRKER SCIENCE AND TECHNOLOGY
UNIVERSITY

GRADUATE SCHOOL OF SOCIAL SCIENCE
DEPARTMENT OF INTERNATIONAL TRADE AND FINANCE

THE EFFECT OF PERSONALITY CHARACTERISTICS ON
BEHAVIORS REGARDING ADVENTURE TOURISM: THE CASE OF
CAPPADOCIA HOT AIR BALLOON

Güneş AKGÜL
MASTER OF SOCIAL SCIENCE



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ADANA 2022



I hereby declare that all information in this thesis has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all information that is not original to this work.

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ABSTRACT

THE EFFECT OF PERSONALITY CHARACTERISTICS ON BEHAVIORS REGARDING ADVENTURE TOURISM: THE CASE OF CAPPADOCIA HOT AIR BALLOON

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Department of International Trade and Finance

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Tourism is a set of activities and industries that provide a travel experience consisting of transportation, accommodation, catering businesses, entertainment businesses and etc. Adventure tourism activities have gained momentum in recent years. The aim of this study is to examine the behaviors of individuals participating in hot air balloon tourism, which is one of the adventure tourism activities, in terms of personal characteristics. During the study, 500 questionnaires were applied and 59 of them were eliminated. Analysis were made on the remaining 441 questionnaires. The statistical significance of the differences in behavioral intention and sensation seeking behavior according to the five factor traits in terms of demographic characteristics was tested with the "Independent Samples T-test" and "One-Way Analysis of Variance" (ANOVA). The relationship between sensation seeking behavior and behavioral intention and five factor traits was tested using the Pearson correlation test. The effect of five factor traits on sensation seeking and behavioral intention was analysed by path analysis which is a sub-part of structural equation modeling. In the results of the analysis, it was observed that all parameters of the five factor traits, sensation seeking, behavioral intention scales were statistically significant. When the effect of the five factor traits scale sub dimensions was examined, it was determined that the highest effect belonged to the extraversion. The neuroticism had a negative effect on the model. When the effect of the behavioral intention scale sub dimensions was examined, it was seen that the highest effect belonged to the behavioral intention towards the destination. When the path coefficients were examined, it was observed that the five factor personality traits had a positive and significant effect on the sensation seeking and behavioral intention.

Keywords: Adventure Tourism, Hot Air Balloon, Independent Samples T-Test, ANOVA, Structural Equation Modelling, Path Analysis

ÖZET

KİŞİLİK ÖZELLİKLERİNİN MACERA TURİZMİNE YÖNELİK DAVRANIŞLARA ETKİSİ: KAPADOKYA SICAK HAVA BALONU ÖRNEĞİ

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Turizm; ulaşım, konaklama, yeme-içme işletmeleri, eğlence işletmeleri ve benzeri faaliyetler ve endüstriler bütünüdür. Son yıllarda macera turizm faaliyetleri hız kazanmıştır. Bu çalışmanın amacı, macera turizm aktivitelerinden biri olan sıcak hava balonu turizmine katılan bireylerin macera turizmine ilişkin davranışlarının kişisel özellikler açısından incelenmesidir. Çalışma sırasında 500 adet anket uygulanmış bunlardan 59 tanesi elenmiş ve 441 adet anket üzerinden analizler yapılmıştır. Davranışsal niyet ve heyecan arama davranışının beş faktör kişilik özelliklerine göre farklılıkların demografik özellikler açısından istatistiksel olarak anlamlılığı "Bağımsız Örneklem T-testi" ve "Tek Yönlü Varyans Analizi" (ANOVA) ile test edilmiştir. Heyecan arama davranışı ve davranışsal niyet ile beş faktör kişilik özellikleri arasındaki ilişki pearson korelasyon testi kullanılarak test edilmiştir. Beş faktör kişilik özelliğinin davranışsal niyet ve heyecan arama davranışı üzerindeki etkisi, yapısal eşitlik modellemesinin bir alt bölümü olan path analizi ile analiz edilmiştir. Analiz sonuçlarında beş faktör kişilik, heyecan arama ve davranışsal niyet ölçeklerinin tüm parametrelerinin istatistiksel olarak anlamlı olduğu görülmüştür. Beş faktör kişilik özellikleri ölçeğine ilişkin alt boyutların aracı değişkene etkisi incelendiğinde en yüksek etkinin dışadönüklük alt boyutuna ait olduğu ayrıca nevrotiklik alt boyutunun modele negatif bir etkisinin olduğu saptanmıştır. Davranışsal niyet ölçeğine ilişkin alt boyutların aracı değişkene etkisi incelendiğinde en yüksek etkinin destinasyona yönelik davranışsal niyet alt boyutuna ait olduğu görülmüştür. Yol katsayıları incelendiğinde beş faktör kişilik özelliklerinin, heyecan arama ve davranışsal niyet üzerinde pozitif yönlü ve anlamlı bir etkisinin olduğu belirlenmiştir.

Anahtar Kelimeler: Macera Turizmi, Sıcak Hava Balonu, Bağımsız Örneklem T-Testi, Yapısal Eşitlik Modeli, Yol Analizi

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Güneş AKGÜL

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NOMENCLATURE

ANOVA	: One-Way Analysis of Variance
ATV	: All Terrain Vehicle
DGCA	: Directorate General of Civil Aviation
EU	: European Union
FAI	: Federation of International Aviation
ICOMOS	: International Council of Monuments and Sites
IUCN	: International Union for Conservation of Nature and Natural Resources
NASA	: National Aeronautics and Space
SEM	: Structural Equation Model
SPSS	: Statistical Packet for the Social Science
UNWTO	: The World Tourism Organization
UNESCO	: United Nations Educational, Scientific and Cultural Organization
WWF	: World Wide Fund for Nature
FFT	: Five Factor Traits

1.INTRODUCTION

For years, human beings have turned to different occupations and activities to get rid of mediocrity. People who want to improve and change themselves both physically and spiritually get the opportunity to realize these wishes by turning to adventure activities. Adventure activities involve risk and excitement. Although risk has a negative meaning as a word, it has a feature that attracts participants for such adventure activities.

Factors such as the developing world, the increase in the welfare level of individuals, the spread of economic freedoms, the desire to get rid of mediocrity, and the increase in free time that people can spare for themselves have directed individuals to adventure activities. In recent years, there has been an increase in the interest in adventure activities in the world and in Türkiye and the number of commercial enterprises providing these services. Tourism is a service-intensive industry, so good service will bring in good customers, which will allow adventure activities to progress quickly and continue.

This study was carried out in Cappadocia region, which is an important tourism destination for adventure activities in Türkiye. The Cappadocia region is one of the world-famous tourism centers that hosts various adventure activities. These activities appear as Atv safari, horse safari, jeep safari and hot air balloon tourism. The study deals with the example of a hot air balloon carried out in the Cappadocia region.

Tourism is defined as the trips people make from a place they are constantly in to a different environment for the purposes of seeing different places, having fun, getting to know different cultures. People seek different excitements in the changing world, adventure tourism activities, which is a branch of tourism activities, are trying to respond to these requests of people. Adventure tourism is important part of the Türkiye's tourism industry. Due to the risks involved in adventure activities, a number of accidents will occur during these activities. Such accidents can cause significant financial losses, injuries and or deaths.

When the studies in the field of tourism in the world and in Türkiye are examined, it has been seen that the interest in the studies on adventure tourism has increased. This study is very

important in terms of balloon tourism in the Cappadocia region, which is one of the most important tourism centers of Türkiye, the commercial contribution of balloon tourism.

The aim of this study is to examine the behaviors of individuals participating in hot air balloon tourism, which is one of the adventure tourism activities, in terms of personal characteristics.



2.CONCEPTUAL FRAMEWORK ON TOURISM AND TOURISM TRENDS

Tourism is of great importance both economically and culturally. The foreign currency that foreign tourists leave to a country ensures the economic development of that country. Foreign tourists also have a large share in the opening of new employment areas and workplaces. According to the place visited; Domestic tourism: Domestic trips are called domestic tourism. Foreign (International) tourism: The places where tourists go outside their own country borders are called foreign/international tourism.

In the early ages, geography was defined as the discovery and description of nearby places, while in the middle ages, it was defined as travelers making trips and gathering information on undiscovered places on behalf of the king (Özgen, 2010). There is a great connection between the science of geography and the tourism service sector. Human beings have been curious about different cultures, geographies, places, people and lives for years, and this sense of curiosity has led people to travel. Attractiveness is one of the most important factors in the tourism sector. For this reason, different types of tourism emerge every year (Aydin and Boz, 2018).

Cultural tourism, coastal tourism, eco tourism, sports tourism, adventure tourism are some of them. There is a close connection between culture and tourism, cultural tourism is considered as one of the types of tourism. In order for a type of tourism to be considered as cultural tourism, it must have some features. These features are listed below (Emekli, 2006).

- Seasonality is not sought in the concept of cultural tourism.
- Each country has its own (specific) cultural values, one does not have an advantage or a disadvantage over the other.
- They host common values that concern all countries.
- Conservation is the basis of the type of tourism based on culture. It is very important to protect and manage cultural assets well.
- It has a great duty to balance supply and demand.

2.1. Definition of Tourism

When the historical development of tourism was investigated, it has been seen that tourism movements are mostly realized in EU countries around the world. When 40 countries that meet a large part of the world's tourism mobility are examined, it is seen that 12 of them are countries affiliated to the European Union (Aydın and Boz, 2018).

The Council of Presidents of the European Union, for the first time in July 1992, expressed an opinion on the unification of the 'tourism' sector under one roof in order to ensure its development and growth and to support it with some policies. The declaration, which was started in 1994 and called 'green paper', whose main purpose was to ensure the development of tourism, was completed in 1995 (Karakuş, 2003).

Due to its cultural wealth and climate, Türkiye receives the most tourists from EU countries (Emekli, 2005). Türkiye has started to implement state-supported tourism policies since the 1960s. The basis of tourism policies can be listed as ensuring the growth and development of the country's economy, protecting cultural and natural assets, increasing economic diversity, spreading employment in tourism throughout the year, and making positive contributions to the balance of payments between countries (Özbey, 1995). When the definition of tourism is searched from articles, dictionaries, books or texts, it is concluded that tourism does not actually have a single definition.

The accepted definition of tourism by Guyer Feuler in 1905;

“A phenomenon unique to modern time which is dependent on the people's increasing need for a change and relaxation, the wish of recognizing the beauties of nature and art and the belief that nature gives happiness to human beings and which helps nations and communities approach each other thanks to the developments in commerce and industry and the communication and transportation tools' becoming excellent.”

Tourism is derived from the word “tournus”, which means to move, to go around. Its origin is based on Latin. The words “tourner” and “tour”, which mean to return in French, continue to be used today (Aydın O, 2012).

Another definition of the concept of tourism is constructed by McIntosh et al., (1995),

"Tourism is a collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and the hospitality services provided for individuals or groups traveling away from home".

Tourism means a holiday that human beings take for purposes such as leaving their routines and exploring different places, resting, having fun, and getting rid of their problems. The people who perform this process are called 'tourists' (Demir and Demirel, 2019). The tourism industry is a constantly evolving and changing service sector. The tourism industry, which has a worldwide union, is important for all countries thanks to its income and employment-increasing feature. This organization, known as the World Tourism Organization, has been called UNWTO since 2005 (Çamyamaç, 2017).

Worldwide, After the World War II, the tourism service sector showed development and growth with the increase in the welfare level of individuals. Tourism is an integrative service sector that provides foreign exchange inflows for the economies of developed and developing countries, has positive effects on employment, has a reducing effect on unemployment, and increases the communication power of countries in the international arena. Tourism as a service area in international trade has become one of the largest trade categories in the world (Aydın and Boz, 2018). The tourism sector in Türkiye has shown a great development after the 1980s. The tourism industry, by definition, is the handling of those who have common interests in economic activities that provide touristic services as a whole (Burns and Holden, 1995).

2.2. Definition of Tourist

Tourist, whose root is derived from the French word 'touriste', is defined as a person who participates in the activities of traveling, seeing and having fun. It means the same as traveler (Current Turkish Dictionary, 2019).

According to the information obtained from the oldest definitions, the concept of tourist is defined as the person(s) who travel to another place with the income they constantly get from the region they are in and spend this income where they go. The person to be qualified as a

tourist must have at least one of the purposes such as business, health, visits to relatives or friends, shopping, education, vacation (Ghanem, 2017).

There may be many reasons for people's desire to relocate from one place where they are constantly to another. These can be listed as changing their routines, getting rid of mediocrity, getting to know different cultures, traveling, seeing, having fun, sea-sand-sun (resting) (Eryılmaz, 2020).

As a result of many researches, it can be mentioned that there are four different tourist profiles. These;

- Demographic factors; age, gender, occupation
- Geographic elements; place of origin, country, region or city
- Psychological elements; duration of stay, purpose of visit
- Socio-economic factors, income level and amount of expenditure can be listed as education.

2.3. The Concept of Alternative Tourism

There are two different basic concepts in alternative tourism. The first is a reaction against mass consumption, and the second is tourism activities in response to the exploitation of the third world (Cohen, 1987). According to the Ministry of Culture and Tourism, alternative tourism is a type of tourism made with local and foreign collaborators by focusing on the use of domestic products, provided that they are compatible with the social environment (Burns and Holden, 1995).

The main purpose of alternative tourism services is to minimize or even eliminate the negative environmental conditions created or to be created by 'mass tourism' activities with the participation of large groups (Aydın and Boz, 2018). In recent years, individuals in the world and in Türkiye prefer places with fewer people when planning to participate in tourism activities. They focus on nature-based tourism types due to increasing welfare level, developing technologies, easy access to services and products, getting away from stress, and increasing psychological reasons as people start to feel lonely in crowds (Burns and Holden, 1995).

2.4. Alternative Tourism Trends

Eco Tourism: It is possible to say that in the studies conducted in the field of eco-tourism, more than one definition of eco-tourism has emerged. According to the definition made by the World Fund for Nature (WWF), eco-tourism is defined as a type of tourism that has minimal impact on the natural environment and provides maximum benefit to the local community (Yücel, 2002).

The characteristics of eco-tourism can be listed as follows;

- Contribution to local people (material and moral)
- It is aimed to protect biodiversity,
- Its basis is to protect nature,
- There is little consumption (or less use) of non-renewable resources

Health Tourism and Thermal Tourism: Health tourism can be defined as the travels of people from one place to another for the purpose of treatment, for an average of 21 days. Thermal tourism, which is considered among health tourism activities, emerges as a type of tourism where healing hot water resources are used for healing and treatment within the framework of health rules (Aydın O, 2012).

Plateau Tourism: The word 'Yayla' is the plains on the mountain tops, Türkiye is home to geographically high mountains and plateaus. Plateau tourism, on the other hand, is defined as travels to these mountain tops. When people get bored with the exhaustion of urban life and the humidity of hot regions, they prefer to go to the high plateaus as an alternative to these places and spend time and relax there (Kızılırmak, 1995). In Türkiye, people migrate to the highlands at certain times of the year with different intentions in their regions. While the East of the country prefers to go to the highlands to graze their cattle, people living in the South and Aegean regions prefer to escape from the difficulties brought by the hot weather conditions (Ministry of Culture and Tourism, 2022).

Table 1. The Most Important Plateaus for Highland Tourism in Türkiye

Rize- Ayder plateau	Rize- Pokut plateau	Rize- Anzer plateau	Giresun- Sis mountain plateau	Rize- Gito plateau
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Source: Tourism Diary, Tourism and Travel Newspaper (2021)

Botanical Tourism: Botany is a word of French (botanique) origin, which means 'plant science' in Turkish. Individuals participating in this type of tourism have environmentally sensitive, environmentalist and protective features. In this type of tourism, individuals can do activities such as nature photography, walking in nature, cycling, as well as examining plant species (<https://www.turizmebakis.com/botanik-turizmi/>).

Botanical tourism, which is also seen as a branch of eco-tourism, is among the alternative tourism types. It is very important that this type of tourism is applied by professionals who are trained in the field. Individuals who are curious about plants, love to explore, have the desire to research different plants and learn new species constitute the participants of botanical tourism. The basis of botanical tourism is the natural vegetation of that place (where the plant species are found) (Ray et. al, 2019).

Table 2. Türkiye's Most Important Botanical Gardens

Location	Botanical Garden
Gaziantep	Gaziantep Botanical Garden
Adana	Çukurova University Botanical Garden
Ankara	Ankara University Botanical Garden
İstanbul	Nezahat Gökyiğit Botanical Garden
İstanbul	İstanbul University Botanical Garden
İzmir	Ege University Botanical Garden Research and Application Center
Isparta	Süleyman Demirel University Botanical Garden
İstanbul	Karaca Arboretum Botanical Garden

Source: <https://www.turizmebakis.com/botanik-turizmi/> (2022)

Golf Tourism: Golf is defined as one of the outdoor sports done in a large area (750.000 square meters) where there are many obstacles (natural and artificial obstacles). It is known that many individuals around the world are interested in this sport. The definition of golf

tourism is that individuals who participate in this type of sport as a participant or as a spectator travel from where they are to another place (Çetin, 2008).

Air Sports: Air sports can be listed as; paragliding, hot air balloon flight, sailing wing, microlight, glider, model airplane, parachute (<https://yigm.ktb.gov.tr/TR-10164/hava-sporlari.html>).

Yacht Tourism: Ministry of Culture and Tourism define yacht tourism as; the trips people make to more than one coastal region with a yacht (<https://istanbul.ktb.gov.tr/TR-276243/yat-turizmi.html>). Turkish Maritime Tourism Regulation define yachts as (Law No. 2009/15212), sea vehicles with a capacity of 12 or less, which are suitable for sea tourism and do not have the status of a passenger or fishing boat. Yacht tourism in Türkiye is carried out intensively in the Aegean, Mediterranean and Marmara regions. Muğla, Antalya, İzmir, İstanbul are the provinces where yacht tourism is intense (Aydoğan and Kadioğlu, 2018).

Coastal Tourism: Coasts are places preferred by individuals who want to get away from crowded environments. Coastal regions are places that provide opportunities for more than one activity such as tourism, trade and fishing (Dinçer et al., 2018). Türkiye has an important place in terms of coastal length and its total coastline is 8,333 km. There is an important connection between coastal tourism and climate, the longer the number of sunny days, the longer the coastal tourism activities can be done. Türkiye is divided into 4 regions. These regions are the Mediterranean, Black Sea, Aegean and Marmara regions. The region with the highest number of sunny days is the Mediterranean Region. In addition to all these, coastal tourism has certain drawbacks as a result of uncontrolled tourism activities. These; environmental pollution, water pollution, noise pollution.

Winter Sports: Ice skating, skiing, sledding, snow skiing are covered by winter sports (Wikipedia, 2021). Helicopter skiing, frozen lake fishing, ice hockey, curling, ice climbing, snow rafting, bandy appear as types of winter sports (Sporzade, 2021).

River Tourism: Türkiye is quite suitable for river tourism, which is one of the alternative tourism types, in terms of the number of rivers it has (high flow rate). The main rivers where river tourism activities are carried out in Türkiye are; Köprüçay, Çoruh River, Manavgat, Anamur, Göksu River, Fırtına Stream, Altınparmak Stream (Sezgin and Ünüvar, 2009).

Faith Tourism: It is a type of tourism that individuals carry out from one place to another for religious purposes. Faith tourism is divided into multiple parts. These; missionary travels, crusades, cruises, leisure activities, conferences, seclusion, attractions, adventure travels, voluntary travels, Christian camps, students and families. (Güzel, 2016).

Silk Road Tourism: Silk has been at the forefront of trade for many civilizations from ancient times to the present. The Silk Road played a very important role as a bridge connecting Eastern civilizations with the West (with trade), and played an important role in increasing cultural interaction between countries and even continents (<https://yigm.ktb.gov.tr/TR-9996/ipek-yolu.html>). The Silk Road is a trade route that starts from China in the East, passes through Anatolian lands and ends in European lands. Through this trade route, cultures fused and trade developed. Today, two lines are planned in the modern Silk Road project; the land route connecting China, Central Asia, Russia and Europe, and the sea route connecting China to the Persian Gulf and the Mediterranean via the Indian Ocean (Karagöl, 2017).

Congress Tourism: Congress is a word of Latin origin (congressus), which means to be together, to come together. Since ancient times, human beings have come together to gather and exchange certain ideas. Cities with attractiveness and accommodation capacity such as Istanbul, Antalya, Izmir, Bursa, Adana and Muğla in Türkiye host congress tourism in the country. Especially, the city of Istanbul hosts thousands of congress organizations every year with its 5-star hotels, developed transportation network, and airports (Sezgin and Ünüvar, 2009).

Bird Watching Tourism: Türkiye has more bird species than the total number of bird species in Europe. According to the official definition made by the Ministry of Culture and Tourism, Bird watching is a type of tourism that aims to get to know birds better and protect them Türkiye is home to this wealth as a result of the wealth of wetlands it has. Those can be listed as; Meriç basin, Marmara basin, Van closed basin, Susurluk basin, Gediz, North Aegean, Küçük Menderes, Büyük Menderes, Western Mediterranean basins, Burdur closed basin, Akarçay closed basin, Antalya, Sakarya, Western Black Sea, Kızılırmak and Yeşilırmak. Bird watching is carried out around Seyhan, Ceyhan, Eastern Black Sea, Eastern Mediterranean, Çoruh Basins, Konya closed basin, Asi, Fırat, Aras and Tigris Basins (Çelik, 2018).

Cave Tourism: According to the data obtained by the Ministry of Culture and Tourism, there are 40,000 caves in Türkiye. There is the cave research society in Türkiye, which has been operating since 1964. As a result of the laws and rules that Türkiye has, a cave must meet certain criteria in order to be opened to tourism (Işık and Zoğal, 2017).

These criteria can be listed as follows;

- Being close to a tourist attraction (location)
- Availability of transportation
- It is important in terms of archeology and culture
- The cave and its surroundings are suitable for the individuals who will visit them.



Table 3. Caves Open to Tourism in Türkiye and their Cities

Damlataş Cave-Aantalya	Köşekbükü Cave- Mersin
Tuz Cave- Çankırı	Kaklık Cave- Denizli
Buz Cave-Ağrı	Oylat Cave-Bursa
Dim Cave-Antalya	Karaca Cave-Gümüşhane
Çalköy Cave- Trabzon	Astım-Dilek Cave- Mersin
Karain Cave- Antalya	Cennet and Cehennem Cave-Mersin
Zeytintaşı Cave-Antalya	Yediuyurlar Cave-Mersin
Gürcüoluk Cave- Bartın	Eshab-ı Kehf Cave-Mersin
Yarımburgaz Cave-İstanbul	Eshab-ı Kehf Cave- Kahramanmaraş
Yalandünya Cave-Antalya	Dodurgalar Cave-Denizli
Mencilis Cave-Karabük	İnaltı Cave- Sinop
Fosforlu Cave-Muğla	Cehennemagzı Cave- Zonguldak
Yerküpe Cave-Muğla	Dupnisa Cave-Kırklareli
Tınaztepe Cave- Konya	Zindan Cave- Isparta
Balıca Cave- Tokat	Gökgöl Cave- Zonguldak

Source: Ministry of Culture and Tourism, YİGM (2022)

Underwater Diving Tourism: Türkiye is a country with underwater diving tourism potential with its coasts, clean seas and developed tourism network. The main places of underwater diving tourism in Türkiye are; Antalya, Bodrum, Fethiye, Ayvalık, Istanbul, Muğla (Yarmacı et al., 2017). Individuals who are eager to participate in diving activities have the desire to see the colorful world of the underwater world and to seek different excitement. Individuals can dive alone, or they can dive in groups. The environment of trust is higher in group dives. The most important condition sought by individuals participating in underwater diving tourism is the abundance of plants and diversity they will see underwater, and this is one of the main purposes of people wanting to dive (Sürme and Dağlıoğlu, 2019).

Some other intentions participating for diving tourism can be listed as follows; taking photos, doing sports, feeling different from other people and showing it to other people, seeking excitement, being curious, the desire to get away from the stress in the work environment, adrenaline and getting away from the crowds (Kervankıran and Bulut, 2015).

Cycling Tourism: Bicycle tourism is accepted as one of the tourism types that people do in order to discover nature, which has recently started to develop in Türkiye (Ministry of Culture and Tourism, 2022). The bicycle has been used as a tool since the Olympics organized in the

summer of 1896. It is used extensively by women and men, especially in European countries. They can be organized as bicycle races, velodrome races, tandem races, road races, time trial races, bicycle cross country, one-day road races, tour races, track races, mountain bike races, cycling races (Bicycle Tourism Association, 2021) .

Cycling races, which have been held in Türkiye since the Ottoman period, started to develop after the Constitutional Period in 1908. The first sports club in the field of cycling was established in 1912 under the leadership of Fenerbahçe. In 1923, the Cycling Federation was established in Türkiye, and it is participated in its first international races in 1927 in Bulgaria. The first women's cycling team in Türkiye was established in 1970 under the name of Esen Cycling Team. Türkiye hosted more than one international Cycling tournaments in 2007 (Kervankıran and Bulut, 2015).

Gastronomy Tourism: Food tourism, culinary tourism, or in other words gastronomy tourism, is one of the alternative tourism types and has been the type of tourism that people have been intensifying in recent years. Gastronomy has entered the literature since 1901 with Joseph Bercholux's work "From Field to Table" and has come to the present day. Gastronomy or in other words food and beverage tourism does not include any food eaten in any place. In order for a food to be evaluated in this context, it is necessary to taste a special type of food, to see it being made, or to participate in local festivals related to it (Zengin et al., 2015).

Mountaineering: Mountaineering cannot simply be defined as the act of climbing to the top of a mountain. Mountaineering has been a type of sport practiced by thousands of people around the world. Mountaineering is a type of tourism that has been constantly developing and attracting attention in recent years. This type of tourism does not require large capitals, the mountain and the environment itself is a big capital for this type of tourism, and it makes a great economic contribution there, especially if the places are poor (Somuncu, 2004).

Table 4. Major Mountains for Mountain Tourism in the World

Everest Mountain	K2 Mountain;
Kanchenjunga	Lhotse
Makalu	Cho Oyu
Dhaulagiri	Manaslu
Nanga Parba	Annapurna I
Gasherbrum I	Broad Peak
Gasherbrum II	Shishapangma
Gyachung Kang	

Source: <https://tr.wikipedia.org/> (2021)

Table 5. Türkiye’s Most Important Mountain Tourism Spots

Ağrı Mountain	Beydağlar Mountain (Antalya)
Erciyes Mountain (Argeus) Kayseri	Bolkar Mountain (Mersin)
Aladağlar Mountain (Niğde)	Kaçkar Sıradağlar Mountain (Rize)
Munzur Mountain (Tunceli)	Süphan Dağı (Van)

Source: <https://yigm.ktb.gov.tr/TR-9892/dagcilik.html> (2021)

2.5. The Concept of Adventure Tourism

Adventure tourism is one of the rapidly growing sectors in the tourism industry. Adventure tourism has traditionally been addressed from the point of view of outdoor recreation and defined from this point of view. The main elements of adventure tourism were considered risk and special skills (Gülcan, 2004). From the perspective of adventure tourism service, it is necessary to be able to respond to the demands of consumers and to respond to the different adventure seeking requests of each individual (Williams and Soutar, 2006). Adventure tourism is defined as the movement of the people from one to another place outside their comfort zone for exploration or travel to remote areas, exotic and possibly hostile areas. It gains much of its excitement by allowing the tourists to step outside their comfort zone. This may be from experiencing cultural shock or through the performance of acts that required some degree of risk and physical danger. These activities can take place in the air, water, land (Novotná and Kunc, 2022). Alternative tourism types, has grown rapidly in recent years and has become the focus of attention. The consumers are generally defined as young, educated, wealthy, adventure-seeking and financially active individuals. Adventurers often choose the places where they are most excited and exposed to risk (Williams and Soutar, 2006). In order for a phenomenon to be considered an adventure, it must have certain qualities. These features are; reward, danger, risk, enthusiasm, emotional contrast, novelty, uncertainty, focus. These activities carried out in special environments and within the framework of controlled risk, and these activities are related to the environment and the satisfaction rate of the individuals participating in these activities (Garda, 2011). Those are divided into two as difficult activities and soft activities. Activities that are difficult involve risks and require physical effort, while the soft part of adventure tourism is activities that do not require much adrenaline and speed between family members (Hudson, 2002).

Adventure tourism, including the risk factor, is defined as a type of tourism that is preferred by individuals who are bored with mass tourism, who want to get away from the crowds and appeals to upper groups. Risk factors encountered during adventure tourism activities can be listed as the customer participating in the activity, weather conditions, the tour operator who organizes the activity and the quality of the materials used during the activity (Gülcan, 2004). It contains excitement and difference. In recent years, with the increase in the world population, people's desire to get away from the crowds has led people to different types of tourism, who want to explore different places. Hunting, cave tourism, eco-tourism, bird watching, horse safari, jeep safari, bungee jumping, diving, skiing, rafting can be given as examples of adventure tourism types. By their nature, involve risks and excitement. The purpose of the tourism industry is to reduce perceptions of risk among tourists in order to increase sales. As a concept, risk is at the core of tourist behavior. On the one hand, the intangibility of tourism products, on the other hand, holiday costs and the inclusion of the concept of risk in all this, plays an important role in the decision-making process of tourists (Dickson and Dolnicar, 2004).

2.6 Adventure Tourism Trends

Adventure tourism is tourism activities that can be done on land, in water and in the air, which includes risk and excitement. According to the definition made by Türkiye's outdoor page, adventure tourism is defined as tourism activities that involve a certain amount of risk (this risk may be real and/or perceived risk) and require special skills and physical effort. Adventure tourism activities include accessible activities such as trekking, bungee jumping, canoeing, mountain biking, paragliding, roping, caving, sand surfing (Türkiye's outdoor page, 2022). Some of these can be done on land, some in water and in the air.

Table 6. Types of Adventure Tourism in Türkiye

Water Based	Land Based	Air Based	Mix
Rafting	Atv	Hot Air Balloon	Self-Discovery Tours
Scuba Diving	Jeep Safari	Paragliding	Cultural Tours
Wave Surfing	Rock Climbing	Bungee Jumping	Volunteer Tours
Wind Surfing	Rock Descent With Rope	Sailing Flight	Adventure Races
Canyon Crossing	Bike Travel	Rock Jumping	Conservation Trips
Canoe Sport	Trekking	Micro Wing Flight	Hedonism Experience
Sailing	Horse Safari	Gliding	Kiteboard
Kiteboard	Snowboard	Parachute	
	Wildlife Watching	Skydiving	
	Hunting		
	Direction Finding		
	Dog Sled		
	Cave Tourism		
	Backpacking Travel		

Source: <https://www.turizmebakis.com/macera-turizmi> (2022)

Some of the common adventure tourism activities are explained below.

Hot Air Balloon Tourism: In alternative tourism types, the popularity of hot air balloons, which is specified as a branch of air sports, has become an important adventure tourism, increasing every year. A hot air balloon consists of dome, basket, and burner.

Dome: The domes, which form the main part of the balloon, are made of a light and non-flammable fabric and may vary in size according to the capacity of the person.

Burner: It burns the liquid propane by turning it into gas and heats the air inside the balloon.

Basket: Basket; for transporting the pilot, passengers and liquid propane fuel tanks. Baskets, which are usually made of thatch and reinforced with steel wires, protect the passengers and are light and flexible. Knitted reed and bamboo are used in the basket because it is light, flexible and easily repairable. Sizes may vary according to capacity (<https://ezairballoons.com/sicak-havali-balon-nedir-nasil-calisir/>, 2022; <https://hotairballoon.kapadokya.edu.tr/en/>, 2022).

Scuba Diving: In this sport, there is an air tank that allows divers to breathe while underwater. Scuba diving, which is commonly done in the ocean, can sometimes be done in lakes, rivers or ponds. There are approximately 6 million scuba divers around the world serving different purposes. It is mostly done for sports or entertainment purposes. The depth of recreational dives should not exceed 130 feet. Scuba divers may also carry whistles, lights, and signaling devices in case of an emergency, as well as a diving knife to get rid of marine vegetation. Unless scuba divers ascend at a steady pace, they run the risk of decompression sickness, also known as a bend. This is because if the diver rises too fast, the body absorbs the nitrogen that gets trapped in the body and creates tiny bubbles in the bloodstream. This can cause extreme pain in the joints and organs and in severe cases can be fatal. Decompression sickness can be prevented by gradual elevation and calculating how long to stay at certain depths (<https://www.sports-information.org/scuba-diving.htm>, 2022).

ATV (All Terrain Vehicle): It is defined as a four-wheeled motor vehicle used especially in mountainous areas. Türkiye ATV Championship is held on specially designated natural tracks. The places where these tracks are located are determined as İzmir, Bodrum, Bursa, İstanbul, Denizli and Kaynaşlı (September 28, 2017 motor racing) (Köletavitoğlu, 2002).

Jeep Safari: According to the definition obtained from the Macmillan dictionary, the sport of jeep safari is defined as an organized journey with a group of people in a four-wheel drive vehicle to look after wild animals. Thanks to Türkiye's location and geographical shape, jeep safaris can be made in many parts of the country. Rize, Antalya, Nevşehir (Cappadocia) Muğla can be given as examples of these provinces. It is defined as a nature adventure activity done by motor. Jeep Safari in Rize can be done from İkizdere to Fındıklı, accompanied by the unique view of the highlands (Rize Provincial Directorate of Culture and Tourism) (Özdamar, 1999).

Paragliding: Paragliding was started by Garvit Sharma, a designer of paragliders. Technically modified in 1961, the parachutes were modified by David Barish, the sail wing used to rescue NASA space capsules. It is an adventure sport that developed after the 1980s. The first unofficial paragliding championship was held in Switzerland in 1987. Shortly after, the Federation of International Aviation (FAI) officially recognized the sport for paragliding, and in 1989 it held the first official world championship in Kossen, Austria. Paragliding

Equipment: wings, harness, variometre, radio, gps. Types of paragliding flights: soaring, cross-country flight, thermal flight

(https://www.tutorialspoint.com/paragliding/paragliding_tutorial.pdf, 2022).

Paragliding is a flying and aggressive air sport. A foot-launched, free-flying aircraft is called a paraglider. Under the fabric wing is a seat belt suspended from where the pilot sits. Its shape is formed by the suspension lines and the air pressure entering the front wing vents. Paragliding, like other birds, is known as the most basic way of flying outdoors in a controlled manner. It can also be a very energetic sport for people of all ages. For a perfect flight, it is necessary to have the appropriate condition and technique. Make sure you get proper training when paragliding because if precautions are not taken it can result in fatal injuries sometimes resulting in death (<https://www.discoverahobby.com/paragliding>).

Rafting: Rafting is one of the adventure activities on the water and gained autonomy in Türkiye in 2018 and was united under the umbrella of the Turkish Rafting Federation. Rafting is a river sport that is done on rafts and rivers with high flow. The main purpose of rafting is to steer the raft equipment with an oar and pass between rocks and obstacles without overturning. Rafting is done in teams of 4 to 6 people. The boat arrangement of the team members should be right-left and front-back sitting. In this sport, streams are divided into six grades according to the level of difficulty. 6th grade streams are the most difficult in terms of difficulty level. The 1st degree stream, on the other hand, is an easy level course where people of all ages can easily sail rafts by wearing the necessary safety equipment (Özdamar,1999).

There are rivers suitable for rafting in every region of Türkiye. Especially Köprüçay, Dalaman Stream, Alara Stream, Dim Stream, Çoruh River, Melen Stream, Eşen Stream, Manavgat Stream, Zamantı Stream, Fırtına Stream, Maçka, Tortum, Kelkit Stream and Barhal Stream are the most known ones (<https://en.wikipedia.org/wiki/Rafting>, 2021).

Rock Climbing: Türkiye is a country with high and rough terrain. Most of the country consists of high mountains. Its average height is 1141 m. The highest mountains are in the east of the country. The highest point is Mount Ararat with 5,137 meters (Wikipedia, 2022). Türkiye's abundance of mountainous areas has been a frequent destination for adventure lovers and has led to the development of rock climbing activities. The provinces with the most rock climbing in Türkiye are Kocaeli Ballıkayalar, Sakarya Geyve, Bilecik Gölpazarı, İzmir

Kaynak, Muğla Bafa Lake, Antalya Geyikbayırı, Aladağlar (Niğde, Kayseri and Adana), Antalya Olympos, Eskişehir Karakaya, Muğla Datça (Özdamar,1999).

2.7. Adventure Tourism in the World and in Türkiye

Adventure tourism is defined as the movement of the people from one to another place outside their comfort zone for exploration or travel to remote areas, exotic and possibly hostile areas. Adventure tourism is a type of tourism in which tourist do some adventures activities like as skydiving, hill climbing, scuba diving (Dickson and Dolnicar, 2004).

Under this title, adventure tourism studies from the World and Türkiye will be included.

Marcuta et al. (2020), expressing the development of the concept of adventure tourism in the world, discussed the potential of Romania in the direction of adventure tourism and what can be done in the future. The author(s) stated their opinion that unemployment, hunger and disorder are progressing rapidly throughout the world, and expressed the opinion that all these can be eliminated with adventure tourism, which is one of the nature-based tourism activities. It was stated that air-based, water-based and land-based adventure activities in Romania are served by local agencies, and their sustainability can be achieved through government policies.

Özşahin (2015), in his study evaluating the province of Hatay, also known as the city of civilizations in Türkiye, within the scope of adventure tourism, revealed that despite the suitability of geographical conditions, due to the lack of promotional activities, the region could not attract adventure tourists and no development in terms of adventure activities could be achieved.

Slak and Robinšak (2005), in their study of adventure tourism (sports activities) in Slovenia, conducted interviews between service providers and service buyers, and as a result, it was concluded that people visiting Slovenia benefit from short-term holidays and that they mostly want skiing and cycling tours among the activities, author (s) stated that golf tourism is among the activities that receive less attention but are considered to be growing by businesses. In addition to all these, it has been concluded that individuals who go on holiday to Slovenia mostly benefit from water sports, swimming and tennis activities.

2.8. Cappadocia Region, Heritages Sites in Türkiye and in the World

Cappadocia is a large area that covers the provinces of Nevşehir, which is located within the borders of the republic of Türkiye, and Malatya in the east, Niğde and the Taurus mountains in the south, Kırşehir in the west, Tokat, Amasya and Çorum in the north in the early ages. Today's Cappadocia includes the provinces of Niğde and Aksaray, especially the province of Nevşehir, which includes the rocky part also called fairy chimneys. The most visited areas in region can be listed as Uçhisar, Ortahisar, Ürgüp, Göreme, Avanos, Ihlara and Derinkuyu. According to the information obtained from the literature reviews, the Cappadocia region is an important region in terms of its natural, archaeological and cultural features, so a large area of 9576 hectares was declared a national park on november 25, 1986 (Somuncu and Yiğit, 2009). Cappadocia is the region that emerged when the soft layers formed by lava and ashes erupted by erciyes, Hasan mountain and Göllü mountain 60 million years ago were eroded by rain and wind over millions of years. It began to form in 3rd geological times. 60 million years ago, with the elevation of the taurus mountains and compressing and moving the northern fault line. Cappadocia is a destination where nature, history and cultures integrate in harmony. The unique feature that makes this area special is the rock structures called “fairy chimneys”, which were formed about 60 million years ago by the erosion of active volcanoes by rain and wind for millions of years by Erciyes, Hasan mountain and Göllü mountain. The area was added to the UNESCO list in 1985 (Özen and Özdemir, 2019).

Table 7. Unesco Ranking of Countries with the Most World Heritage

Country	Natural Heritage Sites	Cultural Heritage Sites	Mixed Heritage Sites	Total
Italy	5	53	-	58
China	14	38	4	56
Spain	4	43	2	49
France	6	42	1	49
Germany	3	48	-	51
India	7	32	1	40
Mexico	5	27	2	34
UK and Northern Ireland	4	28	1	33
Russia	11	29	-	40
United States	11	12	1	24
Iran	2	24	-	26
Japan	5	20	-	25
Brazil	7	15	1	23
Australia	12	4	4	20
Greece	-	17	2	19
Canada	10	9	1	20
Türkiye	-	17	2	19
Poland	2	15	-	17
Portuguese	1	16	-	17
Sweden	1	13	1	15

Source: <http://whc.unesco.org/en/list/>

As of 2021, there are 1154 cultural and natural assets registered in the UNESCO World Heritage List worldwide, of which 897 are cultural, 218 are natural and 39 are mixed assets.

World heritage sites are one of the most important factors that enable a country to be among the routes that can be visited. In addition to all these, the responsibilities of countries with UNESCO cultural heritage and the budget they need to allocate for this can also mean an extra budget for the country they are in. Türkiye is a very rich country in terms of World Heritage Sites. 19 areas within the borders of Türkiye are included in this list. These; Historical areas of Istanbul, Göreme Historical National Park, Divriği Grand Mosque, Hattusa, Mount Nemrut, Xantos and Letoon, Hierapolis and Pamukkale, Safranbolu, Troy Ancient City, Selimiye Mosque and Complex, Çatalhöyük Neolithic City, Bursa and Cumalıkızık, Pergamon, Ephesus Ancient City, Ani Ancient City, Aphrodisias, Göbeklitepe, Arslantepe Mount. Göreme Historical National Park was removed from national park status on 22 October 2019.

Table 8. Places in Türkiye Added to the World Cultural Heritage Determined by Unesco

İstanbul (historical peninsula)	Divriği Great Mosque (Sivas)
Boğazköy Hattuşa	Nemrut Mountain
Xantos-Letoon	Safranbolu Karabük
Troya Ancient City	Edirne Selimiye Mosque and Complex
Çatalhöyük (Konya)	Bergama multi-layered cultural landscape area
Bursa and Cumalıkızık	Diyarbakir Castle and Hevsel Gardens
Ephesus Ancient City (İzmir)	Kars Ani Archaeological Site
Aphrodisias	Şanlıurfa Göbeklitepe Archaeological Site
Malatya Arslantepe Arkeolojik Site	Göreme National Park and Cappadocia
Pamukkale Travertines and Hierapolis Ancient City	

Source: Republic of Türkiye Ministry of Culture and Tourism (2021)

Cappadocia region hosts thousands of domestic and foreign tourists every year. There are many underground cities and cave churches in the region, which has been a settlement since the Hittites period. Today, these are in the status of museums and are visited by local and foreign tourists.

Table 9. Number of Tourists Visiting Museums and Ruins in the Cappadocia Region by Year

Museum	2019	2020	2021
Göreme Open Air Museum	1.417.118	277,591	525,864
Kaymakli Underground City	633,248	132,503	301,395
Derinkuyu Underground City	459,734	116,560	208,411
Zelve Ruins	289,410	242,142	608,230
Nevşehir Central Museum	11,589	2,871	4,626
Hacı Bektaş Veli Museum	592,727	115,835	294,790
Ürgüp Museum	14,734	7,680	10,934

Source: Republic of Türkiye Ministry of Culture and Tourism, Nevşehir Provincial

Directorate of Culture and Tourism, Museum and Ruins Visitor Numbers (2021)

*Data for 2021 cover the period from January to November.

When Table 9 is examined, it is seen that the number of visitors to Göreme Open Air Museum is higher than other museums. The most visits to all museums were made in 2019. When it comes to 2020, a great decrease is observed in the number of visitors due to the coronavirus that affects the whole world. There has been an increase in the number of museum visitors with the tourism season, which started to become active with the removal of restrictions in 2021.

2.9 Hot Air Balloon Tourism

Hot air balloons are called the first basket transport vehicles that can travel in the atmosphere, filled with the help of a light gas or heated air. Since balloons can be dragged by the wind, they can only move vertically. Hydrogen gas was first discovered by Henry Cavendish in 1766. In 1767, Joseph Black realized that hydrogen gas could fly a light vehicle, and thus the first balloon idea emerged in these years. The first balloon flight took place on June 4, 1783, when the balloon was filled with hot air. It happened by the French Montgolfier brothers in the village of Annonay, by filling a linen bag with hot air. With a diameter of 10, 5 meters, this bag rose 450 meters and covered a distance of 1, 5 miles in 10 minutes. The next flight, carried out by the Montgolfier Brothers, corresponds to 1783. Rooster, duck and sheep traveled in the balloon basket in the event that took place in Paris in front of a large crowd (Fortier, 2004; Wikipedia, 2021)



Figure 1. The Montgolfier Brothers (Temitope, 2018)

Invented by the Montgolfier brothers in 1783, the hot air balloon is important for reflecting the glory of the French King and displaying his heroism. The first free flight took place on 21 November 1793. While the upper part of the balloon is made of gold, there are twelve signs of the Zodiac, and the king's monogram and sun figures are located in the middle, while there are masks, wreaths and eagle ornaments on the lower part. (Kim, 2004). The first hot air balloon flight trials on Earth were made in 1783 by French brothers Joseph and Etienne Montgolfier brothers. The first flight, with a 17.37 m high fire balloon invented by two French brothers, was carried out from the courtyard of the Palace of Versailles (Kılıç, 2020).



Figure 2. A 1786 depiction of the Montgolfier borethers' historic balloon with engineering data (https://en.wikipedia.org/wiki/Montgolfier_brothers, 2022)



Figure 3. Hot Air Balloon Ride in Cappadocia (Akgül, 2022 (Author of the thesis))

Some images of the hot air balloon flights that take place in the early hours of the morning, when the weather starts to get bright, are presented above.

Balloon tourism is considered within the scope of adventure tourism, one of the alternative tourism activities. The increase in the diversity of tourism, the increase in the income level and the pursuit of different pursuits of people have led to the increase and rapid growth of adventure activities. Balloon flights in Türkiye take place in the Cappadocia region, which is within the provincial borders of Nevşehir, which is a touristic destination famous for its fairy chimneys, and in Pamukkale districts of Denizli, which is famous for its travertines. The first hot air balloon flights in Türkiye were made in 1984 for promotional purposes, and the first touristic hot air balloon flight was in 1990. The company that was established in the Cappadocia region and has the first commercial flight certificate is the company called 'Cappadocia Balloon', which was established in 1997 with the cooperation of Ömer Tosun and Lars-Eric Möre Kaili. There are some traditions performed before and after a balloon flight (pre-flight balloon prayer and post-flight champagne popping) (Novotná and Kunc, 2022).

With the advantages of its natural beauties, Cappadocia has become a place that most people want to see today. The Cappadocia region has managed to stand out not only with its fairy chimneys, but also with the adventure tourism activities it provides to the visitors. These activities are; Hot air balloon tours, Atv tours, jeep safari tours, and valley tours with horses. The increase in balloon flights in the Cappadocia region every year has increased in line with the demands of people for these flights. Balloon flights, which were applied in all weather conditions in the early 2000s, brought accidents during windy periods, and as a result, the General Directorate of Civil Aviation was established in order to increase the controllability of flights in the Cappadocia region and to prevent accidents (Özen and Özdemir, 2000).

Hot air balloon flights are very popular all over the world. These flights can be made at many points in the world. In Türkiye, it can be done in Denizli, Eskişehir, Burdur, Bitlis, Mardin, Şanlıurfa cities, especially in Nevşehir province. Most of the flights are made in Nevşehir Province, which is located in the Cappadocia region (Aslaner, 2019). Cappadocia region is one of the most popular places in the world in terms of its location, weather conditions and natural beauties. In Cappadocia, in 2021, 27 hot air balloon companies operate with 280 hot air balloons and serve approximately 500,000 tourists annually. Besides Cappadocia, the important places where hot air balloon rides are offered in the world are Albuquerque, Bagan, Serengeti, Loire Valley, Bristol, Istria, Yarra Valley, Tuscany, Chateau-D'Ôex, Mount Bromo, Vermont, Arctic Bay, Melbourne, Queenstown (Atioğlu, 2021).

General Directorate of Civil Aviation (DGCA) is the Turkish civil aviation authority operating within the framework of the Turkish Civil Aviation Law No. 2920 and the Law No. 5431 on the Organization and Duties of the General Directorate of Civil Aviation. It has representative offices in Istanbul, Antalya and Nevşehir. The representative office of the general directorate of civil aviation in Nevşehir has an important place in the region for hot air balloon flights, which are increasing in popularity all over the world with each passing year (Wikipedia, 2022).

Due to the rapidly increasing number of balloon flights in Cappadocia after 2003, the General Directorate of Civil Aviation decided to open a representative office within the Cappadocia University in the town of Mustafapaşa, Nevşehir Province (Airnewstimes, 2013). In the early 1990s, balloon flights were started in Cappadocia. Cappadocia region has become the favorite of balloon companies with its natural beauties and favorable weather conditions (Özen and Özdemir, 2019). The number of balloon companies, which was few in the first years, reached 28 by 2022. In order to keep the security of the Cappadocia balloon flights at the highest levels, the establishment of the DGCA has started to be carried out under certain weather conditions in the region. Balloons, which took off in all weather conditions, were started to be made only in suitable weather conditions after the controls of the DGCA. As a result of this, all mishaps and accidents that may occur have been prevented.

Every year, thousands of local and foreign tourists come to the Cappadocia region to experience this unique excitement. The information given below includes the nationality information of individuals who came to visit the Cappadocia region and participated in balloon flights in 2018 and 2019, obtained from the officials working at the DGCA Nevşehir representative.

Table 10. Nationality Information of Passengers Who Flew in a Hot Air Balloon in 2018/2019

Year s	Asia	Asia Pasifi c	Europ e	Nort h Afric a	South Afric a	South Americ a	North Americ a	Caucasi a	Slavi c	Middl e East
2018	14902 2	26214	30078	725	1192	39004	12419	699	7659	7960
2019	10293 8	72924	27355	1312	1100	33568	16246	622	9015	5128

Source: (DGCA, 2021)

Hot air balloon flights are among the adventure activities carried out in suitable weather conditions, as a result of the wind measurements made by the authorized units, it is decided whether the balloon take-off is allowed or not. The slot control center within the Cappadocia University makes daily air measurements. The organization called the Hot Air Balloon and Air Ship application center was established on 1.12.2016. The purpose and activities of the center are listed below.

- Organizing the training and checking of all personnel who will operate in the hot air balloon
- To carry out checks and studies on airworthiness
- To make slot distribution and air controls in order to create a safer flight area for the balloon companies operating in the Cappadocia region.

2.10. Risks of Hot Air Balloon Tourism

Risk is defined as the state of uncertainty, the probability of an event occurring, the probability of an adverse event occurring, and loss by exposure to any effect (Turkish Language Institution Dictionaries, 2019). As a result of the researches, many studies have been reached in terms of adventure tourism and risk management. It has been seen that

adventure tourism activities around the world are mostly carried out in New Zealand. As a result of research, it has been observed that minor accidents are more common than major injuries or deaths, and adventure activities on water are more risky than activities on land or in the air (McKay, 2018).

Tourism is generally considered a type of consumer activity. In the tourism sector, the risk is usually that the product or service does not meet the expectations of the tourists or the sum of uncontrollable factors in the tourism consumption process. Risk is defined as the probability that individuals participating in tourism activities may encounter one or more unfortunate situations. Since the early 1990s, the concept of risk perception in tourism has been a subject of interest to scientists. Perception of risk in tourism is divided into subjective factors and objective factors. As stated by the authors, the subjective factors related to risk perception in tourism are age, education, gender, geography, academic background, income level, and social environment (Sayan, 2000).

Adventure tourism, by its nature, carries a certain risk for those who participate in activities. But, of course, this risk can increase even more when air factor is added to this. Therefore, it is not possible to eliminate risk. Here, the aim is to minimize the risk may occur as a result. It is important to put the risks in an acceptable state. Analysis of the risk factors in such activities, as a result of the safety barriers developed and taken in this regard, it may only be possible to talk about the concept of safety, or the risk can be reduced to an acceptable level. Elements of sources that pose an accident risk that affect the safety of balloon activity can be listed as meteorological conditions, air worthiness requirements, organizational requirements and Human Factors (Can M and Can, 2019).

Balloon risks and causes of accidents can be examined under 3 headings in general

- Meteorological conditions: Balloons are taking off in the early morning. The departure and landing points of hot air balloons licensed by the General Directorate of Civil Aviation are not fixed. Balloons are take-off according to meteorological conditions sometimes get a reverse wind with sudden changes in the air that creates turbulence. Especially during landing, the balloon makes a hard landing.

- Passenger negligence: In hot air balloons, there are hand belts in balloons, and they show all passengers the sitting position in the basket on landing, in case of a possible adverse event at the time of landing, and security cards prepared in any language showing this are distributed.
- Piloting errors: In hot air balloons, pilots are seen as one of the important points in accidents, both in the equipment that inflates the dome carrying the balloon and gives the propane gas. The general directorate of civil aviation conducts alcohol and paperwork checks on licensed pilots at certain periods (<https://www.hurriyet.com.tr/>, 2022).



3. PERSONALITY TRAITS CONCEPT

Many theories have been developed from past to present in order to define personality. The most common and the most well-known among them; psychoanalytic, trait and socio-psychological theories. Trait theory is based on the idea that if some characteristics of a person are known, important personality traits of that person can also be known. The basis of the theory, which is based on personality traits and is applied today as five factor personality traits, is based on this. The five factor personality model can be listed as extraversion and introversion, agreeableness, emotional stability, conscientiousness and openness to innovation (Deniz and Erciş, 2008). According to the definition made by Doğan (2013) personality is defined as the state of having the characteristics that are acquired with birth and shaped by the environment and that distinguish people from each other. The most well-known and most used of the theories on personality is the five-factor personality model, which is based on the trait theory. Among the reasons for the preference of the five factor personality theory, the features such as the continuity of this theory, its ability to appeal to different groups, its use in empirical studies, its practicality in its use and evaluation can be listed. The five-factor personality model consists of extraversion, neuroticism, agreeableness, openness to experience, and conscientiousness. While extroversion has features such as energetic, talkative, warm-blooded, excited and social, introverted individuals are evaluated as introverted, dislikes socializing, keeps a distance, tends to remain silent, and shy.

Personality has been defined as the consistent responses of individuals (people) to many different situations and/or events (Deniz and Erciş, 2008). According to another and generally accepted definition, personality is defined as the unique characteristics of people with their abilities and characteristics (Wikipedia, 2022). Personality is a way of life, a way of life of a person, there is a direct proportion between lifestyle, personality and identity of the individual. Just as people's behaviors and attitudes affect the people around them, the events and situations around them also affect people (Sudak and Zehir, 2013). Five factor personality traits will be discussed below, respectively (Sudak and Zehir, 2013; Tatlılıoğlu, 2014; Çiçek and Aslan, 2020).

Extraversion: It has been observed that extroverted individuals are social and entrepreneurial individuals and these individuals direct their energies to the outside world. Extraversion has the feature of being the most studied subject among the five factor personality traits. Extroverted individuals come to the forefront as excited, full of energy, willing and enthusiastic people.

Agreeableness: Individuals with this personality trait always seek balance in their environment and prefer to stay away from problems as much as possible. In agreeableness, there is balance and transparency between individuals from the most negative to the most positive.

Self-Control: Individuals with high self-control are defined as those who have a developed control mechanism, are careful, try not to make mistakes, and avoid taking risks. These people try to eliminate all the mishaps and risks that may occur while participating in any activity or before any work and keep the control in their hands.

Neuroticism: According to the five factor personality model, neurotic people have anxious, irritable and tense features. Individuals with this personality trait have very little self-control and are insecure and emotional individuals.

Openness to experiences: The artistic and aesthetic aspects of individuals with this personality trait have developed. They are interested in everything new and they enjoy gaining new experiences and trying new and different things. People with this personality trait also have positive relationships with their surroundings.

4. LITERATURE REVIEW

In the first part of the literature review, there are studies on adventure tourism and studies based on personality traits in adventure tourism. The literature study is sorted by years, from the present to the oldest.

In the study conducted by Garcia-Solano et al., (2022), the subject of the research is how the tourist guides, who are always with and guide the tourists during the adventure tourism activities, and how they prepare for the activities. Interviews were conducted with six professional mountain tourist guides involved in mountain climbing in the Volcán Nevado de Colima National Park. As a result of the study, it was concluded that the adventure tourism guides were prepared days in advance while preparing for the activities and they stayed away from fatty foods and alcoholic beverages that are harmful to the body.

Yıldız (2021), investigated a research about the suitability of the world-famous Salda Lake, located in the Yeşilova district of Burdur province, for windsurfing, which is defined as adventure tourism. The aim of the study is to evaluate Salda Lake in terms of windsurfing, which is a gentle adventure activity. During the study, the twelve-month wind conditions of Yeşilova were examined. At the end of the evaluation, it was concluded that Salda Lake has suitable wind conditions for windsurfers from beginners to very experienced windsurfers.

The study handled by Başer et al., (2021), is about Malatya, one of the provinces in the Eastern Anatolia Region. The understanding of vacation, which changes every year, has led people to alternative tourism types. Individuals who are tired of mass tourism, crowded and busy schedules have sought difference. The aim of this study is to reveal the potential of Malatya in terms of alternative tourism types. As a result of the study in which the qualitative research method was used, the natural elements in the province of Malatya were evaluated and it was concluded that there may be a potential for health tourism and adventure tourism.

Xalxo and Matharu (2021), searched a study deals with Karnataka, which is famous for its adventure tourism activities. The main factors for tourists to choose this destination and their potential to revisit the region are the main subject of the study. The region's rich biodiversity, hosting adventure tourism activities that are not difficult, as well as climatic features have increased people's interest in Karnataka for many years. The finding of the study states that

satisfaction is important to ensure tourist loyalty. It consists of loyalty, positive behavior, and advice to friends and family. However, tourism stakeholders will gain a sense of satisfying tourists by fulfilling their demands and retaining loyal tourists and attracting new customers which will help promote adventure destinations in Karnataka.

Atioğlu (2021), examined the effect of the number of tourists who experienced a hot air balloon tour in Cappadocia on Türkiye's international tourism revenues with Granger causality test. According to the findings of the study, it has been determined that the number of tourists who experience a hot air balloon tour in Cappadocia has a significant positive effect on Türkiye's international tourism revenues in both the long and short term. In addition, a bidirectional causality relationship has been determined between the number of tourists participating in the hot air balloon tour in Cappadocia and Türkiye's international tourism revenues.

Avan (2021), conducted a survey with domestic and foreign tourists participating in a hot air balloon tour in the Cappadocia region. As a result of the research, it was determined that the sensation seeking behavior has a partial regulatory effect. In addition, it has been determined that tourists' perceptions of recreation service quality, sensation seeking behaviors and behavioral intentions towards the destination differ according to gender, age, marital status, travel frequency and the number of visits to the Cappadocia region, while nationality does not differ according to all variables.

In the study by Janowski et al., (2021), it was emphasized that it is not enough to separate adventure tourism activities as easy activities or difficult activities, and this issue is more complex. Accordingly, this study contributes to existing research by presenting a new and holistic conceptualization of adventure tourism, three pillars of the adventure tourism framework that includes 22 adventure tourism dimensions. The dimensions of risk and danger, natural environment, excitement and excitement, challenge and physical activity are at its center. These facts depend on the consumer, the nature of the experience, or both. In this framework, 22 dimensions consist of three pillars of adventure tourism, namely consumer-based elements, product-based elements and hybrid elements. The findings suggest that the elements that make up an adventure tourism experience are predominantly consumer-

centered, then product-centered, and then a mixture of both. This shows that the meaning of adventure lies in the consumer rather than the industry.

Bingöl and Kozak (2020), mentioned the adventure tourism typology in Türkiye in their studies. During the study, adventure tourism activities that can be done in many parts of Türkiye such as paragliding, surfing, rafting, rock climbing, trekking were included. During the study, it was aimed to make a study about the typology of adventure tourism by observing which tourist tends to which adventure activity according to personality types. As a result of the study, in which the extraversion personality scale was used, it was concluded that young, educated and thrill-seeking extroverted individuals tend to engage in activities that create more excitement such as rock climbing, while individuals who are slightly older in age show more interest in activities such as cycling or hiking has been reached.

Bingöl (2021), has included the concepts of adventure and adventure tourist in his study, which deals with the example of Türkiye. The aim of the study is to determine the relationships between the activities preferred by adventure tourists and their sensory pursuits. Adventure tourists participating in paragliding, scuba diving, surfing, rafting, canoeing, camping, skiing, rock climbing, mountain hiking and tour activities were examined. Thus, the sensory searches, arousal levels, personality traits, recreational behavior characteristics and demographic characteristics of adventure tourists participating in adventure activities were revealed. As a result, it has been determined that adventure tourists differ according to their preferred activities, sensory pursuits, arousal levels, personality characteristics, demographic characteristics and recreational behavior characteristics.

The study by Türk and Özdemir (2020), is about adventure tourism activities and risk situation in the Cappadocia region. Cappadocia region is a very suitable region for activities such as hot air balloon flight, ATV safari, jeep safari, horse tours, mountain walking, mountain biking. The subject of the study is to determine the demographic characteristics of the tourists participating in adventure tourism activities in the Cappadocia region, their motivation to participate in adventure tourism, their satisfaction level in the Cappadocia region and their intention to revisit the Cappadocia region. In the study, it was concluded that the purpose of the people who aim to visit the Cappadocia and come with these intentions is

the search for calmness. In addition, it has been concluded that the tourists are satisfied with the region and they intend to visit the area again.

Güzel and Şahin (2020), focused on tourist evaluations in their studies and focused on the balloon tour experience within the scope of adventure tourism. The findings revealed that the balloon experience consists of four dimensions: educational, aesthetic, entertainment and escape. 'aesthetics and fun' dimensions have been the prominent dimensions of the balloon experience.

Bingöl and Kozak (2020), examines the relationship between the emotional searches of adventure tourists and their activity preferences, the question of who is called an adventure tourist is emphasized. According to the authors, adventure tourists are those who are constantly on the lookout for riskier travel experiences. In the research conducted to determine the relationship between the activity preferences of adventure tourists and their sensory searches in Türkiye; adventure tourists participating in paragliding, scuba diving, surfing, rafting, canoeing, camping, skiing/snowboarding, rock climbing, trekking and touring activities were examined. Thus, it is aimed to reveal the sensory searches, arousal levels, recreational behavior characteristics and demographic characteristics of adventure tourists participating in adventure activities. The research was conducted with the survey method and it was realized with 1246 participants. According to the results of the research, significant differences were determined according to the sensory searches of adventure tourists, the activities they prefer, demographic characteristics and recreational behavior characteristics.

Can and Can (2019), evaluated balloon tourism and acceptable risk factor in the Cappadocia region. Adventure tourism activities can cause some injuries and deaths due to their nature. Although balloon travel is considered a low-risk activity in the world, it can make it seem quite risky for someone who will try this activity, due to the effects of accidents. With this study, it was tried to reveal the general balloon situation and the acceptability level of the situations that carry the risk of accident as a result of the safety measures developed against the accident risk of the balloon experience in Cappadocia. The precautions to be taken have been put forward with a critical perspective and some solution proposals have been presented in this context.

The study handled by Gülmez et al., (2019), is about river rafting, which is one of the alternative tourism types. The subject of the study is 'Beş Konak Köprülü' canyon located in Manavgat district of Antalya province. During the study by the authors face-to-face interviews were conducted with certified enterprises providing rafting services in the province of Manavgat. In the results of study problems such as the increase in unlicensed businesses, the creation of an unfair competition environment, and the lack of supervision were mentioned. As a result of the study, the expectations of the business owners are included.

Gürer et al., (2019), investigated and measured the mental and physical endurance of individuals participating in adventure activities. The research consists of 75 male and 28 female athletes who participated in the 'Aladağlar' sky trail adventure race and 'Kaçkar' ultra marathon. According to the data obtained as a result of the study, differences such as gender, age, training and number of training were reached, but no significant difference was found according to the type of outdoor sports. According to the results of the study, it was suggested that mental endurance is an important criterion for adventure races and activities and that the athletes should be evaluated by the coaches in order to increase their mental endurance.

In the study conducted by Sevinç and Duran (2019), it was stated that off-road activities, which are considered as adventure activities, increased and gained value. In the content of the study, it was investigated how individuals who participated in the off road event held in Çanakkale in Türkiye evaluated off road as a tourism activity. During the study, semi-structured in-depth interviews were conducted with 22 individuals who participated in off-road activities. As a result of the findings, it has been determined that off-road has an important place in the lives of individuals, is a sportive activity that contributes to discovering, socializing, struggling with nature and coping with difficulties, and it is also perceived as a touristic product for Çanakkale. However, it has been observed that there is a positive relationship between individuals' participation in off-road activities and their life satisfaction.

Saçlı and Kahraman (2019), during the search aimed to measure the paragliding event held in Arsuz district of Hatay province and the motivations, demographic characteristics and satisfaction of the individuals participating in this event and their views on the paragliding festival. As a result of face-to-face interviews with 30 people, it was determined that paragliding participants liked to take risks and were able to manage crisis situations and were generally satisfied with this activity. Various suggestions have been made for the event and

festival in line with the findings obtained, and it is hoped that the findings and results will shed light on future studies.

Özen and Özdemir (2019), measured the experiences of individuals who had a hot air balloon experience in the Cappadocia region. 406 people from domestic and foreign tourists participated in the study. As a result of the study, it has been determined that individuals participating in hot air balloon tours have positive and strong effects on their intention to revisit the region for the future.

Albayrak and Caber (2018), determined the motivations of German tourists to participate in river rafting during their holidays. The study focuses on the holiday makers who make daily rafting tours in Antalya's Köprülü Canyon region. Using the 'Leisure Motivation Scale', 375 questionnaires were collected from the survey participants. First, by factor analysis, intellectual, social, competence/mastery and stimulus/avoidance were determined as the main rafting motivations. Cluster analysis was then conducted to segment the tourists according to their motivation. Four groups were obtained: Active vacationers, reluctant vacationers, moderate vacationers and challenge-seeking vacationers.

The study by Albayrak and Çömen (2018), is about Geyikbayırı where rock climbing is carried out. In the study, the satisfaction of the tourists coming to Antalya for rock climbing was examined. Data were collected from 200 domestic and foreign tourists in the relevant region by survey technique. According to the results of the study, the scenery, silence, rock structure and route diversity of the region and personnel service quality features stand out as the strengths of the destination that should be protected. On the other hand, cleanliness of accommodation facilities was identified as a weak feature that should be focused on. In addition, it has been revealed that there are differences between the perceptions of domestic and foreign tourists about destination characteristics. For example, foreign tourists are more satisfied with the general cleanliness of the region, rock structure and route diversity than domestic tourists. It can be said that this study has a unique value in terms of revealing the evaluations of the tourists participating in rock climbing towards the destination and contributing to the determination of managerial strategies.

Derman (2018), conducted the ‘Adventure Park’ alternative tourism business in Manavgat Oymapınar town, which is an alternative tourism area in Türkiye, was discussed and its possible contributions to the region within the scope of adventure activities were revealed. It has been stated by the author that such businesses should continue their existence in terms of tourism diversity, and a tourism diversity that can be very profitable for the region can emerge by combining nature sports with water activities. Such activities are of particular importance for hundreds of hotels in the region working with the all-inclusive system. Hotels will be able to evaluate these activities within the scope of the hotel's animation activities and carry the service they offer to their guests beyond the hotel's borders. Thus, nature sports tourism will become more beneficial in terms of economic, social and natural environment.

Koday et al., (2018), evaluated the paragliding activity, which is one of the alternative tourism activities, within the scope of Siirt province in Türkiye. Stating that paragliding flights can be made in Siirt province located in the east of Türkiye at certain times of the year depending on the suitability of the weather conditions, the authors stated that these types of activities are very positive developments in terms of image and promotion of Türkiye and Siirt province.

The study handled by Çelik (2018), is related to the effect of the personality traits and tolerance levels of domestic tourists on their perceived destination satisfaction. In the study, a survey was conducted with 363 tourists coming to Gaziantep and Şanlıurfa provinces. Emphasizing that people's perceptions of satisfaction are as important as the importance of the destination, the author concluded that individuals with extroverted, energetic, social, and moderate personality traits have higher perceptions of satisfaction.

In the study by Guliyev and Nuriyeva (2017), authors discussed about the example of Azerbaijan. It was emphasized that tourism stakeholders should be meticulous while responding to the needs of individuals who demand quality service and have received higher education. Talking about the importance of responding to the demands of people in the highly competitive tourism sector, the authors emphasized the importance of adventure tourism activities in terms of developing the tourism industry of Azerbaijan in their study about the country of Azerbaijan, which has many advantages for adventure tourism activities due to its natural beauties and location. The findings obtained as a result of the study are a good example for future adventure tourism market research.

Şahin and Kahraman (2017), investigated with the tourism potential of Hakkari, which is located in the Eastern Anatolian Region of Türkiye. Although it has the potential to host adventure tourism activities from alternative tourism activities due to its natural beauties and location, investments could not be made in the region in terms of tourism due to security problems, insufficient infrastructure and being a border city. As a result of the study, it was suggested that with the disappearance of these problems, both cultural tourism and adventure tourism activities can be carried out in the province.

In the study conducted by Emekli (2015), mountaineering and mountain tourism, which are one of the tourism activities and considered as adventure tourism, were discussed. The aim of the study is to draw attention to mountainous areas, mountains and the uses in this area. Stating that 12% of the world's population lives in the mountains, the author stated that the mountains are used for many purposes (animal husbandry, hunting, agriculture, tourism). Today, depending on the nature of climbing, it is an activity that requires traveling to distant regions and staying for months, as well as a recreational activity that can be done in places close to the environment where people live, it has turned into an activity such as tourism in mountainous areas. If these activities develop unplanned and are not managed well, it is inevitable that irreversible mistakes will occur in the natural and cultural environment.

The study by Batman and Demirel (2015), deals with alternative tourism activities. The subject of the study is Altındere Valley, which has an international importance and undertakes the role of a corridor in an international area, the valleys and natural formations around the Meryemana Stream route and the Galyan Valley. The aim of this study was to investigate and reveal the feasibility of paragliding, one of the nature-based tourism types, in this region. The environment during the study was examined and conversations were held with individuals who are experts on the subject. As a result of all these interviews, suitable areas for paragliding in the region (low-high) were determined and a route was created.

The study carried out by Çetinkaya (2014), deals with alternative tourism types that have become the focus of attention especially after the 1990s. The study deals with the province of Antalya, which is an important tourism center of Türkiye. Although many alternative tourism potentials have emerged in the city, the current potential is still not used. This research; to shed light on the concept of adventure tourism in general, to reveal the current situation in the

Geyikbayırı region, which has become an important rock climbing center, and to contribute to the diversification of tourism by analyzing the Geyikbayırı (Antalya). As a result of the study, it was determined that the rock climbing-based adventure tourism activities in Geyikbayırı have a high potential. However, it is thought that the lack of any planning in the region may affect this potential negatively.

Sarıbaş and Öter (2014), stated in the study that individuals participating in tourism activities have motivations such as seeing different places, having fun, resting, exploring, enjoying adventure, passion, risk and risk. The aim of the study is to examine the expected changes in tourism, the characteristics of the participants who are motivated by risk, risky and recreational behaviours, and the marketing behaviours that respond to them. In this study, it is determined how risk taking can play a big role in tourism motivation and the importance of this phenomenon for marketers who want to achieve economic results is discussed. The results can be beneficial for both tourism participants and those responsible for tourism marketing activities.

In the study handled by İçöz et al., (2012), the current situation and sustainability of mountain tourism in Türkiye were investigated. In addition to providing the necessary support by the state to promote mountain tourism, which is considered within the scope of adventure tourism, it has been stated that tourism stakeholders should also provide the necessary support. Türkiye and the Aegean region have many attractive resources in this sense. For this purpose, the content of the research varies differently. The first part is based on the literature review presenting general definitions and discussions about mountain tourism. In the second part of the study, tourism policies in general and the mountain tourism policies of the Turkish government will be discussed. In the last part, field research was conducted by developing the questionnaire and distributing it to the main group 'A' group travel agencies in Türkiye and to foreign tour operators organizing tours to Türkiye. The sample of the research consists of 83 companies and each of them was reached via e-mail. In the discussion part of the research, comments and suggestions for future research were developed depending on the important findings.

Gülbahar (2009), explained how world tourism has accelerated since the twentieth century and the steps Türkiye has taken in the field of tourism, especially after the 1980s. In the study, he stated that mass tourism has been replaced by alternative tourism activities carried out by smaller groups. Tourism activities in Türkiye started to become active in the early 80s, and by the 90s, it reached an important point in the world. In the study, some of the disruptions created by mass tourism and their continuing today, and the interest and curiosity of people in alternative tourism types as they want to turn to different quests are mentioned.

In the study titled excitement seeking and measurement in tourism research, handled by Litvin (2008), companies agreed on the benefits of knowing the personality traits of their customers in order to provide better service to tourism stakeholders while presenting their customer profiles. Companies have progressed in this direction by adding exciting activities to the programs. Author made suggestions about increasing the number of studies that include future excitement seeking and holiday understanding suitable for personality traits.

In the study handled by Albayrak et al., (2007), the triple leisure constraint model developed by Crawford and Godby in 1987 was used and the effects of restrictions on individuals' participation in adventure activities were investigated. The study was carried out on mountain biking and river rafting, which are adventure tourism activities. The study is in the nature of a research, and the differences between the perceived restrictions on leisure time of individuals who have never participated in adventure tourism activities before and the implications for supporting cross-cultural validity by supporting the tahini obtained as a result of the study are discussed. It has been argued that the study is an important study for the tourism service sector and adventure tourism.

In the study by Morgan and Dimmock (2006), risk management is a mandatory practice for operators of outdoor adventure tourism activities. In most cases, the outdoor adventure tourism operator must demonstrate the ability to manage risk before accessing their operating environment, qualifying for public liability insurance, and gaining accreditation through recognized industry organisations. Another important issue for the outdoor adventure tourism operator is risk management. This is achieved by providing customers with convenient and safe outdoor adventure tourism experiences. The study focuses on a risk management process that can be used to facilitate safe outdoor adventure tourism activities, factors that encourage

the growth and scope of adventure tourism activities, and the experience provided by outdoor adventure activities.

In the study conducted by Dickson and Dolnicar (2004), the concept of no fun without risk is dominant. Although the stakeholders of the tourism sector aim to eliminate the risk situation that the individuals participating in this activity may experience when they put their products on sale, this does not apply to adventure tourism. The concept of perceived risk can be attractive to consumers. The aim of this study is to examine the perceptions of adventure tourism in terms of personal characteristics and to measure the perceptions of individuals participating in hot air balloon tourism, which is one of the adventure tourism activities.

The second part of the literature review is about the scales which we used during the thesis study on tourism industry.

In the study by Liu et al., (2017), in which 514 Chinese passengers traveling to Macau were handled, different travel experiences of tourists and how these experiences differ for each tourist are investigated. The study focused on perceived image, sensation seeking, travel experience, and as a result of the study, it was understood that the dimension of leisure activities contributed the most to the destination image. At the end of the study, the author made suggestions for the increase of these studies in the future.

In the study conducted by Şahin and Kocabulut (2014), on Akdeniz University students and aiming to reveal the reasons that prevent students' regular participation in sportive recreation activities, the scale called 'Leisure Time Barriers' was used. As a result of the study, an additional dimension was introduced and called 'The Feeling of Fatigue' by the authors.

Yang and Nair (2014), in the study of risk perception on the tourism sector, was prepared to reveal the concerns and uncertainties felt by individuals who plan to participate in tourism activities before their travel. It has been revealed that although the concepts of perceived risk and uncertainty are used interchangeably during the study, they are actually different terms, and that the brain and sense of the person act differently when making a decision in a risky situation and/or action. As stated by the author, it has been stated that the concept of risk, which has a complex structure in the tourism sector, should be handled in a very broad framework.

Litwin et al. (2008), in a study on sensation seeking and tourism, stated that there is a strong link between stimuli such as watching horror movies, doing illegal activities, and driving inappropriately and fast, and that individuals with these features have high arousal characteristics and take risks.

In the study conducted by Lepp and Gibson (2008), it showed that, worldwide tourist behavior and sensation seeking are associated with the need for renewal. The aim of the study, which was carried out with 290 male individuals in the USA, was to reveal the connection of excitement seeking with tourism and tourists. As a result of the study, it was revealed that the personality traits of the people are an important factor in the choice of thrill seeking and travel type.

In the study handled by Williams and Soutar (2006), deals with value, satisfaction and behavioral intentions in an adventure tourism context. In this study, the customer was handled and evaluated multidimensionally, and it was seen that subjects such as emotional value and curiosity about innovation had positive effects on customer satisfaction and behavioral intentions in adventure tourism. Although money is at the forefront for people, people have showed that they attach importance to innovation and emotional value. As a result of the study, the Author made suggestions that more ideas should be taken and more work should be done in the field of adventure tourism diversity.

Studies on sensation seeking show that there is a strong link between sensation seeking and risk phenomenon. People chasing different excitements experience pleasure and fear at the same time. In the study conducted by Roberti (2004), on sensation seeking, sensation seeking is defined as a complex, different, and new pursuit that is characterized by individuals' intense sensations and experiences and their willingness to take physical, social, legal and financial risks for the sake of this experience.

5. METHOD

This research was designed according to both descriptive and relational survey model. The descriptive survey model is an approach that aims to describe a past or present situation as it is. The event that is the subject of the research is tried to be defined in its own terms and as it is, no effort is made to change or influence the event (Karasar, 2006:77). In this context, the research model that aims to measure how the personality traits of the tourists participating in the hot air balloon tour affect their perceptions of adventure tourism and the service they receive is suitable for the descriptive survey model. In relational screening models, it is a research model that aims to determine the existence and/or degree of co-variance between two or more variables (Karasar, 2006:78). The research is also suitable for the relational screening model since it will examine how the personality traits of the research affect the perceptions of adventure tourism.

5.1. Population and Sample of the Research

The study was carried out among local and foreign tourists who participated in a hot air balloon tour in the Cappadocia region between January and May 2022. 500 people participated in the survey and 59 of them were excluded because they were incomplete and the analysis were calculated on 441 people. Of the 441 valid questionnaires, 315 were answered by foreign tourists and 126 by domestic tourists. The people to participate in the survey are simple determined by random sampling method.

The scales used during the research are presented below.

$$n = \frac{z^2 pq}{e^2} \text{ (Cochran (1963) cited by Israel, 1992: 3)}$$

n: Sample Size

z: Standart Error

p: Variability/ Standard Deviation

q: 1-p

e: Acceptable Sample Error

While calculating the sample size required for the study, the variability (p) was taken as 0.5. Standard Error (z) was taken as 1.96, and acceptable sample error (e) was taken as 0.05.

$$\frac{(1.96)^2(0.5)(0.5)}{(0.05)^2} \approx 384$$

As it can be seen, for a 95% confidence level and $\pm 5\%$ precision the sample size is 384. According to this result, although it was sufficient to conduct a survey with 384 people for this study, more people than this number were surveyed in order to give more accurate results.

5.2. Five Factor Personality Scale

The Five Factor Personality Inventory was developed first by John et al., (1991), and later by Benet-Martinez and John (1998) as “The Big Five Inventory”. The scale used consists of 44 items. In the scale, "neuroticism" and "extraversion" factors are measured with 8 items, "adaptation" and "self-discipline" factors with 9 items, and "openness to development" factor with 10 items each. The Turkish adaptation of the scale was made by Sümer and Sümer (2005). It measures five personality traits: extraversion, agreeableness, conscientiousness, neuroticism, and openness to experience. The scale is scored in a 5-point Likert type (1 = I totally disagree, 5 = I totally agree). In the Türkiye application, it was seen that the reliability coefficients varied between 0.66 and 0.77.

5.3. Behavioral Intention Scale

Behavior is defined as conscious activities that can be observed by other people. From the perspective of tourism, this process can be grouped under three headings: before the event, during the event, and after the event. There is a positive relationship between the intention to engage in a behavior and its outcome. The stronger the intention, the stronger the performance that will be obtained as a result of the behavior (Dalkılıç, 2012).

In the behavioral intentions scale, the recommendation intention expression which is the part of behavioral intention scale (Kim et al., 2015), and the expression of re-attend was adapted from the behavioral intention towards the festival (Baker and Crompton, 2000) were used.

Behavioral intentions towards the destination: It is defined as the intention of the individual who makes a hot air balloon tour to recommend the tour destination to others, to say positive things about the destination, and to revisit the destination. In order to measure positive word

of mouth (positive w.o.m.) about the destination, “I will say positive things about Cappadocia to my relatives”, to measure re-visit intention. The expressions "I would like to come to Cappadocia again" and "I can recommend my relatives to go to Cappadocia" were used to measure the recommendation intention (Avan, 2021).

5.4. Sensation Seeking Behavior Scale

As a result of the researches, it has been revealed that people who seek excitement generally have a dark personality, prefer to go to different, dark, difficult, dangerous places in order to constantly gain new experiences, and are exposed to more risks (Satici, et al., 2019). There is a close connection between adventure and sensation seeking. Fear, risk, excitement can be listed as elements of adventure activities. In addition to all these, every activity with high risk can be associated with the concept of sensation seeking. (Such as using prohibited substances, jumping from a high place) (Yumuk, 2019). Sensation seeking is a personality trait associated with a tendency to take risks with complex and intense feelings. Seeking excitement is defined as 'the search for a variety of new, complex and intense sensations and experiences and the willingness to take physical, social, legal and financial risks for the sake of that experience' (Zuckerman and Eysenck , 1978). According to the definitions made by some groups, there is a link between sensation seeking and exposure to risk. The physical risks that can be encountered in the pursuit of excitement cannot be ignored. Not all thrill seeking involves risk. Although some activities (such as hiking, cycling and using light motor vehicles, camping, and bird watching) create a sense of excitement, they do not involve risk. Sensation seeking individuals generally ignore the risk situation or accept risk as a valuable reward (Yumuk, 2019). Sensation seeking is expressed as impulsive behaviors that can occur in different ways in every person. In the study conducted by Satici et al. (2019) seeking excitement is defined as individuals' high tendency to experience different, new, complex, and powerful excitement, and taking various physical, social, legal and economic risks for the sake of experiencing excitement. It has been observed that there are many dangers and risks faced by people who are constantly in search of different experiences and excitement. This scale developed by Hoyle et al. (2002) and adapted to Turkish by Çelik and Turan (2016). The eight-item scale is in a 5-point Likert type as "1 = strongly disagree, 2 = partially disagree, 3 = undecided, 4 = partially agree, 5 = completely agree".

5.5. Structural Equation Model

Structural equation modeling is a multi-dimensional model that examines the relationships between observed variables and unobservable variables or with each other, allows many analysis (variance and covariance analysis between variables, calculation of errors) to be done at the same time, provides the opportunity to build a model and make comments about the established model. It is a multivariate statistical analysis method (Uğur, 2017). Structural equation modeling (SEM) is a general name given to multivariate analysis that tests models consisting of implicit and observed variables by using factor and regression analysis together (Gürbüz and Şahin, 2018: 339). The historical process in which SEM emerged began with the use of regression analysis, which was based on the description of the relationships between dependent and independent variables with a statistical function during Francis Galton's studies in human genetics in 1889. In 1896, the expression of the relationship between these variables as a size was put forward by Karl Pearson and the initial foundations of the field were laid with these two events. The studies carried out by Spearman and Thurstone in 1904, 1935 and 1947 revealed the factor analysis that allows analysis by collecting the variables that are related to each other under the same item. With the use of path analysis by Sewall Wright in 1934, it became possible to schematically examine the relationships between variables in the regression (Schumacker and Lomax, 2010; Uğur, 2017).

5.5.1. Path Analysis

Path analysis is models in which cause-effect relationships are tested. Path analysis, which is used to test causal relationships between two or more variables and to compare direct and indirect relationships, is a statistical technique that is closely related to multiple regression (Taşkın and Akat, 2010). The variables are assumed to be measurable on an interval scale. However, some of the variables may be hypothetical variables and, hence, not measured. In this case, the hypothetical variables must be conceived as continuous variables (Land, 1969). Path analysis is an important sub-part of structural equation modeling. In path analysis, the relationships between variables are expressed by paths. Path analysis is defined only on the basis of observed variables. There are also those who do not count path models among typical structural equation modeling. Testing the model fit in path analysis is like other structural equation modeling models (Raykov and Marcoulides, 2006). The notion of the path diagram was developed by Wright (1934) to provide a convenient representation of those systems of

relations which conform to the assumptions of the preceding paragraphs. Path diagrams are drawn according to the following conventions (Land, 1969):

1. The suggested causal relationships among the variables of the system are represented by one-way arrows extending from each determinant variable to each variable associated with it.
2. The reported non-causal correlations between exogenous variables of the system are symbolized by curved two-headed arrows to distinguish them from causal arrows.
3. Residual variables are also represented by one-way arrows that go from the residual variable to the dependent variable. However, immutable subscripts are added to the symbols to indicate that these variables have not been measured.
4. Finally, the quantities entered next to the arrows in a path diagram are the symbolic or numerical values of the path and the correlation coefficients of assumed causal and relational relationships. The symbolic form of the path coefficient is p_{ij} , where the first subscript i denotes the dependent variable and the second subscript j denotes the variables whose determining influence is under consideration. Note that for diagrams that allow only one-way causality, the coefficients p_i and p_j will not appear together in the same path diagram; that is, in a given model, p_{ij} or p_j will be assumed. The biggest exception to this rule is diagrams that represent instantaneous interactions between variables (Wright, 1960). Also, the p_{ij} coefficient will normally be a partial path coefficient; however, variables that are kept constant are not shown after a point, as is the case with ordinary least squares partial regression and correlation coefficients. They will be clearly visible from the path diagram.

5.6. Analysis of Data

The necessary data for the research was obtained through a questionnaire applied to the participants. The raw data obtained through the questionnaire were transferred to the computer. In the process of finding an answer to the main problem of the research, SPSS 26 (Statistical Package for the Social Science) program was used. The demographic characteristics of the individuals participating in the research were interpreted by frequency analysis. During the survey study, information about the 'education level' and 'income level' of the people was not included. The most important reason for this is that the survey study covers the citizens of many countries. And comparing the income and education levels of participants from different countries would not be a meaningful comparison. (income and education levels are different for each countries). Participants' views on the scales were

analyzed through descriptive statistics. The statistical significance of the differences in behavioral intention and five-factor personality traits in terms of demographic characteristics was tested with the “Independent-Samples T-Test” and “One-Way Analysis of Variance (ANOVA)”. The relationship between behavioral intention and five-factor personality traits was tested using the Pearson Correlation Test. The effect of five factor personality traits on behavioral intention was analyzed by path analysis. For all analyzes, 95% confidence interval and 0.05 significance level were taken into account. For normality test, skewness and kurtosis values were checked. Since the skewness and kurtosis values do not violate the recommended values (between ± 2 and ± 7), it can be stated that the normal distribution is provided (Curran et.al, 1996).



6. FINDINGS

Table 11. Demographic Variables

Gender	Frequency	Percent
Female	268	60.8
Male	173	39.2
Total	441	100.0
Age	Frequency	Percent
24 years and under	172	39.0
Between the 25-40 years old	173	39.2
Between the 41-56	75	17.0
57 years and older	21	4.8
Total	441	100.0
Marital status	Frequency	Percent
Single	278	63.0
Married	163	37.0
Total	441	100.0
Nationality	Frequency	Percent
Türkiye	126	28.6
Others	315	71.4
Total	441	100.0

The frequency analysis results regarding the gender distribution of the individuals participating in the research are given in Table 11. Accordingly, 60.8% of the participants were female and 39.2% were male. 39.2% of the participants were between the ages of 25-40, and 39% of them were 24 years and under. When the age distributions were examined in general, it was observed that there were more participants under the age of 40. 63% of the participants were single and 37.0% were married. When marital status distributions are examined in general, it is observed that single participants are more. 71.4% of the participants were foreign nationals and 28.6% were Turkish nationals. The high number of foreign tourists in the study draws attention. The reason for this is that foreign tourists show a lot of interest in the hot air balloon tour in the Cappadocia region.

Table 12. Frequency Analysis Results Regarding Travel Frequency

Travel Frequency	Frequency	Percent
Every few years	215	48.8
Annually	97	22.0
Twice a year	14	3.2
More than twice a year	115	26.1
Total	441	100.0

The frequency analysis results of the travel frequency distributions of the individuals participating in the research are given in Table 12. Accordingly, 48.8% of the participants travel every few years, 22% travel once a year, and 26.1% travel more than twice a year. When the travel frequency distributions are examined in general, it has been observed that those who travel once a year or less are more.

Table 13. Frequency Analysis Results Regarding Coming to Cappadocia

How many times?	Frequency	Percent
Yes, first time	395	89.6
Second time	14	3.2
I came many times	32	7.3
Total	441	100.0

The frequency analysis results regarding the distribution of the arrival status of the individuals participating in the research are given in Table 13. Accordingly, it was seen that 89.6% of the participants came for the first time, 3.2% came for the second time, and 7.3% came more than twice. When we look at the distribution of arrivals to Cappadocia in general, it has been observed that there are more first-time visitors.

Table 14. Frequency Analysis Results Regarding the Status of Participating in Adventure Tourism

Participating in Adventure Tourism	Frequency	Percent
Yes	296	67.1
No	145	32.9
Total	441	100.0

The frequency analysis results of the participation of the individuals participating in the research in adventure tourism are given in Table 14. Accordingly, it was seen that 67.1% of the participants had participated in adventure tourism before, while 32.9% did not. When the

distribution of participation in adventure tourism is examined in general, it has been observed that the number of those who have participated before is more.

Table 15. Descriptive Statistics on Sensation Seeking and Behavioral Intention Scale

	Average	Std.Dev.	Cronbach's Alpha
Sensation seeking	3,347	,948	,654
Behavioral Intention to Balloon Ride	3,952	,630	,754
Behavioral Intention to Destination	4,523	,513	,786

*Average values are the lowest 1 and the highest 5.

Descriptive statistics regarding the behavioral intention levels of the individuals participating in the research are given in Table 15. When the mean values of the sub-dimensions of the behavioral intention scale were examined, it was seen that the behavioral intentions of the participants towards the destination (4.52) is quite high.

Table 16. Descriptive Statistics for the Five Factor Personality Scale

	Average	Std. Dev.	Cronbach's Alpha
Extraversion	3,601	,481	,712
Agreeableness	3,816	,407	,685
Conscientiousness	3,745	,483	,594
Neuroticism	2,371	,605	,613
Openness	3,885	,414	,732

*Average values are the lowest 1 and the highest 5.

Descriptive statistics regarding the five factor personality levels of the individuals participating in the research are given in Table 16. When the mean values of the sub-dimensions of the scale were examined, the neuroticism levels of the participants were low; the levels of extraversion, agreeableness, conscientiousness and openness were found to be moderate.

Table 17. T Test Results for Sensation Seeking and Behavioral Intention Scale by Gender

	Marital Status	N	Average	Std.Dev.	T	p
Sensation seeking	Male	173	3,40	,992	0,973	0,331
	Female	268	3,31	,918		
BehaviorInt for Ball.ride	Male	173	3,91	,717	-	0,373
	Female	268	3,97	,567		
Behavioral Intention to Destination	Male	173	4,48	,567	-	0,269
	Female	268	4,54	,474		

T-test results regarding the differences in sensation seeking and behavioral intention levels of the individuals participating in the research according to their gender are given in Table 17.

According to this;

The statistical value of 0.973 t obtained for the sensation seeking sub-dimension was not statistically significant at the 0.05 significance level ($p>0.05$). In other words, the opinions of men and women on the sensation seeking sub-dimension are similar.

It was observed that the -0.891 t statistical value obtained for the behavioral intention sub-dimension for the balloon tour was not statistically significant at the 0.05 significance level ($p>0.05$). In other words, the opinions of men and women on the behavioral intention sub-dimension towards balloon tour are similar. The statistical value of -1,107 t obtained for the sub-dimension of behavioral intention towards the destination was not statistically significant at the 0.05 significance level ($p>0.05$). In other words, the opinions of men and women on the sub-dimension of behavioral intention towards the destination are similar.

Table 18. T-Test Results of the Five Factor Personality Scale by Gender

	Gender	N	Average	Std. dev	t	p
Extraversion	Male	173	3,60	,512	0,232	0,817
	Female	268	3,59	,460		
Agreeableness	Male	173	3,78	,411	-1,118	0,264
	Female	268	3,83	,404		
Conscientiousness	Male	173	3,75	,507	0,175	0,861
	Female	268	3,74	,468		
Neuroticism	Male	173	2,32	,549	-1,300	0,194
	Female	268	2,40	,638		
Openness	Male	173	3,88	,431	-0,021	0,983
	Female	268	3,88	,403		

T-test results regarding the differentiations of the five-factor personalities according to the genders of the individuals participating in the research are given in Table 18. According to this;

The 0.232 t statistical value obtained for the extraversion sub-dimension was not statistically significant at the 0.05 significance level ($p>0.05$). In other words, the opinions of men and women on the sub-dimension of extraversion are similar. The -1,118 t statistical value obtained for the concordance sub-dimension was not statistically significant at the 0.05 significance level ($p>0.05$). In other words, the opinions of men and women on the sub-dimension of agreeableness are similar. The 0.175 t statistical value obtained for the conscientiousness sub-dimension was not statistically significant at the 0.05 significance level ($p>0.05$). In other words, the opinions of men and women on the sub-dimension of conscientiousness are similar. The -1,300 t statistical value obtained for the neuroticism sub-dimension was not statistically significant at the 0.05 significance level ($p>0.05$). In other words, the opinions of men and women on the neuroticism sub-dimension are similar. The statistical value of -0.021 t obtained for the aperture sub-dimension was not statistically significant at the 0.05 significance level ($p>0.05$). In other words, the views of men and women on the sub-dimension of openness are similar.

Table 19. T-Test Results of The Five Factor Personality Scale by Marital Status

	Marital Status	N	Average	Std.dev.	t	p
Extraversion	Married	163	3,54	,430	-2,050	0,041
	Single	278	3,63	,505		
Agreeableness	Married	163	3,87	,421	2,255	0,025
	Single	278	3,78	,396		
Conscientiousness	Married	163	3,77	,405	1,064	0,288
	Single	278	3,72	,523		
Neuroticism	Married	163	2,29	,604	-2,040	0,042
	Single	278	2,41	,602		
Openness	Married	163	3,89	,370	0,444	0,657
	Single	278	3,87	,438		

T-test results regarding the differentiations of the five-factor personalities according to the marital status of the individuals participating in the research are given in Table 19. According to this;

The statistical value of -2.050 t obtained for the extraversion sub-dimension was found to be statistically significant at the 0.05 significance level ($p < 0.05$). In other words, the opinions of married and single people on the sub-dimension of extraversion are different. When the average values were examined, it was observed that the level of extraversion of singles was higher than that of married ones. The statistical value of -2,050 t obtained for the concordance sub-dimension was found to be statistically significant at the 0.05 significance level ($p < 0.05$). In other words, the opinions of married and single people on the agreeableness sub-dimension are different. When the average values were examined, it was observed that the agreeableness level of married people was higher than that of singles. The 1.064 t statistical value obtained for the conscientiousness sub-dimension was not statistically significant at the 0.05 significance level ($p > 0.05$). In other words, the views of married and single people on the sub-dimension of conscientiousness are similar. The -2,040 t statistical value obtained for the neuroticism sub-dimension was found to be statistically significant at the 0.05 significance level ($p < 0.05$). In other words, the opinions of married and single people on the neuroticism sub-dimension are different. When the mean values were examined, it was observed that the neuroticism level of the singles was higher than the married ones.

The statistical value of 0.444 t obtained for the aperture sub-dimension was not statistically significant at the 0.05 significance level ($p > 0.05$). In other words, the views of married and single people on the sub-dimension of openness are similar.

Table 20. T-Test Results of the Five Factor Personality Scale by Nationality

FiveFactor Personality	Nationality	N	Average	Std.dev.	t	p
Extraversion	Turkish	126	3,67	,481	2,107	0,036
	Other	314	3,57	,478		
Agreeableness	Turkish	126	3,66	,468	-5,229	0,000
	Other	314	3,87	,362		
Conscientiousness	Turkish	126	3,63	,565	-3,024	0,003
	Other	314	3,79	,437		
Neuroticism	Turkish	136	2,48	,617	2,447	0,015
	Other	314	2,32	,595		
Openness	Turkish	136	3,90	,502	0,430	0,667
	Other	314	3,88	,370		

According to the nationality of the individuals participating in the research, five factors belong to their personalities T test results regarding the differentiations are given in Table 20. According to this; the 2,107 t statistical value obtained for the extraversion sub-dimension was found to be statistically significant at the 0.05 significance level ($p<0.05$). In other words, the views of Turkish nationals and foreigners on the sub-dimension of extraversion are different. When the average values were examined, it was observed that the level of extraversion of Turkish nationals was higher than that of foreigners. The -5,229 t statistical value obtained for the concordance sub-dimension was found to be statistically significant at the 0.05 significance level ($p<0.05$). In other words, the views of Turkish nationals and foreigners on the sub-dimension of agreeableness are different. When the average values are examined, it is observed that the level of agreeableness of foreigners is higher than that of Turkish nationals.

The statistical value of -3,024 t obtained for the sub-dimension of conscientiousness was found to be statistically significant at the 0.05 significance level ($p<0.05$). In other words, the views of Turkish nationals and foreigners on the sub-dimension of conscientiousness are different. When the average values are examined, it is observed that the level of conscientiousness of foreigners is higher than that of Turkish nationals. The 2,447 t statistical value obtained for the neuroticism sub-dimension was found to be statistically significant at the 0.05 significance level ($p<0.05$). In other words, the views of Turkish nationals and foreigners on the neuroticism sub-dimension are different. When the average values were examined, it was observed that the level of neuroticism of Turkish nationals was higher than that of foreigners. The statistical value of 0.430 t obtained for the aperture sub-dimension was not statistically significant at the 0.05 significance level ($p>0.05$). In other words, the views of Turkish nationals and foreigners on the sub-dimension of openness are similar.

Table 21. Anova Results for the Five Factor Personality Scale by Age

FiveFactorPersonal ity	Age	N	Average	Std.dev.	F	P value
Extraversion	24- under	172	3,51	,376	14,602	0,000
	25-40	173	3,76	,530		
	41-56	75	3,52	,465		
	57- above	21	3,22	,440		
	Total	441	3,60	,481		
Agreeableness	24- under	172	3,73	,356	5,629	0,001
	25-40	173	3,90	,399		
	41-56	75	3,78	,440		
	57- above	21	3,88	,585		
	Total	441	3,63	,407		
Conscientiousness	24- under	172	3,63	,409	8,839	0,000
	25-40	173	3,88	,506		
	41-56	75	3,66	,517		
	57- above	21	3,79	,467		
	Total	441	3,74	,483		
Neuroticism	24- under	172	2,54	,644	8,379	0,000
	25-40	173	2,24	,518		
	41-56	75	2,31	,563		
	57- above	21	2,21	,773		
	Total	441	2,37	,605		
Openness	24- under	172	3,77	,393	11,106	0,000
	25-40	173	4,01	,367		
	41-56	75	3,81	,466		
	57- above	21	3,91	,469		
	Total	441	3,88	,414		

The ANOVA results regarding the differentiations of the five factor personality levels according to the age group of the individuals participating in the research are given in Table 21. According to this; the statistical value of 14,602 F obtained for the extraversion sub-dimension was found to be statistically significant at the 0.05 significance level ($p<0.05$). In other words, the opinions of the participants in different age groups about the extraversion sub-dimension are different. Differences between the means were examined with the Post Hoc LSD test, and it was observed that the individuals aged 25-40 had higher levels of extraversion subscale than those aged 57 years and over. The statistical value of 5,629 F obtained for the concordance sub-dimension was found to be statistically significant at the 0.05 significance level ($p<0.05$). In other words, the opinions of the participants in different age groups regarding the agreeableness sub-dimension are different. The differences between the means were examined with the Post Hoc LSD test, and it was observed that the levels of the agreeableness sub-dimension of individuals aged 25-40 were higher than those aged 24

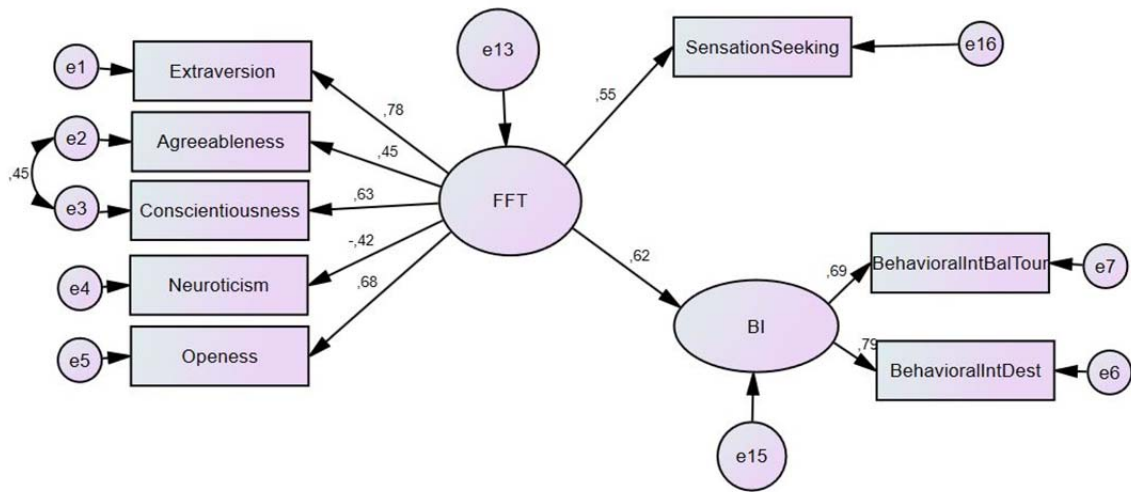
and below. The statistical value of 8,839 F obtained for the sub-dimension of conscientiousness was found to be statistically significant at the 0.05 significance level ($p < 0.05$). In other words, the opinions of the participants in different age groups on the sub-dimension of conscientiousness are different. The differences between the means were examined with the Post Hoc LSD test, and it was observed that the levels of the 25-40 age group regarding the conscientiousness sub-dimension were higher than those aged 24 and below.

The 8,379 F statistical value obtained for the neuroticism sub-dimension was found to be statistically significant at the 0.05 significance level ($p < 0.05$). In other words, the opinions of the participants in different age groups regarding the neuroticism sub-dimension are different. Differences between the means were examined with the Post Hoc LSD test, and it was observed that individuals aged 24 years and younger had higher levels of neuroticism than those aged 57 years and older. The statistical value of 11,106 F obtained for the aperture sub-dimension was found to be statistically significant at the 0.05 significance level ($p < 0.05$). In other words, the opinions of the participants in different age groups about the openness sub-dimension are different. Differences between the means were examined with the Post Hoc LSD test, and it was observed that the levels of the 25-40 age group regarding the openness sub-dimension were higher than those between the ages of 41-56 and those aged 24 and below.

Table 22. Reference Ranges for the Fit Index

Compliance Indices	Good Compliance Reference Range
CMIN/df	$0 \leq \text{CMIN/df} \leq 3$
RMSEA	$0 \leq \text{RMSEA} \leq 0.08$
GFI	$0, 90 \leq \text{GFI} \leq 1$
CFI	$0, 95 \leq \text{CFI} \leq 1$
NFI	$0, 90 \leq \text{NFI} \leq 1$

Source: (Kline, 2005)



CMIN=47,88 DF=18 CMIN/DF=2,66 RMSEA=0,049 CFI=0,97 GFI=0,91, NFI=0,92

Figure 4. Path Analysis Results

Since the CMIN/df, RMSEA, GFI, CFI and NFI fit index values in the model output given in Figure 4 were within the reference ranges given in Table 22, it was seen that the designed path way model results were in good agreement. As a result of the analysis, it was observed that all parameters of the Five Factor Personality, Sensation Seeking and Behavioral Intention scales were statistically significant ($p < 0.05$). When the effect of the sub-dimensions of the Five Factor Personality Scale on the mediating variable was examined, it was determined that the highest effect belonged to the sub-dimension of extraversion (0.78), and the sub-dimension of neuroticism had a negative effect on the model. When the effect of the sub-dimensions of the Behavioral Intention Scale on the mediator variable was examined, it was seen that the highest effect belonged to the behavioral intention to destination (0.79) sub-dimension. When the path coefficients were examined, it was observed that the Five Factor Personality traits had a positive and significant effect on the Sensation Seeking and Behavioral Intention.

7. CONCLUSIONS AND RECOMMENDATIONS

While tourism was generally thought of as sea, sand and sun until the beginning of the 1990s, people's search for different alternatives and especially excitement as they approach today has led people to adventure activities. This study aimed to address the major gaps in the research literature on adventure tourism in Türkiye. Although the tourist attractions of the Cappadocia region and its effects on the region are the subject of many academic studies, there are not many studies on hot air balloons. Hot air balloon tours differ from other touristic products because they require special weather conditions, a systematic organization is needed, and the region where the flight takes place is desired to be eye-catching. Although the risks in hot air balloon tourism sometimes cause concern for tourists, there are no big accidents as it is thought. Minimizing possible accidents and injuries should be the first goal. Especially with the rules determined for hot air balloon in recent years and professional pilots trained in this field, balloon accidents and deaths have decreased in the Cappadocia region after 2012.

According to results, looking at the gender distribution in general, it was observed that there were more female participants. When the age distributions were examined in general, it was observed that there were more participants under the age of 40. When marital status distributions are examined in general, it is observed that single participants are more. When the nationality distribution is examined in general, it is observed that foreign nationals are more common. When the travel frequency distributions are examined in general, it has been observed that those who travel once a year or less are more. When looking at the distribution of arrivals to Cappadocia in general, it has been observed that there are more first-time visitors. When the distribution of participation in adventure tourism is examined in general, it has been observed that the number of those who have participated before is more. When the mean values of the sub-dimensions of the behavioral intention scale were examined, it was seen that the behavioral intentions of the participants towards the destination (4.52) is quite high. When the mean values of the sub-dimensions of the scale were examined, the neuroticism levels of the participants were low; the levels of extraversion, agreeableness, conscientiousness and openness were found to be moderate. By looking T- test results for sensation seeking and behavioral intention scale by gender it says that, the opinions of men and women on the behavioral intention sub-dimension towards balloon tour are similar. By looking T-test results regarding the differentiations of the five-factor personalities according

to the genders of the individuals participating in the research, it shows that, the views of men and women on the sub-dimension of openness are similar. When T-test results regarding the differentiations of the five-factor personalities according to the marital status of the individuals participating in the research is examined, it shows that, the views of married and single people on the sub-dimension of openness are similar. According to the nationality of the individuals participating in the research, five factors belong to their personalities T-test results regarding the differentiations shows that, the views of Turkish nationals and foreigners on the sub-dimension of openness are similar. According to ANOVA results for the five factor personality scale by age, it can be seen that, differences between the means were examined with the POST HOC LSD test, and it was observed that the levels of the 25-40 age group regarding the openness sub-dimension were higher than those between the ages of 41-56 and those aged 24 and below. As a result of the path analysis, it was observed that all parameters of the five factor personality, sensation seeking and behavioral intention scales were statistically significant. When the effect of the sub-dimensions of the five factor personality scale on the mediating variable was examined, it was determined that the highest effect belonged to the sub-dimension of extraversion and the sub-dimension of neuroticism had a negative effect on the model. When the effect of the sub-dimensions of the behavioral intention scale on the mediator variable was examined, it was seen that the highest effect belonged to the behavioral intention to destination sub-dimension. When the path coefficients were examined, it was observed that the five factor personality traits had a positive and significant effect on the sensation seeking and behavioral intention.

In terms of personality traits, it is seen that they have a positive tendency towards the participation of more social individuals in adventure tourism. This result is, of course, expected. Due to its nature, hot air ballooning is a type of tourism for individuals who seek more excitement and want to experience different tourism experiences, where they will have very interesting experiences. On the other hand, it has been observed that individuals with neurotic personality traits have a negative tendency towards adventure tourism. Actually, this is an expected result. Because neurotic personality traits can be diversified, such as insecurity, difficulty in making decisions, being very easily excited or manic, and a tendency to withdraw from social interactions, it is likely that they will stay away from adventure tourism and therefore hot air balloon experience. Hoxter and Lester (1988) reached findings that support the results of this thesis in their studies. In their studies, it was observed that extraversion

individuals were more effective in participating in holiday activities in different travel destinations, while neurotic individuals were weaker. Faullant et al. (2011) associated extraversion and neuroticism, which is defined as a predisposition to emotional experiences, with joy and fear, which are the basic emotions related to consumption. More extroverted consumers responded to intense consumption experiences with higher levels of joy, while more neurotic consumers were more likely to experience fear. In addition, the high effect of behavioral intention towards the destination emphasizes the importance tourists attach to the destination once again. Çeti ve Atay (2020), concluded that there is a significant relationship between experience and cognitive and emotional dimensions of destination image and behavioral intention. There are cognitive and emotional image differences between domestic and foreign tourists. In addition, they determined that behavioral intention differs according to the number of visits. In her study, Koç (2017) reached the conclusion that the natural beauties, historical places and cultural heritage of Nevşehir province and the balloon tours affect visitor satisfaction and visitor behavior for the future positively. She also stated that the province's natural beauties affect the destination performance positively.

In the last 20 years, significant investments have been made in balloon tourism in Cappadocia. These investments managed to stand out both in Türkiye and in the World. The hot air balloon, which gained momentum in the 1990s in the Cappadocia region, is one of the region's economic resources with high added value. Today, it can be said that Cappadocia is the most important balloon flight center in Türkiye and in the World. Türkiye is located in a very important geography for adventure tourism activities. In recent years, when adventure tourism activities have started to spread, it can be recommended to increase the frequency of inspections in certain regions, to identify undocumented adventure tourism companies and to prevent unfair competition. Both the relevant institutions and agencies can contribute more to this type of tourism by taking even more effective steps for hot air balloon tourism, which attracts a lot of attention from both domestic and foreign tourists. In addition to all these, the opening of departments in vocational schools can be supported throughout Türkiye in order to meet the need for personnel (ground crew, pilot) in hot air balloon tourism activities, which started in the Cappadocia region and increased in importance in many provinces of Türkiye.

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EKLER

EK-1. Ölçek Formu (Türkçe)

ANKET FORMU

Değerli katılımcı,

Bu anket formu, sıcak hava balonu turuna katılan turistlerin kişilik özelliklerinin heyecan arama davranışını ve davranışsal niyeti ölçmeyi amaçlayan “Yüksek Lisans Tez Çalışması” kapsamında hazırlanmıştır. Toplanan veriler, tamamen gizli tutulacak olup, sadece bilimsel amaçlı kullanılacaktır. Zaman ayırdığınız için teşekkür ederim.

Yüksek Lisans Öğrencisi Güneş Akgül

KİŞİSEL BİLGİ FORMU

1. Cinsiyetiniz? Erkek () Kadın ()
2. Yaşınız? 24 ve altı () 25-40 arası () 41-56 arası () 57 ve üzeri ()
3. Medeni durumunuz? Evli () Bekar ()
4. Milliyetiniz? TC () Diğer () Lütfen Belirtiniz
5. Hangi sıklıkla seyahat edersiniz?
Birkaç yılda bir () Yılda bir () Yılda iki defa () Yılda iki defadan fazla ()
6. Kapadokya’ya ilk gelişiniz mi?
Evet, ilk gelişim () İkinci gelişim () İkinden fazla geldim ()
7. Daha önce herhangi bir macera turizmine katıldınız mı?
Evet () Lütfen belirtiniz..... Hayır ()

Lütfen aşağıda verilen sorulara ne düzeyde katıldığınızı belirtmek için soruların karşısındaki ilgili kutucuğa (X) işareti koyunuz.

	Sorular	Kesinlikle Katılmıyorum	Kısmen Katılmıyorum	Kararsızım	Kısmen Katılıyorum	Tamamen Katılıyorum
1	İlginç yerleri keşfetmekten hoşlanırım.					
2	Evde çok fazla zaman geçirdiğimde huzursuz olurum.					
3	Korkutucu şeyler yapmaktan hoşlanırım.					
4	Çılgın partilerden hoşlanırım					
5	Rotası belli olmayan ve zaman sınırı olmayan bir geziye çıkmak isterim					
6	Heyecan verici bir şekilde ne yapacağı belli olmayan arkadaşları tercih ederim					
7	Bungee-jumping yapmayı denemek isterim.					
8	Yasadışı olsa bile yeni ve heyecan verici deneyimleri yaşamayı severim.					
9	Yakınlarıma bu balon turunu tavsiye edebilirim.					
10	Bu balon turunu tekrarlamak isterim.					
11	Tur ücreti yükseltirse de katılmaya devam ederim.					
12	Yakınlarıma Kapadokya hakkında olumlu şeyler söyleyeceğim					
13	Kapadokya'ya tekrar gelmek isterim					
14	Yakınlarıma Kapadokya'ya gitmelerini tavsiye edebilirim.					

Aşağıda sizi kısmen tanımlayan (ya da pek tanımlamayan) bir takım özellikler sunulmaktadır. Lütfen aşağıda verilen özelliklerin sizi ne oranda yansıttığını ya da yansıtmadığını belirten ifadenin altındaki kutucuğa (X) işareti koyunuz.

	Kendimi biri olarak görüyorum	Kesinlikle	Kısmen katılmıyorum	Kararsızım	Kısmen katılıyorum	Tamamen
1.	Konuşkan					
2	Başkalarında hata arayan					
3	İşini tam yapan					
4	Bunalımlı, melankolik					
5	Orijinal, yeni görüşler ortaya koyan					
6	Ketum/vakur					
7	Yardımsever ve çıkarıcı olmayan					
8	Biraz umursamaz					
9	Rahat, stresle kolay baş eden					
10	Çok değişik konulara meraklı olan					
11	Enerji dolu					
12	Başkalarıyla sürekli didişen					
13	Güvenilir bir çalışan					
14	Gergin olabilen					
15	Maharetli, derin düşünen					
16	Heyecan yaratabilen					
17	Affedici bir yapıya sahip					
18	Dağınık olma eğiliminde					
19	Çok endişelenen					
20	Hayal gücü yüksek					
21	Sessiz bir yapıda					
22	Genellikle başkalarına güvenen					
23	Tembel olma eğiliminde olan					
24	Duygusal olarak dengeli, kolayca keyfi kaçmayan					
25	Keşfeden, icat eden					
26	Atılgan bir kişiliğe sahip					
27	Soğuk ve mesafeli olabilen					
28	Görevi tamamlanıncaya kadar sebat edebilen					
29	Dakikası dakikasına uymayan					
30	Sanata ve estetik değerlere önem veren					
31	Bazen utangaç, çekingen olan					
32	Hemen hemen herkese karşı saygılı ve nazik olan					
33	İşleri verimli yapan					
34	Gergin ortamlarda sakin kalabilen					
35	Rutin işleri yapmayı tercih eden					
36	Sosyal, girişken					
37	Bazen başkalarına kaba davranabilen					
38	Planlar yapan ve bunları takip eden					
39	Kolayca sinirlenen.					
40	Düşünmeyi seven, fikirler geliştirebilen					
41	Sanata ilgisi çok az olan					
42	Başkalarıyla işbirliği yapmayı seven					
43	Kolaylıkla dikkati dağılan					
44	Sanat, müzik ve edebiyatta çok bilgili					

EK-2. Ölçek Formu (İngilizce)

SURVEY FORM

Dear participant,

This questionnaire was prepared within the scope of the "Master's Thesis", which aims to measure the sensation seeking behavior and behavioral intention of the personality traits of the tourists participating in the hot air balloon tour. The collected data will be kept completely confidential and will be used for scientific purposes only. Thank you for giving a time.

Master Student Güneş AKGÜL

PERSONEL INFORMATION FORM

1. What is your gender? Male () Female ()
2. How old are you? Less than 25 () 25-40 () 41-56 () 57 or over ()
3. Marital Statues? Married () Single ()
4. Nationality? TC. () Other () Please Specify
5. How often do you travel?
In a few years () Once a year () Twice a year () More than twice a year ()
6. Is this your first visit to Cappadocia?
Yes () No, second () No, visited more than twice ()
7. Have you participated in any adventure tourism before?
Yes () Please specify..... No ()

Please put a tick (X) in the relevant box next to the questions to indicate how much you agree with the questions given below.

	Questions	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
1	I would like to explore strange places.					
2	I get restless when I spend too much time at home					
3	I like to do frightening things.					
4	I like wild/crazy parties.					
5	I would like to take off on a trip with no pre-planned routes or timetables.					
6	I prefer friends who are excitingly unpredictable.					
7	I would like to try bungee jumping.					
8	I would love to have new and exciting experiences, even if they are illegal.					
9	I can recommend this baloon tour to my relatives.					
10	I would like to repeat this balloon tour.					
11	I will continue to participate even if the tour fee is increased.					
12	I will say positive things about Cappadocia to my relatives.					
13	I would like to come to Cappadocia again.					
14	I would recommend them to go to Cappadocia.					

Below are some characteristics that partially (or hardly) describe you. Please put a tick (X) in the box below the statement indicating to what extent the following features reflect or do not reflect you.

	I see myself as someone who...	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
1	is talkative					
2	tends to find fault with others					
3	does his/her job completely					
4	is depressed, melancholic					
5	is original, comes up with new ideas					
6	is secretive, discreet					
7	is helpful and unselfish with others					
8	can be somewhat careless/ reckless					
9	is relaxed, handles stress well.					
10	is curious about many different things					
11	is full of energy					
12	constantly quarreling with others					
13	is a reliable worker					
14	can be tense					
15	is ingenious, think deeply					
16	generates a lot of enthusiasm					
17	has a forgiving nature					
18	tends to be disorganized					
19	worries a lot					
20	has an active imagination					
21	tends to be quiet					
22	is generally trusting					
23	tends to be lazy					
24	is emotionally stable, not easily upset					
25	is inventive					
26	has an assertive personality					
27	can be cold and aloof/distant					
28	perseveres until the task is finished					
29	can be moody					
30	values artistic, aesthetic experiences					
31	is sometimes shy, inhibited					
32	is considerate and kind to almost everyone					
33	does things efficiently					
34	remains calm in tense situations					
35	prefers work that is routine					
36	is outgoing, sociable					
37	is sometimes rude to others					
38	makes plans and follows through with them					
39	gets nervous easily					
40	likes to reflect, play with ideas					
41	has few artistic interests.					
42	likes to cooperate with others					
43	is easily distracted					
44	is sophisticated in art, music, or literature					