

January 2023

Travel motivations and constraints of solo women travelers in Turkey

Egemen G. Tukenmez

Alanya Alaaddin Keykubat University, egemen.tukenmez@alanya.edu.tr

Follow this and additional works at: <https://digitalcommons.usf.edu/jometr>



Part of the [Hospitality Administration and Management Commons](#), and the [Marketing Commons](#)

Recommended Citation

Tukenmez, E. G. (2022). Travel motivations and constraints of solo women travelers in Turkey. *Journal of Mediterranean Tourism Research*, 2(1), 25-44. <https://www.doi.org/10.5038/2770-7555.2.1.1012>

Corresponding Author

Egemen G. Tukenmez, egemen.tukenmez@alanya.edu.tr

Revisions

Submission date: November 27, 2022; 1st Revision: December 9, 2022; Acceptance: December 11, 2022

Travel Motivations and Constraints of Solo Women Travelers in Turkey*

Egemen Gunes Tukenmez¹

Department of Tourism Management
Alanya Alaaddin Keykubat University
¹egemen.tukenmez@alanya.edu.tr

Abstract

Developments in the field of technology and transportation have accelerated people to travel and encourage consuming tourism products. For this reason, interest of people for individual travels increases year by year along with package tours. Solo travel, which has important parts of individual travel, is one of the crucial elements in travel industry. An important part of this travel is composed by women. Women interest travel solo with different motivations. In this way, they tend to consume different types of touristic products. However, travel constraints that experienced during solo travels affect satisfaction level of solo women travelers. For this reason, travel motivations and constraints of solo women travelers in Turkey are discussed in this study. Within the scope of the research, face to face interviews were made with 25 solo women travelers. As a result of this research, it is revealed that the most important motivation factor for solo women travelers is getting away from daily routine life as a push motivation factor. It was also stated that the most restrictive factor for them aroused by intrapersonal constraints.

Keywords: solo travel, women, motivation, constraint

Introduction

Developing technology, changes in demographic structure, increment in transportation opportunities enhance people's participation in travel year by year. In this context, tourism has become one of the fastest growing and employing sectors in the world (UNWTO, 2022). It is the third largest exporting sector after the chemical and fuel. Moreover, it constitutes 7% of the world's exports and 28% of the exports of the service industry until 2019 before the covid 19 pandemic (UNWTO, 2020). In addition, this large export volume approximately constitutes 10.3% of global GDP and 10.4% of total employment in the world for 2019. Past five years from 2019, 1/4 of all new jobs are created for tourism industry (WTTC, 2020).

In such a large industry, many forms of travel naturally are occurred. People may choose mass, group, or solo travel types according to their preferences. Within the developments of tourism system components, solo travel has risen within this content, and it appears as a new type of travel. With solo travel, individuals can determine their travel routes more comfortably and independently. Furthermore, these travelers feel free during their travels, and they can meet their travel expectations and purposes more than group or mass travel types. Therefore, solo travel has become one of the notable travel types (Osman, Brown and Phung, 2020).

Within the scope of the development of solo travel, it absolutely reflects to number of participants to this experience by solo women travelers. According to volume of the search term

*This paper is produced from the master thesis of the researcher.

‘solo female travel’ increased 15 times between 2010 and 2020 period in Google Trends until the pandemic started to take effect all over the world. Since solo travel has increased in recent years, travel agencies that operate in this field have compound. According to one of the solo travel report of these agency, they offer around 30000 single spaces in a year and more than 50% of their reservation consisted of solo women travelers (OAT, 2022: 89) Furthermore, 72% of American women takes solo travel by taking strength from social media (Booking.com, 2014). Moreover, women show twice as much interest in solo travel than men (Solotravelworld.com, 2019). Therefore, travel agencies start to target solo women tourists. Thus, they develop special products and tours for them. One of the boutique travel agency targets this market that their solo traveler customers are consisted of 67% solo women travelers. In addition, these women realize their solo travels three or four times within a year (Harrison, 2017). One of the researches about female travel statistics says that there is 250% increment for travel agencies that carry on business for women travelers as a main target market (thewanderingrv.com, 2022). Millions of men and women participate in travel every year. Although the economic and social differences between men and women have decreased over the years as a result of socio-economic development, women are exposed to more serious travel constraints than men. (Hudson, 2000). For this reason, it was aimed to reveal the constraints and travel motivations of solo women travelers in Turkey in this study. According to purpose of this study, face-to-face interviews were conducted with 25 women who traveled solo that reside in Turkey.

Conceptual Framework

Regarding the definition of the concept of solo travel, conceptually similar and different terms are used in related literature. The concept of solo travel is defined as the travels of individuals without any spouse, partner or not within the scope of package tours (Mcnamara and Prideaux, 2009). In addition to that, solo travelers are the people who travel independently, and not affiliated with any group (Chai, 1996). In this context, solo travelers create their own travel routes, arrangements, and pre-travel reservations (Hyde, 1997). The fact that solo travelers go to destination alone, rather than continuing and completing the travel activity alone during the trip, gives them this concept. Hence, arrival status of these persons, rather than their status, ascribes this definition of solo travel concept (Foo, 1999).

Solo travel is also one of the concepts that entered the related literature more after 1990s. The reason behind this situation is people are getting more tired of the monotony features of mass tourism, and it is now easier than the past. For that reason, it reflects to increment in the number of people who travel solo and facilitate to organize their solo travels (Myers, 2010). When solo travel studies are examined, it is clearly seen that studies on solo women travelers are given more importance than men by researches (Gibson and et all, 1998). Main reasons of this situation result from the relevant facts that solo women travelers have more constraints before and during travel, more negative perspectives of society towards solo women travelers and they being exposed to more physical and psychological pressures in their daily life than men (Heimtun, 2012; Wilson and Little, 2008; Smal, Harris, and Wilson, 2017; Park and Reisinger, 2010). For that reason, travel constraints and travel motivations are one of the important factors that affect the travel satisfaction level of solo women travelers.

In that position, travel constraints are one of the most important factors that reduce the travel expectations of solo women travelers. The concept of constraint is broadly environmental, cultural, social, and physical barriers, risks and restrictions that prevent an individual or a group from achieving their goals (McGuire, 1984). As viewed this term with this perspective, travel constraints are the set of barriers for individuals to participate travel (Blazey, 1987). Travel constraints are also the factors that prevent people from participating leisure activities and they hinder the expected satisfaction level of people from their travel experience (Jackson and Scott, 1999). In the case of travel experience, constraints and expected satisfaction start at the same level and there is an inverse relationship between them. The higher-level constraints mean the shorter satisfaction for travelers. For this purpose, the dynamics in the tourism industry inherently desire to maximize the satisfaction level of people by minimizing individuals' travel constraints (Iso Ahola and Mannel, 1985).

Looking at the types of travel constraints, one of the first major classification studies about travel constraints was divided into three groups (Godbey and Crawford, 1987). These constraints are designate as intrapersonal, interpersonal, and structural. Intrapersonal constraints basically consist of individuals' own created barriers such as fear, risk or lack of self-confidence and they are mainly about psychological concerns about a destination or activity. Interpersonal constraints comprise of the persons' restrictions arise from people in the same environment. These constraints are briefly arisen from friends, family, or society of a person that he/she lives in. People are exposed this kind of constraints such as cultural norms, values, attitudes of a society etc. On the other hand, structural ones are the constraints that people encounter after overcoming intrapersonal and interpersonal constraints that are not related to the individual or her/his environment such as cost and duration of travel, income level, transportation possibilities, leisure time, or permission. Another type of classification of travel constraints are before and in-situ travel constraints that impress people's travel motivation and travel decision before and during the travel experience (Henderson, Stalnaker and Taylor 1988; Arica et al., 2022). Moreover, travel constraints are separated as subjective and objective. Objective ones contain similar characteristics and generally experienced by everyone who want to travel. In addition, subjective ones are personally owned and have more specific characters, differ from person to person (Harrington, Dawson and Bolla, 1992).

In the related literature, there are many significant studies about travel constraints of solo women travelers. In these studies, travel constraints in different areas and factors that solo women travelers exposed were revealed. Many of them also made by semi-structured interview with solo women travelers and the related subjects pointed out different kind of travel constraints that they faced before or during travel experience. Among them, solo women travelers faced interpersonal constraints during travel process such as improper reactions of people around them like immoral interest of men (Wilson, 2004; Jordan and Aitchison, 2008; Jordan and Gibson, 2005). Constraints are also classified as socio cultural constraints like social expectations and gender, as personal constraints like fear and worry, as spatial constraints like destination selection and as structural constraints like income and time (Wilson and Little, 2005; Arica et al., 2021). For this reason, solo women travelers developed different kind of defense mechanism (Thomas and Mura, 2019). Some of the reason behind this situation is also arisen from personal constraints which are one of the most faced barriers that women exposed (Seow and Brown, 2018; Yang, Khoo and Arcodia, 2017, Wilson and Harris, 2006). Issues of family, friends and media also cause to face inter, intra and external travel constraints during travel of solo women travelers

(Ngwira, Tse and Vongvisitsin, 2020). Within these constrain types, several cultural dimensions also have significant role that societies possess (Bernard, Rahman and McGehee, 2022). For this reason, it is stated that destination image causes travel fears prior to solo travel for women (Silva, Breda, Brandao and Costa, 2020). Although they are mainly exposed to personal constraints like fear and taking risk when they are eating and transporting somewhere during travel, practical constraints are seen more rarely. (Brugulat and Coromina, 2021). According to these constraints, women develop several negotiation strategies before and during travel to being safety and enjoy travel experience (Yang, Khoo-Lattimore, Arcodia, 2018; Carles, Villa and Brea, 2022).

There are very few studies in the literature on the constraints of solo women travelers in Turkey. In these studies, women faced many constraints and develop struggle strategies before and during travel experience. It is revealed that, solo women travelers faced mostly social constraints during their travel (Cesur, 2014). It has been stated that the most important factor in the process of destination selection is safety issues, while in their travel decisions, gender-based constraints and risks are the most important factors influence their travel decisions (Kaba and Emekli, 2018).

Beside the concept of the travel constraint, travel motivation is one of the significant components according to travel experience. Because motivation is a factor that helps to overcomes travel constraints. The word of "motivation" is used in tourism literature in different ways and purposes of studies. When looking the concept of motivation in related tourism studies, motivation is the interior factor that changes an individual's behaviors (Iso-Ahola, 1982). Moreover, it is an internal force that influences one's behavior for the goal who wants to achieve (Uysal and Hagan, 1993; Arica and Dinc, 2022). Travel motivation is also the elements that enable the participation of psychological factors or needs in tourism (McCabe, 1999). It shapes people's travel behaviors and their travel preferences within the tourism system (Mayo and Jarvis, 1981; Hye, 2015).

Regarding travel motivations, many different motivation models have been developed. One of the most used travel motivation model that used many tourism studies is push and pull factors which developed by Graham Dann in 1977. In this classification, travel motivation types are divided into two groups as pushing and pulling factors. Accordingly, the push factors that motivate tourists to travel that related to one's own, such as relaxation, escape, curiosity, gaining prestige, and discovery somewhere or something. On the other hand, push factors are the characteristics of destinations where people travel to, for example cultural and natural beauties, activities, shopping facilities were defined as such factors that push people to travel (Dann, 1977). Furthermore, there are many different classification types of travel motivation such as travel career ladder that based on Maslow hierarchy of needs (Pearce, 1982).

When looking at the studies about the motivation of solo women travelers, there are important motivation components that revealed from these studies. Mainly pushing factors that originated from personal needs like moving away from daily routine and stress, feeling independent, facing the fears, gaining self-confidence (Durko and Stone, 2017; Wilson and Harris, 2006; Chang and Jogaratham, 2006; Tomaszewski, 2003). Moreover, features of travelling solo also important factors that attract women to travel solo. Relevant studies found out that being flexible during travel, getting new experiences, meeting local people and other travelers are also significant elements (Arica and Dinc, 2022; Seow and Brown, 2018; Pereira and Silva, 2018). Furthermore, recent thematic studies about solo women travelers shows that freedom of choice, flexibility during travel, escaping from the daily routine life and live new experience such adventure and

leisure are important factors that motivate these travelers (Hosseini, Macias, and Garcia, 2021; Breda, Santos, Kliček and Dinis, 2020, Oprea and Sofica, 2021). In general, when the motivation concept is separated, solo women travelers choose this type of travel as a push factor like being free and learn new kind of culture, on the other hand pull factors like natural and cultural beauties and range of different activities stay in destination (Abbasian, 2018; Mani and Jose, 2020). Within this context, thanks to increment of the demand for solo travel by women, related studies on thematic studies about travel motivations carry out via social media tools and several motivation themes are specified as hating people, empowerment, facilitation of self-awareness and transformation (Frohnholzer, 2021; Terziyska, 2021; Nikjoo, Markwell, Nikbin and Hernandez-Lara, 2021).

There are also relevant studies made in Turkey about solo women traveler's motivation factors. Basic motivations of generation Z tourists to travel solo are seeing new places, meeting new people, seeking adventure, feeling of freedom, and learning (Gök et al, 2021). Solo women travelers' main motivations are feeling independent, discover themselves and wanted to be free in their travels (Aslantürk and Unur, 2019). Desire to know new people, emancipation and individual attractiveness of travel are also import motivation factors for women solo travelers in Turkey (Pekiner, 2019). Furthermore, tourism experience has significant effects on travel satisfaction and destination loyalty for solo women travelers (Dereli, 2021).

Methodology

As mentioned previously, travel motivations and travel constraints are among the factors that affect travel satisfaction of solo women travelers. For this reason, in this study travel constraints and travel motivations of solo women travelers were searched and tried to reveal hidden information from the textual data due to the limited number of studies in this field in Turkey. Therefore, it was aimed to examine the constraints that solo women travelers are exposed during their travels as well as the factors that motivate them to travel. One of the qualitative research methods is interview method is used for observing the relevant subjects. The interview method is a communication process in the form of asking questions with predetermined questions in accordance with the purpose of the research. According to interview methods, semi structural interview form was used. With the semi-structured interview, related questions are asked and modified in accordance with the research topic, depending on the course of the interview with the participants (Yıldırım and Şimşek, 2016).

Purposeful and snowball samples were used within the scope of the research. Purposeful sampling is to select the appropriate samples from the universe in accordance with the research topic and purpose of the study (Başaran, 2017). In snowball sample, the sample group which suitable for the research is selected and the number of related participant's increases with the suggestions which taken from the sample group (Baltacı, 2018).

To reveal the desired aims of the research, 25 solo women travelers who residing in Istanbul were interviewed face to face with semi-structured interview form. After interview section, the collected data from participants were analyzed by content analysis method. Content analysis is a data analysis method that helps to reveal the thoughts and hidden opinions belongs to texts according to the purpose of the research and allows classifying and categorizing of these thoughts within a meaningful method (Doğan and Tok, 2018). Travel motivations and travel

constraints that participants experienced were extracted in appropriate format during interview. The face-to-face interview process lasted between 20 and 30 minutes. The interviews took between from January to September 2018 that lasted nine months. Relevant factors were intended to be revealed by participants' own perspectives from the interviews. During the interview process, related questions about participants' travel constraints and motivations were asked. Before the interview process, the question form is designed mainly into four categories. First question is asked to learn the participant's demographic information like their status, age, and occupancy and education level to find out the main demographic features of the participants who decided to go solo. Second question is asked to learn that which factors that motive the participants to solo travel. It is because solo travel may be seems to have risks for women in some circumstances. In this situation, motivation is an important part for overcome these risk by participants. For this reason, it is important to understand the motivation factors of the participants. Third question is asked for understand what kind of constraints do the participants have for travel process to reveal the travel barriers and some of the participants also stated some struggle tactics during and before travel. In addition this issue, what are the reasons that prevent women from traveling alone in Turkey and their travel experiences are asked them.

During the interview process, statements were audio-recorded with the permission of the participants. After being audio-recorded, the answers of the participants were transcribed. At the next stage, the themes and stereotypes of the answers given by the participants were classified, and the constraints and motivations of the 25 solo women travelers were thematically revealed. In the interviews, the answers were transcribed section by section. Different themes were revealed by similar expressions from the sections. Then, the themes obtained from the respondents were distributed numerically to these identified themes as travel motivation and travel constraint. The concept of theme is the topics and expressions that are common from the answers of the participants in this research. Motivation themes are classified according to Dann (1977) and constraint types are classified according to Godbey and Crawford (1987) that used many relevant studies in tourism.

In addition, the themes that emerged from the participants were titled and which theme was indicated by which participant and how the relevant themes were extracted from participant's discourses were shown in findings part. After this, the number of related theme was written into the theme category. If a participant mentioned more than a theme about motivation and/or constraint, these mentioned themes were distributed numerically to the relevant themes one by one. The emerging themes were shown in the form of tables and classified both thematically and numerically in relation to the findings. In this way, themes of solo women travelers' motivations and constraints were presented group by group.

Findings

Considering the demographic characteristics of the 25 solo women travelers in this study, the average age of the participants was found 30,92 years old. The sample is consisted of quite young participations. Furthermore, 90% of the participants in this research have undergraduate and graduate education and 68% of participants are single. At the same time, all participants work or study actively during the period of the interview. It can be said that education level plays an important role for deciding to solo travel.

Table 1. Demographic Features of the Participants

Participant	Age	Marital Status	Graduation Degree	Job
Participant No 1	28	Single	Bachelor	Computer Engineer
Participant No 2	34	Married	Bachelor	Psychologist
Participant No 3	26	Single	Master	Academician
Participant No 4	28	Single	Bachelor	Receptionist
Participant No 5	50	Single	PhD	Academician
Participant No 6	34	Single	Bachelor	Secretary
Participant No 7	39	Single	PhD	Academician
Participant No 8	28	Single	Bachelor	Translator
Participant No 9	29	Single	Master	Academician
Participant No 10	27	Single	Master	Teacher
Participant No 11	32	Married	PhD	Academician
Participant No 12	30	Married	Master	Academician
Participant No 13	28	Single	Bachelor	Receptionist
Participant No 14	20	Single	Bachelor	Student
Participant No 15	21	Single	Bachelor	Student
Participant No 16	20	Single	Bachelor	Student
Participant No 17	28	Single	Bachelor	Cabin Attendant
Participant No 18	20	Single	Bachelor	Student
Participant No 19	48	Married	Bachelor	Real Estate agent
Participant No 20	42	Married	Bachelor	Teacher
Participant No 21	34	Married	Master	Academician
Participant No 22	29	Married	Bachelor	Agency Clerk
Participant No 23	36	Single	Associate	Call Center Attendant
Participant No 24	29	Single	Bachelor	Social Media Expert
Participant No 25	33	Married	Bachelor	Software Expert

Travel Motivations of Solo Women Travelers

The travel motivations revealed by the solo women travelers who were interviewed face-to-face with the semi-structured interview method were shown below. An example was given from the participants for each different theme. Some of the motivation themes have more than one example that participants mentioned during interviews. For this reason, one example has shown for both themes to find out the relevant theme category. In this travel motivation section, it is seen that participants mentioned their travel motivation statements mostly their push factor themes. They were mostly complaint their daily life routines that affect to these women to travel solo. Used terms like stay away from work stress and daily routines direct women to travel. Some push motivation factors that typically related to personal motivation source like feeling free, willing to have new experience and willing to have alone also revealed. Statements of these women also shows that, conditions of their business and social life, on the other hand, personal willingness are promoting them to travel solo mostly.

Response to Environment

In fact, I was going to a place where everyone could reach me at any time, even by video call, to distract myself a little. While I was getting ready to go, I told my family about this situation, but

they always said that it was inconvenient for me to go alone. They say I'd better take someone with me or go another time. I was a little angry because of that and it took me a long time to convince them.

(Participant no: 1)

Suggestion

A friend of mine went to Bozcaada alone. She told me that she liked it very much and that I should also definitely go to there. I went a little hesitantly, alone. Good thing I went there. The streets and the sea were amazing. It is perfect for a one-day tour, as well as safe for us women.

(Participant no: 2)

Getting Away from Daily Routine

*Dealing with customers and doing the same jobs constantly at the hotel and tiring night shift are exhausting for me and **I want to get away from all these things**. For this reason, I decided to participate in a tour that out of town alone during my week off. I had so much fun, there were lonely people like me, and I met them. I traveled and looked to enjoy the holiday.*

(Participant no: 4)

To be Alone

*I love being alone since I was a child. Because of this, even my family and friends are surprised at me. Yes, I have a social life, I have bunch of friends. But sometimes humans want to be alone, she wants to do things alone and be alone with herself. This may sound strange, but I like this situation very much. Therefore, **if I travel by myself, I usually prefer to do it solo**.*

(Participant no: 8)

Curiosity

*I have been also working as a professional tourist guide for about twenty-five years; many times I went to go abroad. There were many times when I went abroad alone. For this reason, **I always wonder the streets, architectural and seeing new places**. There are a lot of things to learn and travel in the world.*

(Participant no: 9)

Self Confidence

*Before I came to university, I was a bit of a shy person. Especially taking a trip alone was something I could never attempt. But after coming to university, with the help of my friends, I started to discard this drawback. We all together started going out of town on the weekends and had a lot of fun. Then I said I can do it on my own and I made it. **My purpose was enhancing my self-confidence and handles my fear and worries at that point**.*

(Participant no: 18)

New Experiences

I want to do new experiences in my solo travels. Thus, I travel solo. I wonder about the boulevards, streets, and new kind of life. For this reason, I aim to do different things for myself.

(Participant no: 14)

Feeling Free

I went to an English language course in Malta for a month and a half alone. I traveled a lot while I was there; it's a very small place, a country you could finish almost in two days. While I was traveling, I realized that **how independent I feel, no one interferes you, you are far away, no one know what you are doing, and you are completely free.**

(Participant no: 16)

Stay Away from Work Stress

Even if I'm alone, I try to stay away from job stress. What's why I tell myself I must go and do something? Thus, on weekends, I go out alone as much as I have free time, and when I find a suitable and safe place, I stay there.

(Participant no: 7)

Shopping

One of my solo travel purposes is shopping. If there is someone with you, you cannot spend time comfortably because you think about your friend next to you; you don't want to take her time. For this reason, sometimes I travel solo to make shopping.

(Participant no: 17)

Education

I went to Ankara to attend a congress. I was going there with a friend because we wrote a paper together. However, she could not come with me because of health of her mother. That's why I had to go there alone. I stayed there 2 nights. When I was staying there, I decided to go there, and I started to make a tour. It was nice for me. I had fun and learned something.

(Participant no: 3)

Features of Destination

I stayed for 1 year in Finland when I was a student. While I was there, I was going out alone a lot at first because I didn't know anybody. I was the only Turkish student in school also.

However, I wondered the outside, I wanted to learn that where to go and which places to visit because it was a great country in all perspective.

(Participant no: 13)

Activities

*I really love to do sports, surfing is one of them. I do this sport for 8 years. **I went to Alaçati alone for surfing in 2017.** When I was there, there was a festival and I attended it. I reserved a room in a small size hotel, and I went away to there. It was a beautiful experience for me, hopefully I return safe and sound.*

(Participant no: 8)

Visiting Friends

***I went to visit one of my friends.** When she went outside, I wanted to walk around the city alone. It was nice to see new buildings around the streets and there were many shops.*

(Participant no: 6)

For Business

***I do solo travel partly because of my job,** to meet new people and learn different matters and gain something for myself.*

(Participant no: 5)

As a result of the analysis of the reviews obtained from the participants, themes of both push and pull factors can be seen in table 2 and their numerical values are remarked in table 3. As a result of the findings, 15 different travel motivation themes emerged that motivate women to travel solo. These themes were classified as push and pull factors. According to the findings, the themes of push factors are revealed more than pull factors. Table 3 shows the number of themes for each category that participants specified during interviews. Push factors almost contain 67% of the all motivations that specified by the participants As can be seen in this table, most spoken theme is getting away from daily routine that 18 of 25 solo women travelers remarked this motivation type. The reason behind this fact could be the monotony life that women are constantly exposed to both in their business and social life. The second highest theme is feeling free. Women stated that they see their solo travels as an element of relaxation and feel better. On the other hand, features of destinations and stay away from work stress are also important for the participants to travel solo.

Table 2. Travel Motivation Classification of Participants

Push Factor	Pull Factor
Response to Environment	Shopping
Getting Away from Daily Routine	Education
To be Alone	Features of Destinations
Curiosity	Activities
Stay Away from Work Stress	Visiting Friends
Suggestion	
Feeling Free	
New Experiences	
Self Confidence	
Business	

Table 3. Number of Travel Motivation of the Participants

Motivation Type (Push)	Number of Participants	Motivation Type (Pull)	Number of Participants
Response to Environment	1	Shopping	7
Getting Away from Daily Routine	18	Education	4
Wants to be Alone	8	Features of Destinations	13
Sense of Curiosity	6	Activities	6
Stay Away from Work Stress	10	Friends	5
Suggestion	2		
Feeling Free	14		
New Experiences	8		
Self Confidence	3		
Business	4		

Constraints of Solo Women Travelers

Travel constraints of solo women travelers that reveal this study are shown as themes. For each of theme, an example is given. Related constraint examples are shown below. By reason of some of the participants have specified more than travel constraints themes, one example has been given to each constraints.

Verbal Harassment

I was verbally attacked several times during my solo travel experience. This is not nice situation. Human beings cannot behave like this. There are some people that very senseless and inconsiderate in society. They see this as a right in themselves.

(Participant no: 10)

Physically Harassment

*I was one of the worst moments of my life. I was staying at the hotel at the time and wanted to walk away alone. I wanted to shop a market nearby hotel. When I was in there, **I suddenly felt someone's hand behind me.** I was also very scared and immediately took the change and rushed out from the shop. It was too bad moment.*

(Participant no: 9)

Visual Harassment

*Mostly I experience verbal and visual Harassment, especially when I go to countries like India and Brazil. If you are women stay alone, **men are looking at you annoyingly and sometimes they snipe.** Particularly if you take a subway or bus alone and want to have a snack in a café, some of **men insistently wants to make eye contact.***

(Participant no: 17)

Lack of Knowledge

*When I was in Czech Republic, I wanted to travel in the city after leaving hotel where I stay. However, you don't know the city and transportation system like how to take a ticket. When I first started my travel, **lack of knowledge made me nervous for a short time.***

(Participant no: 11)

Being Lost

*I went to one of the big famous stores in USA for shopping. When I decided to go back after shopping to my staying place, **I realized that I got on the wrong bus. I was little bit worried, and I wait till the last station because the bus may return the same station where I got on the bus.** However, it wasn't going the way I came. Hence, I asked the driver how I could return and he described.*

(Participant no: 14)

Loneliness

*When I was in university, I went to Finland with Erasmus program. When I went there at first, I know nobody for help me, and **I was lonely. I was eating, traveling also living alone.** At first it was a bit of a distressed process for me but with the development of your environment over time, it disappears with you.*

(Participant no: 13)

Fear

***One of the things that make me nervous is the fear of being assaulted while traveling.** We all know the violence of men against women. If this is the case, you think time to time on your travels that how can I defend myself. For this reason, you always try to be careful.*

(Participant no: 18)

Uneasiness

*When I was traveling solo, sometimes it feels like I'm under the watchful eye. I experienced that especially in my youth. If you are a women and sitting somewhere alone, sometimes men start to bother you. I definitely continue my travel, but **this situation naturally disturbs you and you become uneasy.** That's why I especially avoid going to secluded places when I'm traveling alone.*

(Participant no: 7)

Lack of Time

***Because of the limited time, I only have opportunity to travel for 1 or rarely 2 days because it depends on the plane take off time situation.** For this reason, you don't have many options to visit; you can only travel to certain places.*

(Participant no: 17)

Draw Attention

When I start to travel alone, I fear to draw attention by people, especially of the opposite gender. If I get attention, I know I'll be uncomfortable later on. This prevents me from enjoying my trip.
(Participant no: 22)

According to reviews of the participants, they faced different kind of travel constraints during their travel. Table 4 shows the constraints types and main classification. In addition, Table 5 shows the numerical values of the constraints that solo women travelers were exposed. According to the findings, participants were exposed mainly ten different travel constraints. According to intrapersonal constraints, mainly four different themes were identified. Participant specifies fear as constraint that it makes problem to them because it may be caused during travel as an assault by someone. This is also the most prominent personal constraint type of the participants that almost mentioned one of three participants mentioned that. Loneliness is also caused by intrapersonal constraints that make uncomfortable during travel experience of participants that caused by personal factors. In addition, participants deliver opinion about feeling uneasiness and draw attention as an intrapersonal constraint even they are not exposed by others during travel but such negativities cause the participants to be exposed to these restrictions. As a result of this study, 40 percent of the based constraints are intrapersonal constraints that caused by personal barriers from participants as revealed from the interviews.

Solo women travelers in this study experienced also interpersonal constraints that made by individuals during travel. Especially verbal, visual and sometimes physical harassment that disturbing participant in their travel experience which contain 42 percent of the whole constraints. Verbal ones take the lead according to the interviews that participants mentioned. This is an important barrier and takes significant risks for solo women travelers according to their safety and security issues. When women are exposed to such constraints, their travel pleasures become to decrease and they may have concerns about the place they would like to visit in the future. Because of this, solo women travelers start to develop several strategies for overcome against these constraints. For this reason, preventing this situation is a necessary step to ensure the safety of all women in a society, not just for female tourists. These situations induce significant downsides social and business life of women. On the other hand, solo women travelers are firstly exposed to intrapersonal constraints and then to interpersonal constraints. Interpersonal constraints are also the related factors that prevent women from traveling or reduce their enjoyment of travel. Intrapersonal constraints were exceeded by participants usually before they were exposed to interpersonal constraints. However, intra and interpersonal constraints are mentioned almost at the same rate. Since intrapersonal constraints are mostly related to people themselves, it is more difficult to avoid these constraints and it is expected to be mentioned these constraint types more in related researches in this area. However, in this study, it is seen that interpersonal constraints are mentioned as much as intrapersonal ones. For this reason, it is seen that women somehow overcome personal constraints in Turkey, but they are exposed to interpersonal constraints during travel. Therefore, it is important to prevent interpersonal restrictions to ensure the safety of women and to take legal measures related to them.

Furthermore, structural constraints are also determined by participants that mainly caused by structural components about knowledge and time. As it is seen that, these three types of constraints are arrayed with hierarchically after intra and interpersonal constraints are

experienced, participants specified these types of constraints. Also relevant studies shows that when individuals overcome intra and interpersonal constraints, they get structural constraints and these type has not be effective as much as other constraint types that also it constitutes only %18 of the all constraints in this study.

Table 4. Travel Constraint Classification of Participants during Travel

<i>Intrapersonal</i>	<i>Interpersonal</i>	<i>Structural</i>
Fear	Verbal Harassment	Lack of Knowledge
Loneliness	Visual Harassment	Being lost
Uneasiness	Physical Harassment	Lack of Time
Draw attention		

Table 5. Number of Travel Constraints of the Participants during Travel

Types of Constraints	Number of Participants
Fear	8
Loneliness	5
Uneasiness	4
Draw attention	3
Verbal Harassment	12
Visual Harassment	8
Physical Harassment	1
Lack of information	5
Being lost	2
Lack of Time	2

Conclusion and Recommendation

The developments in the tourism sector have accelerated the progress of new types of travel in recent years. One of these increasing types is solo travel. Women are the important elements that constitute the society. Developments in the field of business and economics enhance the interest level of travel experience of women. However, the perspective of some of the societies makes significant travel constraints against women solo travelers. For this reason, women find difficult to travel to somewhere alone. Whereas the travel constraints of solo women traveler can be avoided, their participation to tourism will reach a significant level. This situation naturally increases the number of female tourists not only by solo but also by any kind of travel group. If this fact happens, destinations and whole countries get economic and social benefits, and their brand value and image can reach desired position. If women can travel safely alone in a country, this will naturally contribute to a country's image extremely favorable. Since these women spend more than the tourists coming with mass or group, they will also make a significant contribution to the country's economy.

For this reason, it is important to observe and reveal the travel motivations and travel constraints of solo women travelers. Thus, in this study face-to-face interviews were conducted with 25 solo women travelers. Main aim of this study reveals the travel motivations and travel constrains of solo women travelers. The data obtained from the participants were analyzed with the content analysis methods.

According to findings, it has been remarked that most driving factors motivate women to solo travel were push motivation factors. Among them, participants mostly travel because of getting

away from daily routine life. Stay away from work stress and feeling free are also important motivation types as a kind of push travel factors. It could also be said that, women tend to visit solo mostly because of getting rid of the routine from their social or business life. This is an important thing for the future that this solo travel demand by women will increase because of the busyness of work life. On the other hand, feature of destinations is the most effective pull factor as a travel motivation by participants. However, in general, push factors seems most attractive points for going solo travel of women. Therefore, it is necessary to increase the attractive factors related to pull factors. In this way, the expectations of solo women travelers could be fulfilled from travel aspects.

In terms of travel constraints, they are placed in groups into three parts as intrapersonal, interpersonal and structural. According to findings, most experienced constraint types faced by participant are interpersonal constraints that arise from individuals' environment. Within this group, verbal harassment is the most said one. By addition, intrapersonal constraints have also important part of these solo women travelers that almost at the same rate with interpersonal constraints. The most prominent factor of the intrapersonal constraints is originated from fear during the travel. Therefore, removing these constraints can positively affect travel motivations of solo women travelers and it increase the number of these travelers to touristic destinations. These are the factors that may block the solo women travelers to trip to Turkey as well as hinder to achieve the desired travel experience. These constraints make travel experience difficult or even prevent new solo women travelers from visiting. It also limits, decreases or changes their consumptions during travel. Furthermore, these constraints cause them to turn to other destinations because it is revealed that most of the constraints are originated from interpersonal reasons.

For attracting more solo women traveler, especially attractive motivational factors should be increased according to finding. In addition, solutions should be proposed for travel restrictions that negatively affect the travel motivation of this type of travelers. At this stage, advertisements, campaigns, and similar studies and offers can be carried out to give the impression that Turkey is a reliable and safe country for travelling solo especially for women. For example, advertisements to be made by the Ministry of Tourism or local governments may include more women's symbols. Favorable bilateral relations can be established with boutique tour operators or other intermediary companies that target to attract solo women travelers and related markets.

Studies on solo women travelers are seem at low level and underestimated in related tourism and travel literature even this travel market grows up year by year thanks to increment of the number of solo female participants. In this way, destinations can be made more attractive to these types of travelers. However, safety issues are important part for destinations image as well as countries especially through the eyes of women who wants to travel solo. For this reason, destination management organizations should take scientific and realistic measures and precautions according to avoid any kind of offenses related to gender issues. Moreover, components of tourism in destinations may develop educational programs or seminars for avoiding these constraints against women. Especially destination managements would organize these kinds of programs both for local people and tourists in order to increase the relationship between tourists and local people and to prevent undesirable situations against women. Furthermore, websites of destination managements and tourism establishments may post about certain areas that would carry potential risks for solo women travelers and may give information

what kind of strategies they should do to avoid unwanted attention. In addition, influential female figures in Turkey or in abroad would be played in commercials that traveling in Turkey alone or group of women for give significant message that Turkey is a safe country for solo women travelers.

On the other hand, according to reviews of participants, some women put forward to negotiation strategies against travel constraints. In the future studies, these negotiation strategies would be searched to what kind of elements that women develops in view of constraint types. Moreover, travel motivations and constraints of solo women travelers would be considered by tourist and travel types to understand that is there any differences or similarities according to these types. Within this context, several marketing and management strategies would develop by DMOs or other tourism firms and establishments to gain more solo women travelers. Also these topic of the study would be implemented to foreign visitors to find out that what kind of motivations do the solo women travelers who coming from abroad and what kind of barriers and restrictions they might face in Turkey. Furthermore, travel constraints also happen in accommodation, transportation, food and beverage, museum or other important tourism components that is faced by solo women travelers. For this reason, these travel constraints would be studied for revealing the reasons and types according to these tourism components that what kind of constraints happens for example in hotels, transportation vehicles, restaurants, shops, streets. For that purpose, academic studies, national or international reports would be prepared for bring solutions to these issues.

References

- Abbasian, S. (2018). Solo travellers to city destinations: an exploratory study in Sweden. *International Journal of Tourism Cities*, 5 (1), 35-50.
- Aitchison, C., & Jordan, F. (2008). Tourism and the sexualization of the gaze: Solo female tourists' experiences of gendered power, surveillance and embodiment, *Leisure Studies*, 27 (3), 329-349.
- Arıca, R., & Dinç, M.E. (2022). Turistlerin seyahat motivasyonlarının belirlenmesi: Hasankeyf örneği. 16th International Congress of Social Sciences with Current Research, Konya, Turkey.
- Arıca, R., Çakır, O. and Sesliokuyucu, O.S. (2021). Examining reviews on hotels' measures about COVID-19 from a value cocreation and value codestruction perspective, *Journal of Hospitality and Tourism Insights*, Vol. aheadof-print No. ahead-of-print. <https://doi.org/10.1108/JHTI-06-2021-0134>
- Arıca, R., Polat, I., Cobanoğlu, C., Çorbacı, A., Chen, P. J., & Hsu, M. J. (2022). Value co-destruction and negative e-WOM behavior: The mediating role of tourist citizenship. *Tourism Review*, 77(4), 1116-1133.
- Aslantürk, E., & Unur, K. (2019). Yalnız seyahat eden kadınların seyahat deneyimleri (Travel experiences of women traveling alone), *Seyahat ve Otel İşletmeciliği Dergisi*, 16 (3), 493-514.
- Baltacı, A. (2018). Nitel araştırmalarda örnekleme yöntemleri ve örnek hacmi sorunsalı üzerine kavramsal bir inceleme, (A Conceptual Review of Sampling Methods and Sample Size Problems in Qualitative Research), *Bitlis Eren Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, 7(1), 231-274

- Başaran, Y. (2017). Sosyal bilimlerde örnekleme kuramı (Sampling Theory in Social Sciences), *Akademik Sosyal Araştırmalar Dergisi*, 5(47),480-495.
- Bernard, S., Rahman, I., & McGehee, N. G. (2022). Breaking barriers for Bangladeshi female solo travelers. *Tourism Management Perspectives*, 41, 100932.
- Blazey, M. A. (1987). The differences between participants and non-participants in a senior travel program. *Journal of Travel Research*, 26(1), 7-12.
- Booking.com, (2014). *Booking.com Solo Travel Report*. News.Booking.<https://news.booking.com/do-not-disturb-more-than-half-of-american-women-travelers-are-going-solo>.
- Breda, Z., Santos, A., Kliček, T., & Dinis, G. (2020). *Profile, motivations, and experiences from Portuguese solo female travelers*. Pius, A., Alharahsheh, H., Adesanmi, A., (Ed.). Contemporary management approaches to the global hospitality and tourism industry, IGI Global, 131-150.
- Brugulat, M., & Coromina, L. (2021). Constraints of solo female backpackers in Southeast Asia. *Asia Pacific Journal of Tourism Research*, 26(6), 640-653.
- Cesur, M. (2014). *Tek Başına Seyahat Eden Kadın Turistlerin Seyahat Kısıtlayıcıları* (Unpublished Master Thesis). Çanakkale On Sekiz Mart University.
- Chai, P. P. (1996). Fully Independent Travellers. *BTR Tourism Update*, Autumn, (3).
- Chiang, C. Y., & Jogaratnam, G. (2006). Why do women travel solo for purposes of leisure? *Journal of Vacation Marketing*, 12(1), 59-70.
- Crawford, D. W., & Godbey, G. (1987). Reconceptualizing barriers to family leisure, *Leisure sciences*, 9(2), 119-127.
- Dann, G. M. (1977). Anomie, ego-enhancement and tourism, *Annals of Tourism Research*, 4(4), 184-194.
- Dereli, G. (2021). *Türkiye’de Yalnız Seyahat Eden Kadınlar Üzerine Bir Araştırma* (Unpublished Master Thesis) Istanbul University.
- Doğan, H., & Tok, T. N. (2018). Türkiye’de Eğitim Bilimleri Alanında Yayınlanan Makalelerin İncelenmesi: Eğitim ve bilim dergisi örneği (Analysis of the Articles Published in the Field of Educational Sciences in Turkey: An Example of Education and Science Journal), *Curr Res Educ*. 4(2), 49-109.
- Durko, A. M., & Stone, M. J. (2017). Even lovers need a holiday: Women's reflections of travel without their partners. *Tourism Management Perspectives*, 21, 18-23.
- Foo, L. M. (1999). International Solo Travellers to Australia. *Bureau of Tourism Research Report*, 1(2), 1-5.
- Frohnholzer, M. (2021). *Tinder Tourism-Exploring the Role of Tinder in Solo Female Travel: An Affordance-and Motivation-based Approach* (Unpublished Master's thesis), University of Eastern Finland.
- Google Trends, (2022). Solo female travel. Trends.Google. <https://trends.google.com/trends/explore?date=all&q=solo%20female%20travel..>
- Harrington, M., Dawson, D., & Bolla, P. (1992). Objective and subjective constraints on women's enjoyment of leisure. *Loisir et société/Society and Leisure*, 15(1), 203-221.
- Harrison, D (2017). Who Is the Solo Traveler? Travelagent. <https://www.travelagentcentral.com/running-your-business/selling-solo-travel>.
- Heimtun, B. (2012). The friend, the loner and the independent traveller: Norwegian midlife single women's social identities when on holiday. *Gender, Place & Culture*, 19(1), 83-101.

- Henderson, K. A., Stalnaker, D., & Taylor, G. (1988). The relationship between barriers to recreation and gender-role personality traits for women. *Journal of leisure research*, 20(1), 69-80.
- Hosseini, S., Macias, R. C., & Garcia, F. A. (2022). The exploration of Iranian solo female travellers' experiences. *International Journal of Tourism Research*, 24(2), 256-269.
- Hudson, S. (2000). The segmentation of potential tourists: Constraint differences between men and women. *Journal of Travel Research*, 38(4), 363-368.
- Hyde, K. F. (1997, June). Building a model of the independent travel experience as evolving itinerary. In *evolution of tourism: Adapting to change': 28th Annual Conference of TTRA (Travel and Tourism Research Association), Norfolk, Virginia*.
- Hye Lin Kim, (2015). An examination of salient dimensions of senior tourist behavior: Relationships among personal values, travel constraints, travel motivation and quality of life (Unpublished Doctoral Dissertation) Faculty of the Virginia Polytechnic Institute.
- Iso-Ahola, S. E. (1982). Toward a social psychological theory of tourism motivation: A rejoinder. *Annals of Tourism Research*, 9(2), 256-262.
- Iso-Ahola, S. E., & Mannell, R. C. (1985). Social and psychological constraints on leisure. (M.G. Wade, Ed.), *Social and psychological constraints on leisure*, Charles C. Thomas, Springfield, Illinois, USA, 111-151.
- Jackson, E. L. & Scott, D. (1999). *Constraints to leisure* (E. L. Jackson & T. L. Burton, Ed.). Leisure studies: Prospects for the twenty-first century, State College, PA: Venture Publishing, 167-175.
- Jordan, F., & Gibson, H. (2005). We're not stupid... But we'll not stay home either: Experiences of solo women travelers. *Tourism Review International*, 9(2), 195-211.
- Kaba, B., & Emekli, G. (2018). Turizmde yükselen bir eğilim: Yalnız seyahat eden kadın gezginler (Türkiye Örneği). A rising trend in tourism: Female travelers traveling alone (The Case of Turkey). *Ege Coğrafya Dergisi*, 27 (2), 111-126.
- Mani, G., & Jose, S. (2020). Solo travel: A transformative experience for women empower—*The Journal of Social Work*, 1(1), 44-56.
- Mayo, E. J., & Jarvis, L. P. (1981). *The psychology of leisure travel. Effective marketing and selling of travel services*, CBI Publishing Company, Boston, Massachusetts.
- McCabe, S. (1999). The problem of motivation in understanding the demand for leisure day visits. *Consumer Psychology of Tourism, Hospitality and Leisure.*, 211-225.
- Mcguire, F. (1984). A factor analytic study of leisure constraints in advanced adulthood. *Leisure Sciences*. 6(3), 313-326.
- McNamara, K. E., & Prideaux, B. (2010). A typology of solo independent women travellers. *International Journal of Tourism Research*, 12(3), 253-264.
- Myers, L.M. M. (2010). *Women's Independent Travel Experience in New Zealand* (Unpublished Doctoral Dissertation) University of Sunderland.
- Ngwira, C., Tse, S., & Vongvisitsin, T. (2020). Negotiation strategies and constraints for solo female travelers in Africa. *Tourism Culture & Communication*, 20(1), 35-47.
- Nikjoo, A., Markwell, K., Nikbin, M., & Hernandez-Lara, A. B. (2021). The flag-bearers of change in a patriarchal Muslim society: Narratives of Iranian solo female travelers on Instagram. *Tourism Management Perspectives*, 38, 100817.
- Oprea, B.A.M., & Sofica, A., (2021). Solo Female Travellers. Behaviour, Attitudes, and Meanings. *Book of Abstracts and Proceedings of the International Conference Modern Trends inn Business, Hospitality and Tourism*. 13th-14th May, Cluj, Napoca, 237-251.

- Osman, H., Brown, L., & Phung, T. M. T. (2020). The travel motivations and experiences of female Vietnamese solo travellers. *Tourist Studies*, 20(2), 248-267.
- Otegui-Carles, A., Araújo-Vila, N., & Fraiz-Brea, J. A. (2022). Solo Travel Research and Its Gender Perspective: A Critical Bibliometric Review. *Tourism and Hospitality*, 3(3), 733-751.
- Overseas Adventure Travel Report, (2022). 101+Tips for Solo Women Travelers, Gzcazurecdn. https://gccazurecdn.blob.core.windows.net/gccazurecdn/137969/tpg/101tips/101_tips_02-24-2022/101%2Btips.html,
- Park, K., & Reisinger, Y. (2010). Differences in the perceived influence of natural disasters and travel risk on international travel. *Tourism Geographies*, 12(1), 1-24.
- Pearce, P. L. (1982). The Social Psychology of Tourist Behaviour, *International Series in Experimental Social Psychology*, Oxford: Pergamon Press.
- Pekiner, A. B., 2019. *Yalnız Seyahat Eden Kadınların Motivasyon ve Deneyimleri: Diyarbakır'ı Ziyaret Eden Kadınlar Üzerine Bir Araştırma* (Unpublished Master Thesis), Batman University.
- Pereira, A., & Silva, C. (2018). Motivations and experiences of women solo travellers. *International Journal of Multidisciplinary in Business and Science*, 4(5), 134-138.
- Sarıgök, H., Aylan, F. K., & Şalvarcı, S. (2021). Yalnız seyahat eden turistlerin seyahat motivasyonu ve deneyimi: Z Kuşağı Örneği. *Yaşar Üniversitesi E-Dergisi*, 16 (62), 698-717.
- Seow, D., & Brown, L. (2018). The solo female asian tourist. *Current Issues in Tourism*. 21 (10), 1187-1206.
- Silva, L., Breda, Z., Brandão, F., & Costa, R. (2020). *ITravelSolo: Women Solo Travellers*, (Abreu, A., Liberato, D., Gonzalez, E.A., Ojeda, J.C.G, Ed.). International Conference on Tourism, Technology and Systems, Springer, 624-636.
- Small, J., Harris, C., Wilson, E. (2017), Gender on the agenda? The position of gender in tourism's high ranking journals. *Journal of Hospitality and Tourism Management*, 13,114-117.
- Solotravelworld (n.d.), Solo Travel Demographics from 2019 Survey, Solotravelerworld.<https://solotravelerworld.com/about/solo-travel-statistics-data/>
- Terziyska, I. (2021), *Solo Female Travellers: The Underlying Motivation*, (Valeri, M & Katsoni, V, Ed.). Gender and Tourism, Emerald Publishing Limited, Bingley, pp. 113-127.
- Thomas, T. K., & Mura, P. (2019). The 'normality of unsafety'-foreign solo female travellers in India. *Tourism Recreation Research*, 44(1), 33-40.
- Tomaszewski, L. E. (2003). *Peripheral travelers: how American solo women backpackers participate in two communities of practice*. [Doctoral Dissertation, Texas A&M University].
- Uysal, M., & Hagan, L. R. (1993). *Motivation of pleasure to travel and tourism*, (Khan, M., Khan, M., Olsen, M., Var, t, Ed.). Encyclopedia of hospitality and tourism, 798–810.
- Wilson, E. & Little, D. (2008). The solo female travel experience, exploring the geography of women's fear. *Current Issues In Tourism*. 11(2), 167-186.
- Wilson, E. (2004). *A 'Journey of Her Own'? The Impact of Constraints On Women's Solo Travel* (Unpublished Doctoral Dissertation). Griffith University.
- Wilson, E. C., & Little D. E. (2005). A "relative escape"? The impact of constraints on women who travel solo. *Tourism Review International*, 9(2), 155- 175.

- Wilson, E., & Harris, C. (2006). Meaningful travel: Women, independent travel and the search for self and meaning. *Tourism: An International Interdisciplinary Journal*, 54(2), 161-172.
- World Tourism Organization (2020), *International Tourism Highlights, E-unwto*. <https://www.e-unwto.org/doi/epdf/10.18111/9789284422456>.
- World Tourism Organization, (2022). *Why Tourism*, Unwto. <https://www.unwto.org/why-tourism>,
- World Travel and Tourism Council, (2020). *Travel & Tourism: Global Economic Impact & Trends2020*, Wttc. <https://wttc.org/Portals/0/Documents/Reports/2020/Global%20Economic%20Impact%20Trends%202020.pdf?ver=2021-02-25-183118-360>,
- Yang, E. C. L., Khoo-Lattimore, C., & Arcodia, C. (2017). A systematic literature review of risk and gender research in tourism. *Tourism Management*, 58, 89-100.
- Yang, E. C. L., Khoo-Lattimore, C., & Arcodia, C. (2018). Constructing space and self through risk taking: A case of Asian solo female travelers. *Journal of Travel Research*, 57(2), 260-272.
- Yıldırım, A., & Şimşek, H. (2016). *Sosyal Bilimlerde Nitel Araştırma Yöntemleri (Quantitative Research Methods in Social Sciences)*, Ankara, Seçkin Yayıncılık.