

Chapter 12

Modern and Post-Modern Holiday Tendency

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INTRODUCTION

After the inversion of the marketing mindset from a product-focused phase to a customer-centered one, we today see that marketing has once more changed within the dynamics of altering circumstances. The Marketing mindset, nowadays, is constructed upon the ability of people to realize their anxieties and desires, and is shifting from being consumer-centered to being human-centered.

Under the invasion of today's technology, it has been observed that everything is being consumed within a state of easily attained and forsaken insatiateness. The change of technology, living conditions, city and work conditions converts the perceptions, expectations and aspirations of individuals, and all the sectors receive their share as a result of that change. Consequently, the expectations and perceptions of people differentiate, thereby laying a foundation for the development of new offers. The change of the offered products and services in accordance with the expectations and needs, has caused many other markets to develop. In the context of the aforementioned innovation process, the expectations and needs of traveling demand on the tourism market whose subject is humans, are changing. Within the concepts of modern and post-modern, the survey of vacation tendencies depending on the demographic characteristics of demand, constitutes the aim of this study.

In addition to the massive movements of the modern period, several other areas and products have long started to catch our attention. The concept of post-modernism which is recently becoming widespread, has shown its effects in many areas, besides being often dealt with areas such as science, art, philosophy, sociology, and marketing in particular. Being fairly open to innovations and having a quite flexible and harmonious structure, the tourism sector is affected by postmodernism. In this study, emphasis has been put on the effect of demographic characteristics on the post-modern or modern vacation tendencies of potential tourists of the city Balıkesir.

Modernism and Postmodernism

Modernity, as a general term, defines 'the modern period'. It is the period of modern philosophy that has begun with Bacon and Descartes, and it is the period of modern science that has begun with Galileo. This period comprises different cultures and intellectual developments. Modernity is represented as the progressive force and the politic-economic rationality(Boyne & Rattansi 1990) of scientificity. Modernism is a series of artistic, aesthetic, and cultural project which developed in the late 19th and early 20th century (Boyne & Rattansi 1990: 4-6; Sallan ve Boybeyi, 1994). Modernization is generally used to explain the stages of social development based on industrialization. Modernization comments on the scientific and technological inventions and the socio-economic changes generated by innovations. In general terms, modernism stands for modern thought, character and implementation, and as a

term, it generally signifies the music, literature and a series of artistic and aesthetic movements that appeared in Europe in the 19th century. This concept has become institutionalized after the First World War with the artistic events (Boyne & Rattansi 1990: 4-6; Sarup,1993). In general, modernism is identified with the obtainment of linear development with the faith in absolute truth, the rational design of social order, and the standardization of knowledge and production (Harvey, 1997: 21). In its system; modernism contains “a single process, a single destination, and an inevitable end” as a compound (Therborn, 1996:61).

Postmodernism refers to the condition after modernity, which means the disintegration of social forms related to the concept, and the problems originating in the processes of capitalism and globalization. Postmodernism discusses the increasing mutual and cultural interaction of people, and the circulation speed of global knowledge (Boyne & Rattansi 1990: 4-6; Sarup,1993; Nar, 2014).

The concept of postmodernism is assumed to have been initially used in one of his works published by Arnold Toynbee in 1939. Although some argue that it is an outburst of modernism, other defenders claim that it is a criticism of modernity in itself (Huysen, 1994: 108). Actually having used the concept of postmodernism, and entitled as a post-modernist, Lyotard explains postmodernism with the tendencies of post-industrial societies. Lyotard says, “Let us wage a war on totality, let us be witnesses to the unrepresentable, let us activate the differences” (Lyotard, 1997:159). According to Kellner, postmodernism is a type of compound of the post-modern future and the past which asserts the unrepresented in the presentation of modern, and gives access to a collective way of living the impenetrable nostalgia (Kellner, 1992, s.70). Post-modern society is a fast-changing society arising from computer, information, scientific knowledge, and advanced technology (Sallan and Boybeyi, 1994; p 318).

The constant state of movement that the world is in, has led to the differentiation of macro economic condition, therefore has brought about changes in consumer behaviors. The entire mobility has caused marketing to be involved in a transformation as in all of the sectors. The appearance of postmodernism is linked to the shift from the Fordist production structure to the post-Fordist production structure (Odabaşı, 2006,p.27). Dating back to the 1910s, Henry Ford’s motto ‘you are free to buy the car you want on condition that you are black,’ demonstrates the product-focused aspect on production and marketing of the period from industrial revolution to the 1930s (Altunışık, 2001). With the influence of the big economic crisis following the 1930s, especially the enterprises in the Unites States were mostly concerned about “selling” the produced merchandise instead of “producing” it. In the subsequent years of 1950-1990, the product-focused marketing mindset was inverted into a customer-focused phase. It has been observed that once more marketing has faced change and transformation within the dynamics of changing circumstances. Today, the marketing mindset is being founded upon the ability of people to realize their anxieties and desires, and is shifting from being consumer-centered to being human-centered (Kotler, 2010).

Being the most distinctive characteristic of Post-Fordism, “flexibility” keeps having an influence both on the production system and the life styles of society. In a society where there are diverse life styles, personal value judgments and life styles are

undergoing a change, and differentiating (Odabaşı, 2006). Within the globalizing world concepts, enterprises have to have a flexible structure in order to adjust themselves to the rapid change. All the sectors and enterprises are faced with new emerging concepts and rising trends in the fast-moving movement (Tekin *et al.*, 2014). During pre-modern, modern and post-modern (beyond modern) periods, the varying expectations and the perceptions executed the tourism industry and marketing facilities to be open to innovative approaches, and present different products. As an intellectual fact, this condition could be specifically associated with the debated concept of postmodernism which is gradually enhancing its effect in the West (Bozok *et al.*, 2014). When the changes during this process are taken into consideration, it can be stated that the tourism industry on grounds of varying social patterns, expectations, and needs, creates new offers and changes towards being consumer-focused.

During 1970s and 1980s tourism was founded upon the fordist standpoint, and it adopted a production system which included standardized mass production and package holidays. The decreasing demand in the market in the 1990s encouraged new models to develop and privatized production. The basis of the tourism sector is humans. As a result, it is sensitive to social developments, and its development and change accelerate in parallel with the development and change of society (Richards and Khovanova-Rubicondo, 2011).

In his study, Kezer (2012) states that in the early period of researches, the consumers were believed to have taken decisions following certain stages, and acted as an individual only with a pragmatist attitude, yet subsequent researches put forth that the process does not necessarily show the same consistency. Principally, in the new period, which is named as postmodernism, it is stated that the individuals who are characterized by their identities are believed to choose mainly with their emotional experiences as well as the tendency of rational decision making. Differentiating from their modern period identifications, the consumer in the post-modern period describes himself with evident characteristics such as; consumer as Shopper, consumer as Selector, consumer as Communicator, consumer as Character Explorer, consumer as Pleasure Seeker, consumer as Citizen, consumer as Victim, consumer as Activist, and consumer as Rebel, thus including these characteristics, he asks for appropriate methods in order to be approached.

The post-modern individual prefers forming their own styles by abandoning the thought of belonging to a social hierarchy, and copying the life styles of groups of upper social status and consumption patterns. In social life, consumption patterns which are adopted as an indicator of social status, relatively fall into a less decisive status in post-modern living. Post-modernism offers possibility for the concentration of consumption patterns, whereas modernism resists their unification. In a post-modern world, the selections of consumers can exhibit variability, so there can be inclinations towards non-mass production/consumption structures (Azizağaoğlu and Altunışık, 2012).

One of the most important characteristics of postmodernity is individualism. The postmodern individual wants his diversities to come into prominence. They express their demands differently than society, and carry out the purchase behavior by the paradigm of individualism. The postmodern consumer wishes to be a producer of

experience and a part of consumption; in addition, participation and interaction rest on the foundation of this condition (Sönmez and Karataş, 2010).

It has been observed that the close observation of culture, the attendance in the production of local products in person, the possibility of living nostalgic experiences, and the significance of gaining different sentiments in several surreal simulations, increasingly find place among the varying present day tourist expectations (Bozok *et al.*, 2014). For instance, the section of Space Mount in Disneyland or Wild West theme parks act as locations which allow tourists to feel themselves at a different time zone, period, life, and form (Pretes, 1994).

Natan Uriely (1997) separates postmodern tourism into two; simulation tourism and other tourism. Simulation tourism is a form of tourism which we can experience as if we were present at that specific period. The tourists, if incorporated in this form of tourism, can live through a different concept with a surreal reality. The tourists who are incorporated in other tourism wish to experience the ‘natural’ with its whole genuineness.

The Bedouin Tours can be given as an example to the implementation of postmodern tourism. The Bedouin Tours enables tourists to stay in the inspiring tents or huts by making them join the camel and donkey riding tours, moreover they allow them to share the life styles of locals, and experience their stories, food, and ceremonies (Bozok *et al.*, 2014). In South Africa, the way of living in shanty houses is offered as a holiday option for tourists at Emoya Luxury Hotel and Spa. At this hotel where one night stay costs 82 USD, the tourism of poverty is adapting to tourism under the lens of postmodernism (www.emoya.co.za). In the town of Liepaja in Latvia, the Prison Hotel enables tourists to live in a real captivity. Being treated as convicts, tourists situate themselves in the ‘tourism of reality’ (www.theguardian.com).

Dark tourism can be also given as an example of postmodern tourism. In the city Pripyat in Ukraine, tours were arranged revealing the radioactive effects of Chernobyl, thus tourism was considered to be an implementation area under the lens of postmodern. In the deserted city, which gives you the shivers, people are warned not to touch, and sit anywhere (Osborn, 2011; Heintz, 2011). In Kozak and Bahçe (2009), in the books of “Tourism of Special Interest”, they tackle with Dark tourism which has been considered within the scope of postmodern tourism. Along with many examples, tourist activities which consist of the tours to the battlefields of Dardanelles in Turkey, the earthquake museums of August 17, the prison of Sivas, the Atatürk Mausoleum, and Dolmabahçe Palace can be given as examples to be considered in this respect.

As it is seen, postmodernism has gradually begun to earn a reliable place within tourism. Postmodern tourism as a new rising market is required to be applied accurately, and integrate properly into country tourism. This study puts emphasis on the demographic characteristics of consumers’ postmodern and modern holiday preferences.

MATERIALS AND METHODS

Research Model and Sample

In the survey, the scanning method is used in order to describe a belated or existing

condition as it is. The case, individual, and object that have been the subject of the survey are intended to be defined within their own circumstances and as they are (Nakip, 2010). The aim of this survey is to determine the effect of demographic features on the post-modern or modern vacation tendencies of potential tourists of the city Balıkesir, therefore the potential tourists of Balıkesir constitute the sample in the survey.

Table 1: Demographic Data

The variables and their Levels	N	%	The variables and their Levels	n	%
<i>Sex</i>			<i>Marital Status</i>		
Female	214	55,7	Married	169	44,0
Male	170	44,3	Single	215	56,0
<i>Age Groups</i>			<i>Educational Status</i>		
18-24	76	19,8	Junior High School	15	3,9
25-31	95	24,7	High School	74	19,3
32-38	72	18,8	Bachelor's Degree	223	58,1
39-45	85	22,1	Master's Degree	61	15,9
46 and above	56	14,6	Doctorate	11	2,9
<i>The condition for Going on Holiday</i>			<i>Level of Income</i>		
Not gone yet	11	2,9	500-999	54	14,1
Once	18	4,7	1000-1499	78	20,3
Twice	12	3,1	1500-1999	51	13,3
Three times and more	343	89,3	2000-2499	82	21,4
			2500-2995	41	10,7
			3000 and above	78	20,3

The group of participants in the survey is 55,7 % women and 43,3 % men. 44,0 % of the individuals are married, while 56,0 % of them are single. When the educational status is taken into consideration, it has been observed that the highest participation has come from the individuals with Bachelor's Degree (58,1 %), and High School Degree (19,3 %). When the age groups are taken into account, it has been observed that the highest participation has come from the individuals with age ranges between 25-31 (24,7%), and 39-45 (22,11%); and the lowest one has come from the individuals with age ranges of 46 and above (14,6%). 21,4% of the participants have an income between 2000-2499 TRY. The other two groups have the income between 1000-1499 TRY and above 3000 TRY. Their rates are parallel to each other with 20, 3 %. The lowest rate is 10,7. This rate belong to the group with an income between 2500-2995. When previously gone-holidays of the participants are taken into account, the rate is 3; more frequent holiday makers are observed to have a rate of 89,3 and the non-holiday makers have a rate of 2,9.

The Improvement of Measurement Tool

In this study, the poll technique was used as a measurement tool. In this poll which comprises two sections, the demographic characteristics of the participants

have been given a place, while in the second section there are postmodern and modern holiday scenarios. The scale has been improved by examining the related literature within the opinions of experts. The scale consists of two dimensions being postmodern and modern. In each dimension there are five scenarios, whereas one of the postmodern and two of the modern scenarios have been excluded because they have reduced the credibility during analysis. In total, four postmodern and three modern scenarios have been included in the analysis.

The Data Collection and Analysis

The basic problem, which has been intended to be solved in the survey, is to determine which of the postmodern and modern holiday mindsets are affected by the demographic characteristics of tourists. In 2015, in order to solve that problem, the necessary data has been collected by carrying out poll studies on the potential tourists of the city Balıkesir. In the survey, the answerers were tried to be approached by means of face-to-face polling and handy sample method. In the examination of psychometric characteristics of the measurement tool, which has been developed within the scope of survey, the SPSS version of software 19.0 is used. By means of incisive factor analysis, some evidence has been sought pertaining to the structural validity of obtained scores of the scale. The reliability of the scores of scale has been examined by internal consistency analysis. The correlation between the demographic variables and the holiday tendencies of participants has been examined by the T-test and the ANOVA test.

The Tested Hypotheses in the Survey

The Hypotheses of the Survey;

H1: There is a significant difference between the sexes of individuals who prefer postmodern holiday scenarios.

H2: There is a significant difference between the marital statuses of individuals who prefer postmodern holiday scenarios.

H3: There is a significant difference between the age groups of individuals who prefer postmodern holiday scenarios.

H4: There is a significant difference between the education groups of individuals who prefer postmodern holiday scenarios.

H5: There is a significant difference between the level of income of individuals who prefer postmodern holiday scenarios.

H6: There is a significant difference between the sexes of individuals who prefer modern holiday scenarios.

H7: There is a significant difference the marital statuses of individuals who prefer modern holiday scenarios.

H8: There is a significant difference between the age groups of individuals who prefer modern holiday scenarios.

H9: There is a significant difference between the education groups of individuals who prefer modern holiday scenarios.

H10: There is a significant difference between the level of income of individuals who prefer modern holiday scenarios.

FINDINGS

The Psychometric Characteristics of the Modern Post-Modern Scale of Holiday Tendency (MPMHT)

The suitability of the received data from the scale MPMTE for the analysis of Main Components is examined with the test results of the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and the Bartlett's Test of Sphericity. The KMO value has been found as 0.64, and the Bartlett's Test of Sphericity ($\chi^2 = 708,7$, $df = 45$, $p < .001$) has been observed as statistically significant (Büyüköztürk, 2010). Initial analysis results depict that the ten-itemed core value of scale is composed of four components larger than one. The scale is expected to be formed of double dimensions, and some of its items are loaded on several components and/or more than a single component. Once the problematic items have been excluded from the scale, and analyses are repeated, double components whose core value is larger than one, have been obtained. It has been found out that the primary component has 2.1 core value, and accounts for %30 of the variance; the second component has 1.76 core value, and accounts for %25 of the variance. The primary component (Post-Modern) consists of four items in total. The factor loads vary between 0.59 and 0.80. The secondary component (Modern) consists of three items, and their factor loads vary between 0.68 and 0.80. The internal consistency calculated for the obtained scores from the four-itemed Post-Modern sub-scale has been found as $\alpha = 0.62$. These results point out that the scores attained from the MPMS scale have a structure validity and reliability.

The Correlation Between Demographic Variables and Holiday Tendency

The t-test has been carried out on account of figuring out whether the sexes of the participants display a difference between holiday preferences, and the results are shown in Table 2. According to Table 2, there is a significant difference according to the sexes of the individuals preferring postmodern holiday scenarios, while there is no significant difference between the sexes of the individuals preferring modern holiday scenarios. Males are more prone to holiday scenarios compared to females. In this respect, the H1 hypothesis is accepted, whereas the H6 hypothesis is rejected.

Table 2: T-test Results According to Sexes

Levene's Test for Equality of Variances			t	Sig(2-tailed)		n	%
F		Sig.					
Postmodern	3,974	0,047	4,857	0,047	Female	214	55,7
Modern	0,659	0,017	-983	0,017	Male	170	44,3

The t-test has been carried out on account of figuring out whether the marital statuses of the participants display a difference between holiday preferences, and the results are shown in Table 3. According to Table 3, there is a significant difference according to the marital statuses of the individuals preferring postmodern holiday scenarios, while there is no significant difference between the marital statuses of the individuals preferring modern holiday scenarios. Single individuals are said to be more prone to holiday scenarios compared to females. The H2 hypothesis is accepted, whereas the H7 hypothesis is rejected.

Table 3. The T Test Results According to Marital Status

Levene's Test for Equality of Variances			t	Sig (2-tailed)		n	%
F		Sig.					
Postmodern	2,704	0,101	-2,455	0,015	Married	169	44,0
Modern	0,023	0,881	-1,009	0,314	Single	215	56,0

The Anova test has been carried out on account of figuring out whether the age differences of the participants display a difference between holiday preferences, and the results are shown in Table 4. According to Table 4, there is a significant difference according to the age groups of the individuals preferring postmodern and modern holiday scenarios. The post hoc test techniques are required in order to figure out between which groups this significant difference exists, and due to the lack of its homogeneous distribution of variances, the Games-Howell test has been applied.

Table 4: The Anova Test Results according to Age Differences

Dependent Variable	Value of Levene	df1	df2	p		age 18-24	age 25-31	age 32-38	age 39-45	age 46 and above
Postmodern Tourism Scenarios	3,693	4	397	0,006	n	76	95	72	85	56
Modern Tourism Scenarios	1,960	4	379	0,100	%	19,8	24,7	18,8	22,1	14,6

Table 5: The Games-Howell Test for Postmodern Holiday Scenarios According to Age Groups

Dependent Variable	Source of Variance	Sum of Squares	Df	Squares Average	F	P	Significant Differences
Postmodern Tourism Scenarios	Between Groups	341,185	4	85,296	5,779	0,001	18-24/ 39-45 25-31/ 39-45
	Inside Groups	5593,721	379	14,759			25-31/ 46 and above
	Total	5934,906	383				

According to Table 5, there is a significant difference of the individuals preferring postmodern holiday scenarios between the age groups of 18-24/39-45, 25-31/39-45 and 25-31/46 and above.

Table 6: The Games-Howell Test for Modern Holiday Scenarios according to Age Groups

Dependent Variable	Source of Variance	Sum of Squares	Df	Squares Average	F	P	Significant Differences
Modern Tourism Scenarios	Between Groups	128,085	4	32,021	4,415	0,002	25-31/ 46 and above
	Inside Groups	2748,912	379	7,253			
	Total	2876,997	383				

As for Table 6, there is a significant difference of the individuals preferring holiday scenarios between the age groups of 25-31/46 and above. In this respect, the hypotheses H3 and H8 are accepted.

Table 7: The Anova Test Results according to Educational Status

Dependent Variable	Value of Levene	df 1	df2	p		Junior High School	High School	Bachelor's Degree	Master's Degree Studies
Postmodern Tourism Scenarios	0,382	4	379	0,822	n	15	74	223	72
Modern Tourism Scenarios	0,051	4	379	0,995	%	3,9	19,3	58,1	18,8

The Anova test has been carried out on account of figuring out whether the educational statuses of the participants display a difference between holiday preferences, and the results are shown in Table 7. According to the results of the Anova test in Table 7, there is a significant difference according to the educational statuses of the individuals preferring postmodern and modern holiday scenarios. The techniques of the post hoc test are required in order to figure out between which groups this significant difference exists, and owing to the homogeneous distribution of variances from the post hoc techniques, the Scheffe test has been applied for the postmodern holiday scenarios. In addition, due to the lack of the homogeneous distribution of variances the Games-Howell test has been applied.

Table 8: The Scheffe Test for Postmodern Holiday Scenarios according to Educational Status

Dependent Variable	Source of Variance	Sum of Squares	Df	Squares Average	F	P	Significant Differences
Postmodern Tourism Scenarios	Between Groups	486,329	4	121,582	8,457	0,001	High School/University
	Inside Groups	5448,577	379	14,376			High School/Doctorate
	Total	5934,906	383				High School/Master's Degree Studies

According to Table 8, there is a significant difference of the individuals preferring postmodern holiday scenarios between the education groups of High School/University and High School/Master's Degree Studies.

Table 9: The Games Howell Test for Modern Holiday Scenarios According to Educational Status

Dependent Variable	Source of Variance	Sum of Squares	Df	Squares Average	F	P	Significant Differences
Modern Tourism Scenarios	Between Groups	99,774	4	24,944	3,404	0,009	Bachelor's Degree/Master's Degree Studies
	Inside Groups	2777,223	379	7,328			
	Total	2876,997	383				

As for Table 9, there is a significant difference of the individuals preferring holiday scenarios between the education groups of bachelor’s degree/master’s degree studies. The hypotheses H4 and H9 are accepted.

Table 10: The Anova Test Results According to Level of Income

Dependent Variable	Value of Levene	df1	df2	p		500-999	1000-1499	1500-1999	2000-2499	2500-2999	3000 and above
Postmodern Tourism Scenarios	2,982	5	378	0,012		54	78	51	82	41	78
Modern Tourism Scenarios	1,411	5	378	0,219	%	14,1	20,3	13,3	21,4	10,7	20,3

The Anova test has been carried out on account of figuring out whether the level of income of the participants display a difference between holiday preferences, and the results are shown in Table 10. According to the results, there is a significant difference according to the educational statuses of the individuals preferring postmodern and modern holiday scenarios. The techniques of the post hoc test are required in order to figure out between which groups this significant difference exists, and owing to the homogeneous distribution of variances but due to a big difference between the groups, the LSD test has been used for the postmodern holiday scenarios; and due to the lack of homogeneous distribution of variances, the Scheffe test has been applied.

Table 11: The Games Howell Test for Postmodern Holiday Scenarios According to Level of Income

Dependent Variable	Source of Variance	Sum of Squares	Df	Squares Average	F	P	Significant Differences
Postmodern Tourism Scenarios	Between Groups	201,554	5	40,311	2,658	0,022	500-999 / 1000-1499 500-999/ 2000-2499
	Inside Groups	5733,353	378	15,168			500-999/3000 and above 1000-1499/ 2500-2999
	Total	5934,906	383				1000-1499/3000 and above 2000-2499 / 2500-2999

Table 12: The Scheffe Test for Modern Holiday Scenarios According to Level of Income

Dependent Variable	Source of Variance	Sum of Squares	Df	Squares Average	F	P	Significant Differences
Modern Tourism Scenarios	Between Groups	120,851	5	24,170	3,315	0,006	1500-1499/ 2000-2490
	Inside Groups	2756,146	378	7,291			
	Total	2876,997	383				

According to Table 11, there is a significant difference of the individuals preferring postmodern holiday scenarios between the groups of 500-999/1000-1499, 500-999/2000-2499, 500-999/3000 and above, 1000-1499/2500-2999, 1000-1499/3000 and above, and 2000-2499 /2500-2999. In Table 12, there is a significant difference of the individuals preferring holiday scenarios between the groups of income with 1500-1499/ 2000-2490 TRY. The hypotheses H5 and H10 are accepted.

DISCUSSION and CONCLUSION

Allowing different experiences and the future and the past to be experienced at the same time, postmodernism can be stated to have also begun to stand out in tourism. Being a recent trend, postmodern tourism draws attention and is preferred just as much as modern tourism. Its opportunity to present experiences without breaking off with modern tourism, and its inclination towards innovation and individualism which attract consumers, has made postmodern tourism more preferable. In the light of this study, the correlation between modern and postmodern tourism tendencies and the demographic characteristics of the individuals has been intended to be examined, and the obtained data has been compiled. Regarding the conclusion of the survey; consumers' demographic characteristics such as age, sex, marital status, level of income, educational status are effective in their postmodern and modern holiday tendencies.

As a result of this study, which has been carried out in order to determine the way the demographic characteristics of consumers affect their postmodern and modern holiday tendencies, it has been concluded that there is a difference according to the sex of consumers on their postmodern holiday tendencies. Men are observed to be more ambitious about their holiday preferences compared to women. However, regarding the men-women discrimination, men represent production and women represent consumption. In addition to that, everybody is a consumer for postmodernism, and sex discrimination is an insignificant classification because of the fact that postmodernism denies binary oppositions, classifications, and sequencing (Odabaşı, 2006, p.109). However, considering the economic systems and geographical regions people live in, differences might come into question with their modern and postmodern consumption preferences of individuals. Depending on this fact, the survey sample, and the survey results; it can be at least asserted that men are stronger participants of difference and variety compared to women. As for modern holiday tendencies, it has been observed that the sex of participants doesn't show any significance in their holiday preferences.

The marital statuses of participants are effective in their postmodern holiday preferences just as sex, while they are not effective in their modern holiday preferences. Single individuals can be said to be more prone to postmodern holiday types compared to married individuals. Marital Status has been observed not to have any effect on modern holiday preferences. Single individuals can be said to be more interested than married individuals in different holiday scenarios. This fact already coincides with the individualistic character of a postmodern consumer.

The difference between the age groups of participants are effective both in postmodern and modern holiday preferences. The individuals aged between 18-31 are more prone to the types of postmodern tourism. As for modern tourism

preferences, there is a difference between the age groups of 25-31 and 46 and above. It can be said that younger individuals prefer the types of postmodern holiday, and as their age increases they become more inclined to modern tourism.

The educational statuses of participants are effective in postmodern and modern holiday preferences. The educational status is more effective in postmodern and modern holiday preferences with the individuals holding a Bachelor's and Master's Degree. The level of income of consumers is effective in their holiday preferences. It has been observed that consumers preferring postmodern holidays, have an higher level of income, whereas the individuals preferring modern holidays have a lower level of income.

In general, demographic characteristics are accepted as effective variables on the consumption-based behaviors, thoughts, and decisions of consumers. In light of this study, the demographic characteristics of potential tourists affect their tendency towards postmodern and modern tourism mindset, in other words, the holiday preferences of the individuals vary as regards their sex, marital status, age, educational status, and level of income. Depending on the system in which this study has been dealt with, we can state that the holiday preferences of potential tourists in postmodern and modern tourism can vary according to their demographic characteristics. Nevertheless, surveys should be carried out in several regions and societies so as to ensure the acceptability of the above-mentioned evaluation. This survey is expected to contribute to surveys that are to-be-performed or performed, and literature.

With respect to the outcomes of the study and the sector, we can imply that when holiday concepts are formed, it has to be considered that apart from the modern tourism mindset, tourism services also have to be produced for the postmodern tourism mindset. In addition, the effects of demographic characteristics of the candidate target group have to be taken into consideration.

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