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COVID-19: DETERMINING THE CHANGING MOTIVATIONS OF INTERNATIONAL SECOND HOME TOURISTS IN COASTAL TURKEY

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Abstract: The COVID-19 pandemic has brought dramatic changes in all the areas of life, and has inflicted many societal costs. The negativities in the field of health and economy are the prominent ones. The whole process significantly affected human behavior, preferences, and priorities. The aim of this study is to determine the impact of COVID-19 on the motivations of international second home tourists (ISHOT). In addition, motivations for buying or renting a second home in the pre-pandemic period, the push and pull factors affecting their decision to stay in a destination, and the emotional experience they had during the pandemic were also interpreted in the study. Qualitative data research method was used with semi-structured interview forms. In-depth interviews were conducted with 26 ISHOTs living in Alanya, coastal Turkey. The results proved that there were significant differences between pre-pandemic and post-pandemic motivations of ISHOTs for second homes. In the pre-pandemic period, increasing the quality of life, being happy, providing mental health and well-being, emotional relaxation, and getting away from stress were in the frame among the reasons that pushed ISHOTs to acquire second homes. During the pandemic, it was determined that these motivations were replaced by feelings such as anxiety, complaint, protection instinct, uncertainty, and a trust pledge. Low risk, information provision, hygiene, and health system were important reasons that pulled ISHOTs to their second homes during the pandemic process. Insecurity, late intervention, the health system, the risk of being infected, and inadequate precautions were the reasons pushing them away from their home countries.

Keywords: COVID-19; ISHOT; motivation; second home; tourism

1. Introduction

Pandemics played an important role in the formation of geographies, population distributions, and country borders in the historical process. Namely, there were no global diseases during times when travel between continents and countries was difficult because the communication between different nations was minimal. In addition, nations were immune to diseases on their continents (Crosby, 1967). The discovery of the compass and Columbus' journey to America changed the history of the diseases in the world. These developments paved the way for the

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spread of migration between countries and continents. Hays (2005) states that diseases begin their intercontinental journey with human mobility. New diseases have led to the death of many people who are not immune to them. Thus, the population distribution of the continents began to change (Merler & Ajelli, 2009).

The effects of pandemics and outbreaks are not limited to population distribution. For instance, outbreaks such as Spanish and Asian Flues, SARS, MERS, EBOLA, and HIV/AIDS have had a modifying and transforming effect on society, human behavior, and economy (Hall et al., 2020; Huber et al., 2018; Keogh-Brown & Smith, 2008; Lacus et al., 2020). People tried to stay away from other people in order to protect themselves against the pandemic. Thus, it provides both a social benefit and some social costs (Benzell et al., 2020; Qiu et al., 2020). Shopping and consumption habits have changed (Rogerson & Rogerson, 2021). While household consumption decreased in urban areas, the tendency to mobile payments increased (Liu et al., 2020).

Since the COVID-19 pandemic occurred, it has caused significant damage in both health and economy. The pandemic, which spread rapidly from the moment the first case was seen and covered the whole world, was declared a pandemic by the World Health Organization (WHO) on 11 March. Based on the data of the WHO (2022), 533 million cases have been confirmed, 6.3 million people have died, and 11.9 million doses of vaccine have been administered. Countries have begun to take measures rapidly against the speed of the pandemic spreading. Closing the border gates, stopping international flights, curfews, and the necessity to wear a mask are among these. The data provided by the International Air Transport Association (2022) show that 7.5 million flights have been canceled. Consequently, the total loss of the civil aviation industry is \$419 billion. At the end of 2021, the total passenger flights loss of the civil aviation industry was 4.9 billion. The revenue loss of airlines exceeded \$700 billion (International Civil Aviation Organization, 2022).

Pandemics have an impact on human psychology and emotions, as well as their economic and social effects. In other words, the toll on individuals is not just physical and financial, but emotional as well (Restubog et al., 2020). According to Lades et al. (2020), people are exposed to significant emotional changes during the pandemic period. Worry, anxiety, functional impairment, anxiety about being infected, and reduced quality of life are the main ones (Restubog et al., 2020). There are more mentally affected people than people who are infected during outbreaks (Reardon, 2015). Also, the mental health effects of pandemics last longer than their physical effects, such as infecting (Shigemura et al., 2020). For example, during the Ebola epidemic, fear-related behavior had an epidemiological effect, both individually and collectively, at all stages of the event, increasing the population's pain and psychiatric symptom rates, which contributed to an increase in indirect mortality due to non-Ebola causes (Ornell et al., 2020).

Besides the fact of being a pandemic, COVID-19 still remains an unknown. Therefore, many studies have tried to explain the pandemic with the black-swan theory (Mazzoleni et al., 2020; Yarovaya et al., 2021). The lack of effective tools and treatments to combat COVID-19 deepen the uncertainty (Hall et al., 2020). Unpredictable situations can cause some emotional changes in people. Discomfort, anxiety, and fear are among them (Carleton et al., 2007). The imposition of curfews during pandemic periods, the suspension of normal lifestyle, short- and long-term lockdowns also increase the uncertainty and negatively affect the level of anxiety (Usher et al., 2020). While it is difficult to find precise epidemiological data on COVID-19's psychiatric effects, some studies offer clues to this aspect. Touyz et al. (2020) claim that eating disorders

can be observed in the COVID-19 pandemics in the previous ones because people get stressed in such situations. A study conducted in China reported that the vast majority of respondents felt great concern and severe anxiety and psychological pressure in the early days of the COVID-19 pandemic (Wang et al., 2020). Similar findings have been reported in Japan (Shigemura et al., 2020). In another study, it was concluded that more than half of the participants felt terrified and anxious due to the pandemic (Zhang & Ma, 2020).

The psychological effects of the pandemic have also changed the travel tendency and destination choice of tourists. The push and pull factors that motivate their travel have changed (Io, 2021). Safety and convenience became a priority (Sánchez-Pérez et al., 2021). Psychological pressure has led to a decrease in tourists' travel propensity (Adam et al., 2021; Köchling et al., 2022). The negative effects of the pandemic on the human psyche have led them to calmer and less crowded destinations (Gajić et al., 2021).

All of these studies focused on conventional tourism. However, there is a limited number of studies on second home tourism during the COVID-19 pandemic. In these studies, possible tourism movements toward second home (Zoğal et al., 2020), the placebo effect of second homes during the pandemic process (Seraphin & Dosquet, 2020), the safety of second homes (Pitkänen et al., 2020), and the change in the purpose and duration of use (Czarnecki et al., 2021), as well as the change in tourism demand (Falk et al., 2022) were discussed. In addition, the majority of these studies are structured on theoretical and literature review. The number of studies based on primary data collection is quite limited. Thus, a large gap in the literature draws attention. This study is original since it deals with international second home tourists (ISHOT). Thus, the motivational change of ISHOTs experiencing a pandemic in another country was examined in depth. As a result, it contributed to the literature with practice-based results. The results obtained in the study were evaluated within the framework of the protection motivation theory (PMT) and the push and pull model of migration (PPMM).

2. Literature review and hypothesis development

Second home tourism is a specific type of tourism that has existed for many years. It is considered as an important feature of tourism for many regions of the world (Hall & Müller, 2018; Strapp, 1988). However, in some destinations, the density of use has made second homes a form of mass tourism (Müller, 2013). The development of second home tourism in any destination creates economic, social, cultural, and environmental effects (Baltaci & Cevirgen, 2020; Velvin et al., 2013). However, people may choose to acquire second homes in their own countries by purchasing or renting them for vacation, as well as in other countries. In this process, many factors that affect the purchase or rental decisions come into play. These factors, which are considered as motivation in academic papers, are examined in detail below.

2.1. Motivations driving ISHOTs to their second homes

Second home tourism is considered as a type of holiday based on immigration (Baltaci & Cevirgen, 2020). It is even defined as the most researched interface to explain the relationship between tourism and migration (Müller, 2002). Vacation second home ownership has extended ownership rights across borders. Many factors can be cited that create the new form of mobility. Hall and Williams (2002) considered some of these as the space-time convergence, the change in the approach to work and leisure, and structural changes in the demographic profiles of economies and societies. The PPMM have been extensively studied by Dann (1977)

and by Lee (1966) with the addition of intervening obstacle. Some of the factors that shape the second home migration movements are the following: maintaining well-being by enjoying the tranquility of nature and resting, getting in touch with nature emotionally and personally (Renfors, 2021), escaping (Norris & Winston, 2010), distance and belonging (Tjørve et al., 2013), rusticity (Bachvarov, 1999). Property taxation and environmental sustainability, seeking and freedom instinct, the population distribution policies of the states, the desire of the elderly and retirees to live in quieter places are also the factors that such tourists take into consideration (Raimundo, 2014). Also, the level of urbanization, daily living conditions in the city (traffic etc.), currency fluctuations, the brand image of the country, forest and lake characteristics of the region, rural marginality, low property prices, sales, and marketing network (real estate companies, etc.), positive feedbacks can be the factors that tourists have in mind when moving to their second homes (Mikkelsen & Cohen, 2015; Müller, 2002). Other motivational components in second home migrations for holiday purposes are the desire to rest, have fun, improving quality of life, being with the family, be happy (Baltaci & Cevirgen, 2020; Pitkänen, 2008), as well as psychological well-being (Adie, 2020). Push factors according to Wong et al. (2017) are prior overseas experiences, overseas retirement dream, unfavorable political and security conditions, escapism, and health improvement. Pull factors are amenities and facilities, leisure lifestyle, being active, cost and economy, conducive environment, people, and communication and socialization.

In accordance with the purpose of this study, it is necessary to know the reasons that lead ISHOTs to second homes in order to determine whether there is a change in the pandemic process. Thus, the main research question of the paper was determined as follows:

Q1: What are the motivational factors that push and pull to buy a second home for vacation in another country?

2.2. Changing the meaning of second homes during pandemic

The recent unfortunate epidemics (EBOLA, H1N1, SARS, and MERS) have negatively affected people's emotions and behaviors at the societal level (Hu et al., 2015; Poletti et al., 2011). Today, the COVID-19 pandemic is just like the old epidemics but has a more devastating effect. The drastic measures taken against the pandemic have significant effects on people. Adverse experiences led them to wait for safety precautions and develop risk aversion behavior (Chi et al., 2022). The instinct of protection led people to second homes with different motivations. The instinct of protection has led to significant changes in people's motivations for second homes.

The pandemic has induced an explosion in second home real estate (Kunzmann, 2020). Influxes to second homes have been reported from many parts of the world. People fled from high-density cities to holiday homes on the territory of indigenous people (Nir & Tully, 2020). In fact, instead of staying at their permanent homes, these urbanites have ignored the border closure policies by deciding to quarantine in their second homes (Leonard, 2020). The intense demand for second homes brought along many problems. The excessive demand placed a huge burden on the infrastructure and local services of the destinations by exceeding their carrying capacity (BBC, 2020a). Many officials warned people not to come to the areas where they have second homes during the pandemic (BBC, 2020b). According to Seraphin and Dosquet (2020), during the pandemic period, people turned to their second homes where they felt safer. This is actually the placebo effect of second homes. However, empirical findings are not included in the study and sufficient evidence is not presented.

It is possible to explain this demand for second homes with the PMT. In line with the PMT (Rogers, 1983), a perceived threat motivates individuals to take security measures. PMT focuses on threats and perceived efficacy; it is based on the premise that people will take action if they perceive a serious threat (Christina et al., 2022). Based on theory, it would not be wrong to argue that the uncertainty and health risk created by the pandemic are driving ISHOTs. However, this needs to be demonstrated empirically.

Therefore, in-depth interviews were conducted with the following interview questions about the behavior of ISHOTs during the pandemic process:

- Q2: Why did you stay in Turkey during the pandemic?
- Q3: Were you aware of your home country's international arrival restrictions?
- Q4: How did you feel in your second home during the pandemic?

3. Methodology

3.1. Instrument

The data needed in the study were obtained with semi-structured interview forms. Semi-structured interview questions were created and checked by two field experts. There were five open-ended questions in the form which were decided by reading the literature and the details above. In addition, there were six more questions such as age, gender, and country, to determine the demographic characteristics of the participants.

3.2. Study Area

This qualitative study was carried out in Alanya, district of Antalya in Turkey. The population data in the study area included 350,636 people in 2022 (Turkish Statistical Institute, 2022). Before the COVID-19 pandemic, 6.7 million tourists visited Alanya in 2019 (Alanya Chamber of Commerce and Industry [ACCI], 2020). In addition, the destination is an important option for foreigners who buy or rent second homes for vacation. In 2020, there were 48,689 second homes for holiday purposes belonging to foreigners from 104 different countries in Alanya (ACCI, 2020; Baltacı & Cevirgen, 2020). The destination ranks first in Turkey in the statistics of second homes for holiday purposes. The distribution of foreigners by nationality is presented in Table 1.

Table 1. Nationalities of foreign owners in Alanya (The first ten countries)

Countries	Number of Homes
Russian Federation	8,926
Germany	5,764
Norway	3,987
Denmark	3,799
Sweden	3,008
Netherlands	1,813
Ukraine	1,702
Iran	1,642
Iraq	1,527
Finland	1,443
Others	12,078
Totally	48,689

Note. Adapted from "Alanya Ekonomik Rapor 2020 [Alanya economic report 2020]," by ACCI, 2020 (<https://www.altso.org.tr/en/yayinlarimiz/alanya-ekonomik-rapor/alanya-ekonomik-rapor-2020/>).

3.3. Data collecting procedure and sampling

There are associations of 22 different nationalities in Alanya. In addition, there is a foreigners' council in Alanya municipality where foreigners are represented. The data for this research were obtained

by face-to-face interviews. First, the representatives of foreigners were contacted. Then the ISHOTS they directed us to were called. Those who accepted to be interviewed were visited at their homes. Only two infected ISHOTS were interviewed online. Data collection process was managed with snowball sampling method after the first ISHOT was reached. Interviews were held in April 2020.

The purpose of qualitative studies is not to reach many people, but to reach people who have knowledge about the subject and to obtain in-depth information from them (Fraenkel et al., 2006; Miles & Huberman, 1994). Therefore, the interviews continued until data saturation was reached. As the repetition rate increased and new knowledge acquisition stopped, the interview process was also terminated. A total of 26 ISHOTS were interviewed. First, the obtained data were deciphered. Then, separate themes and sub-themes were created by both researchers with the NVIVO 10. As a result of their comparison, it was seen that the similarity rate was 88%. Themes and sub-themes found to be similar to each other were used in the methodology process.

4. Findings

The respondents' profile is summarized in Table 2. Twelve of the participants were female and 14 were male. Their ages ranged between 34 and 76. Most of them have been second-home owners or occupiers in Alanya for many years. Most of the ISHOTS were citizens of European countries. Country information was kept confidential, as participants with codes P24 and P25 contracted COVID-19. All the participants were flying internationally at least once a year.

Table 2. Characteristics of the participants

Participant	Age	Gender	Country	Status	Length of life in Alanya	International travel in a year
P1	62	Male	Denmark	Owner	7	at least four times
P2	35	Female	Sweden	Occupier	4	twice a month
P3	62	Female	Norway	Owner	18	six or seven times
P4	48	Female	Georgia	Owner	8	twice
P5	64	Female	Moldova	Owner	10	at least four times
P6	64	Male	Moldova	Owner	18	four times and above
P7	65	Male	Germany	Owner	12	five or six times
P8	46	Male	Germany	Occupier	1	five or six times
P9	58	Male	Germany	Owner	15	four times
P10	42	Female	Kyrgyzstan	Owner	5	2–4 times
P11	41	Female	USA	Owner	4	15 times
P12	65	Male	USA	Owner	10	five times
P13	45	Female	Germany	Owner	8	10 times
P14	40	Female	Poland	Owner	7	three or four times
P15	35	Male	Iran	Owner	2	10 times
P16	34	Female	Russia	Owner	4	eight times
P17	46	Male	Bulgaria	Occupier	4	five times
P18	57	Male	Russia	Owner	6	several times
P19	67	Female	Finland	Owner	3	twice
P20	48	Male	Iraq	Owner	4	at least once a month
P21	62	Female	Finland	Owners	14	five or six times

Table 2. Characteristics of the participants (*Continued*)

Participant	Age	Gender	Country	Status	Length of life in Alanya	International travel in a year
P22	36	Male	Finland	Occupier	2	more than four times
P23	47	Male	Poland	Owner	6	two or three times
P24 (Confidential)	45	Male	Europe	Owner	18	once a month
P25 (Confidential)	34	Male	Europe	Occupier	3	once a month
P26	76	Female	Germany	Owner	16	at least four times

Note. P stands for Participant.

Q1: What are the motivational factors that push and pull to buy a second home for vacation in another country?

A total of 16 sub-themes have been identified that push and attract foreigners to buy second homes in Turkey (Figure 1). The most emphasized ones were emotional relaxation, stress relief, happiness, life quality, climatic conditions, mental health and well-being, and advanced infrastructure for foreigners.

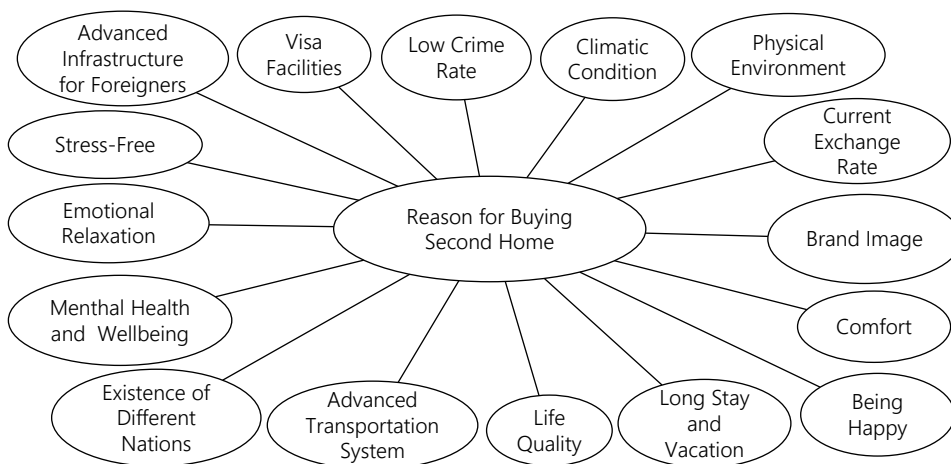


Figure 1. Motivational factors to buy a second home in Alanya (Turkey).

P8: "...It is comfortable to live here. Local people accept foreigners. They are very tolerant toward us. You have a chance to lead a quality life" (Life Quality).

P2: "...I talked to the site management of the rented apartment. They directed me to the Alanya foreigners' council. They also supported me at the real estate companies I spoke to buy housing" (Advanced Infrastructure for Foreigners).

P18: "...Both the directors of the Russian Association and the officials of the Alanya Foreigners Council are in close communication with us. This makes us feel more comfortable." (Advanced Infrastructure for Foreigners).

Q2: Why did you stay in Turkey during the pandemic?

Two themes and 17 related sub-themes were also examined, which were the reasons that pushed and pulled ISHOTs to stay in Alanya during the pandemic period (Figure 2). The most emphasized pull factors are less risk, ownership effect, health care system, feelings and perspectives, adaptation, forced reasons to stay, and hygiene. The most repeated push factors were late response to the pandemic by the government, inadequacy of the measures taken against the pandemic (less restriction), and distrust of the measures taken by the authorities.

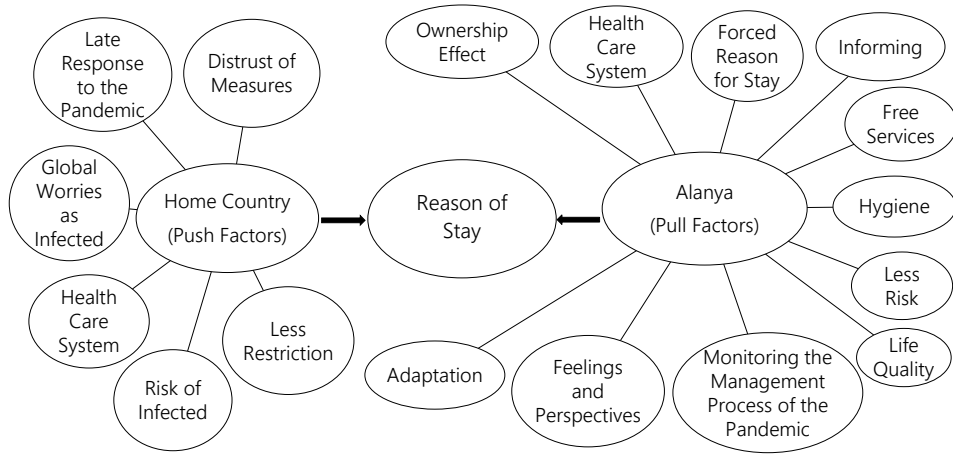


Figure 2. The reasons that push and pull to stay in Alanya (Turkey) during the pandemic.

P3: "...There are information notes on the day when the businesses are disinfected at their doors. Thus, we can make our transactions more safely and comfortably" (Hygiene).

P10: "...Job opportunities are very limited in my home country. Both me and my husband can work in Alanya" (Forced Reasons to Stay).

P17: "...As I mentioned earlier, there are a lot of foreign people here. There is a nice system created for them. These helped us a lot. We have adapted to the system even if it was difficult" (Adaptation).

P14: "...We have no intention of leaving Turkey. Here we feel comfortable and safe" (Feelings and Perspectives).

P24: "...I will continue to live here because the virus is not just related here" (Feelings and Perspectives).

Q3: Were you aware of your home country's international arrival restrictions?

The vast majority of foreigners interviewed were aware of their government's travel restriction measures against the pandemic in their home country. The high level of awareness of the restrictions supported that ISHOTs made a conscious decision to leave their country and stay in their second home.

Q4: How did you feel in your second home during the pandemic?

The emotional experience of ISHOTs in their second homes during the pandemic was analyzed with nine sub-themes. The most repeated and emphasized ones were physical experiences, mental health, protection instinct, reproach, and happiness (Figure 3).

P11: "...Everything I needed was thought of in my room. Tests were done, and at the end of the quarantine process I was able to go to my second home. Being at my home was of course more comfortable. But the quarantine process was for the sake of my health" (Physical Experiences).

P25: "...After the virus was detected, restrictions were notified to me by the authorities. They asked if I wanted to continue the treatment here or in my country. I was offered a nice treatment here. The entire treatment process was explained transparently. I was informed about possible risks" (Physical Experience).

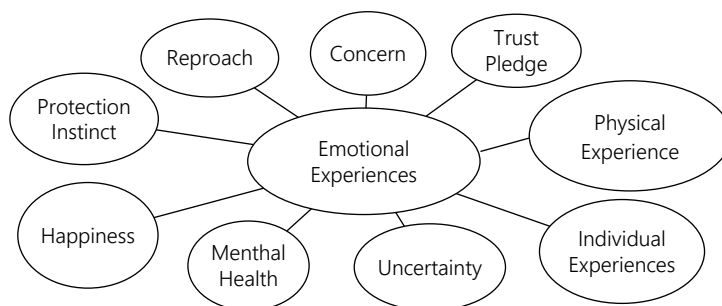


Figure 3. Emotional experiences and motivational change of ISHOTs.

P1: "...We had a mental fear because foreigners from different countries were staying in the neighborhood we were living in" (Mental Health).

P11: "...I was also nervous when I came because the USA had a ban on entry and exit and I had to take the risk of not going back for a long time. However, now I am more comfortable and happy to come. I feel safe" (Happiness).

P23: "...My holiday has really become a mess. I come here to relax. I can't swim, I can't run by the sea. I have to stay at home in good weather. Now I have become more stressed" (Reproach).

P2: "...We had to give up many things that we got used to in our daily life. It is very boring not to do things like eating out, shopping, meeting friends, traveling between countries as before" (Complaint).

5. Discussion and conclusion

The results of this study clearly revealed that the motivations of ISHOTs have changed during the pandemic. ISHOTs considered it safer to stay in their second home during the pandemic. Io (2021) reached a similar finding and emphasized that escape and relaxation are the driving factors for tourists during the pandemic, while safety and convenience come into prominence as the most important attractive factors in destination selection. Sánchez-Pérez et al. (2021) revealed that the demands of tourists on their travels have changed. There have been significant transformations in their wants and needs, and new obligations (more guarantees, comprehensive insurance, etc.). However, Seraphin and Dosquet (2020) evaluated this decision as a placebo effect because second homes are associated with concepts such as happiness, comfort, getting away from stress, and psychological relief by their users (Adie, 2020; Baltaci & Cevirgen, 2020). The association of mountainous areas with health and well-being (Arcaro et al., 2018; Stainton, 2020) has led to the evaluation of the demand for second

homes in these areas as a placebo effect (Seraphin & Dosquet, 2020). There was a demand burst for second homes during the pandemic. Zoğal and Emekli (2020) evaluated the demand intensity on the basis of seeing second homes as an escape point. However, motivations of second home tourists in these studies were limited only by the pull factors, namely the location of the second homes. Thus, a one-sided perspective emerged. In this study, the reasons that lead ISHOTs to their second homes are discussed within the framework of both push and pull factors. The results showed that ISHOTs compared the possibilities of both the country of origin and the destination where their second homes are located, during the pandemic, while making the decision to stay in their second homes. In other words, it was revealed that a planned decision-making mechanism worked, rather than it was a placebo effect. Adam et al. (2021) confirmed this finding. The tendency of tourists to travel during the pandemic has changed according to being deeply depressed and phlegmatic. Köchling et al. (2022) stated that the importance of travel and personality traits affect the tendency to travel.

Factors such as the inadequacy of the measures taken against the pandemic, distrust of measures, problems in the health system, and global concerns came to the fore as the driving factors that caused them to leave their home country (where their first home is located) or to decide to stay in their second home. In addition, factors such as the ownership effect of their second home, quality of life, free services provided by the government during the pandemic (mask, disinfectant, health care, material support, etc.), some forced reasons to stay, and the risk of being infected during the travel were determined as attractive factors that lead them to stay in their second homes.

It is possible to explain this planned decision process of ISHOTs within the framework of PTM as well as push-pull factors. It has been announced by governments that the pandemic could be prevented by following the hygiene rules and protective measures (Rad et al., 2021). Along with this extrinsic motivation, ISHOTs self-preservation instincts also led them to stay in their second home. However, motivations for second homes have changed significantly. Matiza and Kruger (2021) confirmed that the COVID-19 pandemic has affected the tourist psyche and psychology, resulting in a negative impact on their intention to travel. Motivations such as relaxation, vacation, long stay, comfort, climatic conditions, and physical environment have been replaced by factors such as hygiene, low risk perception, and adaptation. According to PTM, individuals may turn to protective behaviors in the presence of a threat stimulus (Rogers, 1975). There are three stages in individuals' perception of this process as a threat. These are threat openness, threat severity, and maladaptive rewards. Perception of risk encourages emotional change and engaging in risk-preventing behaviors (Rippetoe & Rogers, 1987). The results obtained in the study revealed that ISHOTs had significant emotional experiences during the pandemic process. Uncertainty, concern, complaint, and protection instinct were some of the emotional features experienced during the process. Thus, it has been proven that there has been a change in the motivations of ISHOTs and the meanings they attribute to second homes. Gajić et al. (2021) confirmed that people fear the infection the most during their travel, all groups of people react with a certain dose of fear and make decisions under the pressure of fear. The increase or decrease in the level of fear depends on the level of tourists' perception of the factors shaped by the media (Seyfi et al., 2021).

The shift of the perception toward second homes to the axis of health protection may pose a risk, especially for second home destinations located in urban areas because, in the pandemic, people want to escape to quieter places and get away from people (Seraphin & Dosquet, 2020). Io (2021) emphasized this change and stated that safety and convenience should be prioritized for

destinations. Crowded urban areas may not be preferred in this regard. However, the increasing demand for quieter rural and mountainous areas has the potential to result in overuse of these areas. Exceeding the carrying capacity will bring great risks both in terms of the re-emergence of the pandemic in these areas and in terms of sustainability. For this reason, local governments have important duties in terms of demand management. In addition, the fact that ISHOTs prioritize security in choosing to stay in their second residence indicates that a possible security weakness will quickly leave these areas. It is critically important for local governments to manage such crisis processes sensitively so that second home destinations do not lose their image.

Another issue to be considered in the decision of ISHOTs to stay in their second home is xenophobia. Studies have concluded that xenophobia has increased during the pandemic and that there has been a resistance against foreigners, especially in tourism destinations (Esses & Hamilton, 2021; Matiza & Slabbert, 2021; Shahabi et al., 2021). Tourists come to the destination for a short time and stay in areas where interaction with the public is limited. Second-home owners have the same motivation as tourists but have stronger bond to locals and the area (Hao et al., 2014). They establish close relationships with the locals, participate in local events, and share the same buildings. In other words, they lead a life intertwined with the locals (Baltaci & Cevirgen, 2020). The xenophobia that resurfaced during the pandemic had the potential to disrupt the harmony between ISHOTs and the locals. This issue points to a process in which local governments must create the adequate policy and manage it well.

5.2. Limitation and implications

This study focused on foreigners who bought second homes in other countries. It does not include locals who have acquired a second home in their home country. The study was based on PPMM and PTM. It is important to understand the behavior of ISHOTs in the ongoing pandemic, as well as within the framework of movements such as planned action theory. Moreover, senior tourists have a large share in the international demand for second homes. The elderly rate is high in deaths occurring during the pandemic process. From this point forth, examining the behavior of senior ISHOTs from a thanatological perspective will make an important contribution to the literature.

It is important to renew the study in this period when the vaccination rate is increasing and the things are slowly getting back to normal in order to determine whether the motivations of the ISHOTs remain stable. Conducting this study in other countries will provide an opportunity to determine whether the measures taken by governments affect the behavior of ISHOTs and to compare the results of the studies.

It is possible to transform the sub-themes obtained in this study into 5-point Likert-type questions and apply them to large audiences. Thus, it will be possible to generalize the results. It is important to consider variables such as questioning the vaccination status and applying effective treatment methods in quantitative studies, in terms of diversifying the results.

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