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'What if this is my last chance?': Developing a last-chance tourism motivation model

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ABSTRACT

Visiting disappearing attractions before they are gone has recently become a motivation for some tourists. From this viewpoint, the purpose of this study is to identify the precursory role of environmental consciousness in the determination of motivations concerning local attractions within the scope of last-chance tourism and the impacts of such elements of motivation on place satisfaction and recommendation. To this end, the study was conducted with 352 domestic tourists visiting Lake Salda, and the research model was tested based on Partial Least Square Structural Equation Modelling. The results indicate that environmental consciousness has a positive impact on all elements of motivation. Natural reflection, last-chance experience as well as fascination also have a positive impact on place satisfaction. Likewise, joining the story of the destination, fascination and place satisfaction are shown to have a positive impact on recommendation. The findings are further examined in detail using the importance-performance map analysis method.

1. Introduction

Last-chance tourism (LCT), which is as a result of the motivation to see a place before its disappearance, has become a point of interest over the past years and it is now being addressed from different perspectives (Denley et al., 2020; Fisher & Stewart, 2017; Groulx et al., 2016; Lemelin et al., 2010; Piggott-McKellar & McNamara, 2017). The risk of environmental deterioration engendered by climate change and environmental issues related to other factors has, rather controversially, triggered a new travel trend. This trend has become the subject of numerous studies from different perspectives, where values and motivations (Denley et al., 2020; Groulx et al., 2016; Hindley & Font, 2018; Piggott-McKellar & McNamara, 2017), host communities and spatial dimensions (Schweinsberg et al., 2020), last-chance attachment (Wu et al., 2020) time and sense of loss (Fisher & Stewart, 2017), promotion of LCT (Lemelin et al., 2010), sustainability and greenhouse gas emissions (Dawson et al., 2010; Eijgelaar et al., 2010; Higgins-Desbiolles, 2018; Maher et al., 2011), pro-environmental behavioral intentions (Miller et al., 2020), and ethical issues (Dawson et al., 2011) are addressed within the scope of LCT.

LCT can be briefly defined as "visits to places or participation in experiences that may disappear in the future" (Prideaux & McNamara, 2013, p. 591). Lake Salda, located in the southwest of Turkey, is one such location, appearing in the media (Sputnik Turkiye, 2019; World Wildlife Fund, 2019) and in Trip Advisor (Trip Advisor Turkiye, 2020) reviews as a place to be seen before its condition worsens and it disappears completely. With its unique beauty, the lake has managed to attract a significant number of tourists thanks to the impact of media coverage. The clarity of its water is compared with the Maldives, with its surface properties likened to those of Mars (Ceylan & Bulut, 2019; Russell et al., 1999). The fact that this natural attraction, which receives lots of interest in the local context, faces the danger of disappearing, gives way to the idea that it can be approached within the scope of LCT. In this respect, Fisher and Stewart (2017) reported that local sites can also be considered to fall within the scope of LCT. Based on these facts, the context of the present study was selected to be Lake Salda, as a local site, as opposed to globally recognized spots with relatively unique properties, as can be observed in the overall literature.

In a sense, visiting an attraction under the pressure of disappearing can create a paradox. Tourists visiting such places also have the potential to facilitate such deterioration even further (Dawson et al., 2010, 2011). Hindley and Font (2018, p. 3) posted a remarkable question relevant to the current situation: "At a time when we are being encouraged to reduce our carbon footprint, what are the reasons behind

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tourists' travelling to destinations popularly described in the media as 'disappearing', because of climate change impacts?" In response to this question, the LCT becomes a significant element of motivation. However, one source of motivation alone is not sufficient to encourage visiting on attraction exposed to the risk of disappearing (Groulx et al., 2016; Hindley & Font, 2018; Piggott-McKellar & McNamara, 2017).

Looking into studies pertaining to LCT, it can be seen that the motivational grounds for LCT have not been probed to a satisfactory extent. In addition, in order to better grasp LCT, models containing such motivational grounds for LCT are required (Groulx et al., 2016). Even though the LCT experience can be considered to be a strong motivation as such, one can expect different motivations to have an impact on the choice to visit a natural attraction. For instance, Groulx et al. (2016) stated that, along with the LCT experience motivation, natural reflection and joining the story of the destination are the other elements of motivation. The current study aims to bridge the existing gap in literature by expanding the scope of elements impacting upon the visits made to attractions with an LCT focus. In this sense and in line with the literature review performed, factor such as escape and relaxation, and along with fascination, are covered by this study as the elements of motivation. In this way, it is possible to address these elements within the scope of LCT attractions in a more comprehensive manner.

It was observed that, while looking into the formation of motivation for visiting a place facing the risk of disappearing, no antecedent variables apart from natural relatedness and place identity are examined (Groulx et al., 2016). In an attraction involving marked environmental concerns, environmental consciousness may help identify the motivations of tourists. LCT attractions are related to places evoking environmental deterioration; environmental consciousness may therefore play a part in visiting such places. Indeed, environmental consciousness (Gürlek & Tuna, 2018) can have an impact on tourist decisions (Martínez García de L eaniz et al., 2018) as a subject of importance for societies.

Another shortcoming of studies pertaining to LCT is that the role that elements of motivation play among visitors has not been examined in a sufficient manner. The literature on tourism demonstrates the impact of motivations on satisfaction (Albayrak & Caber, 2018; Devesa et al., 2010; Lemmetyinen et al., 2016). This relationship has not, however, been examined for places which can be considered within the scope of LCT.

Lastly, considering that visiting places within the scope of LCT may contribute to the further deterioration of those places, even though visitors may feel satisfied with their experience, whether or not they would recommend them in the face of their environmental consciousness and the risky situation present for the visited region is an issue worth studying. In this respect, even though the literature postulates a relation between satisfaction and recommendation (Altunel & Erkut, 2015; Antón et al., 2017; Prebensen et al., 2010), identifying whether such a relation also exists for a local LCT attraction within the scope of the study along with the size of its impact could serve as a significant contribution to the literature.

This study is of a quality which can contribute to the literature from three different dimensions. Firstly, it aims to identify the relations between environmental consciousness, motivations, place satisfaction and recommendation for an attraction falling within the scope of LCT. To this end, it was decided to examine a locally recognized attraction. As purported by Fisher and Stewart (2017), it is also possible to evaluate local attractions within the scope of LCT. Also, keeping in mind that existing studies focus on globally recognized places, the fact that this study examines the LCT perception from the viewpoint of a local attraction demonstrates its novelty.

Secondly, the fact that the elements of motivation relevant to an attraction within the scope of LCT are being examined by means of a more detailed and comprehensive model is another aspect which possibly contributes to the literature. Thirdly, the examination of the above-mentioned relation patterns from an LCT-specific perspective may contribute to the literature by serving as a bridge for the gap that exists in terms of relationships among motivational elements. That the effect of environmental consciousness on such relation patterns has been overlooked in the existing literature also demonstrates another significant difference of this research model from the existing studies. The present research reflects the characteristics of novelty and uniqueness as it examines a more comprehensive motivation model based on local LCT attractions within the scope of variables and relationship patterns that have not yet been discussed on the LCT context by other studies.

2. Literature review

2.1. Last-chance tourism

Climate change and existing and possible consequences thereof have become the subject of heated discussion in recent years. On the one hand, tourism is part of such discussions because it is both impacted by climate change and it triggers climate change (Dawson et al., 2010). In other words, the deterioration of natural attractions due to various reasons holds the potential to decrease tourism movements towards that region. On the other hand, as argued within the context of over-tourism, which has been another point of interest in the recent years, intense touristic movement can also give way to some negativities due to overconcentration on natural attractions (Jacobsen et al., 2019; Seraphin et al., 2018). Interestingly, this has triggered a different kind of tourism: seeing attractions facing the threat of disappearance stemming not only from tourism, but rather from climate change and unconscious use of resources has become a motivation in itself, which gives way to LCT (Fisher & Stewart, 2017; Lemelin et al., 2010; Piggott-McKellar & McNamara, 2017).

It is possible to approach LCT from different perspectives. Most commonly, it is defined as "a niche tourism market where tourists explicitly seek vanishing landscapes or seascapes, and/or disappearing natural and/or social heritage" (Lemelin et al., 2010, p. 478). In this perspective, the motivation of seeing a natural attraction (e.g. lakes and rivers) facing deterioration from its current conditions before such deterioration is complete becomes evident for LCT. Indeed, as can be seen in the study conducted by Lemelin et al. (2010), the names given to such activities evoke the mentioned situation: climate tourism, disappearing tourism, see-it-before-it-is-gone tourism. Ironically, this type of tourism brings with it a significant paradox. Tourists visiting vanishing destinations actually worsen the difficult situation present for that region. According to the results of a study performed in Churchill, Canada, it was revealed that the demand bolstered by LCT causes an increased number of tourist to come in from far away places, in turn causing an increase in greenhouse gases (Dawson et al., 2010).

Fisher and Stewart (2017, p. 514) define LCT within a greater scope: "Tourism motivated by the belief that the things of interest (places, people, or objects) may either cease to exist, or may not be possible to visit, in the future, prompting a sense of loss". Moreover, the authors add that the element which is the subject of LCT can be local as well as global. Lake Salda, as addressed in this study, is neither the last in Turkey nor in the world. It is, however, an attraction that has unique features within a unique area.

2.2. Environmental consciousness and tourist motivations

As a reaction to environmental deterioration and global warming, environmental awareness, in this respect, is increasing across the society (Gürlek & Tuna, 2018). As such consciousness increases, individuals begin to act more proactively in addressing environmental issues. Environmental consciousness is an element of individual convictions which lead consumers to act in a sustainable manner (Lin & Niu, 2018). People who are environmentally conscious have a greater interest in such issues and tend to act in a more responsibly (Mishal et al., 2017). In this sense, environmental consciousness is defined "as a psychological

state, attitude, and commitment after perceiving environmental problems" (Huang et al., 2014, p. 141). Environmental consciousness not only serves as a motivation to buy green products: it may also have a shaping effect on the visiting motivations of tourists (Martínez García de Leani z et al., 2018). It has been emphasized underlined that tourists who are highly environmentally conscious tend to visit nature-based tourism destinations more (Ashraf et al., 2020).

The motivation to travel defines an individual's personal reasons for visiting a certain place (Young, 1999). Examining and understanding these reasons require the analysis of complex processes and consideration of human nature (Yoon & Uysal, 2005). On the basis of this complex structure, different motivations may be evident for different attractions (Andreu et al., 2005). For instance, the elements of motivation addressed in the studies of Han (2019), who performed an examination with a focus on tranquility, and in Andreu et al. (2005), who looked into summer holidays, differ from each other. The LCT experience has not been the subject of many empirical studies as a tourist motivation (Groulx et al., 2016). While explaining the features necessary for an LCT experience, Groulx et al. (2016) state that different elements of motivation may come into play for a fragile destination and they identify two more elements of motivation alongside the LCT experience, namely, natural reflection and joining the story of the destination. In a study examining the LCT perceptions of tourists, Hindley and Font (2018) have also stated that elements such as personal growth needs, psychogenic need of cognizance and psychogenic need of acquisition have an impact within the scope of motivation. On the one hand, apart from the mentioned studies, to the best of the authors' knowledge there have been no other attempts to focus on motivation concerning the LCT motivation. The present study therefore also includes natural reflection, last-chance experience and joining the story of the destination as the elements of motivation, as set forth by Groulx et al. (2016). Additionally, escape and relaxation (Young, 1999) and fascination (Han, 2019) were also included in the model as elements of motivation due to their compatibility with the scope of the study because they allow for one to approach the relative importance-performance of LCT experience from a broader perspective. On the other hand, it is also possible to serve as a guide for future research by expanding the scope of the elements of motivation for an LCT location.

Environmental consciousness is regarded as an attitude reflecting the environmental awareness of an individual (Gössling, 2002; Hudson & Ritchie, 2001). This attitude plays an important role in the understanding of the motivations and behavior of tourists (Gnoth, 1997; Hsu et al., 2010). It is acknowledged that attitudes are the sources of motivation for people to interact with their environments (Ragheb & Tate, 1993). Luo and Deng (2008) purports in the framework of eco-tourism and tourism sustainability that an environmental attitude is a basic variable impacting nature-based tourism motivations. Within this scope, a positive attitude towards nature helps motivate the intention of gaining an eco-tourism experience. In addition, Kim et al. (2006) underline that environmental values promote tourism motivations. For instance, it is argued that natural attraction centers, such as protected areas, are visited more frequently by individuals having an environmentally conscious attitude (Arnegger et al., 2010) The relationship between environmental consciousness and visiting motivations is yet to be studied. However, in the tourism marketing literature, there is empirical evidence suggesting that environmental consciousness is among the reasons for preferring environmentally friendly products (Han & Yoon, 2015; Kautish et al., 2019; Manaktola & Jauhari, 2007; Martínez García de Leaniz et al., 2018). In that sense, environmental consciousness may also have an impact on environmentally informed motivations. Based on the above information, the following hypotheses are formulated:

H1. Environmental consciousness has a positive effect on natural reflection.

H2. Environmental consciousness has a positive effect on last-chance experience.

H3. Environmental consciousness has a positive effect on joining the story of the destination.

H4. Environmental consciousness has a positive effect on escape and relaxation.

H5. Environmental consciousness has a positive effect on fascination.

2.3. Tourist motivations, place satisfaction and recommendation

Maximizing tourist satisfaction and maintaining it at the same level is one of the leading targets in almost any context (Buhalis, 2000; Dedeoğlu et al., 2019). Satisfaction is defined shortly as "the consumer's sense that consumption provides outcomes against a standard of pleasure versus displeasure" (Oliver, 1999, p. 34). The literature review shows that different elements of motivation have an effect on satisfaction in various studies (Albayrak & Caber, 2018; Devesa et al., 2010; Güzel et al., 2020). Devesa et al. (2010) identify the connection between motivation and satisfaction within the scope of rural destinations. Lemmetyinen et al. (2016) reveal that cruise motivation has an impact upon destination satisfaction. In the study conducted by Albayrak and Caber (2018) on rafting, no connection between motivation and overall satisfaction could be found in the measurement made before the experience while it was shown that motivation is a determinant for satisfaction in the measurement made after the experience. Like wise, Lee (2009) has identified the positive impact that motivation has on satisfaction within the context of wetlands tourism. Even though the connection between motivation and place satisfaction may not have been directly examined in models involving LCT, as can be clearly seen, the existing literature contains strong cases for the existence thereof. On this basis, the following hypotheses displaying the relationships between an attraction containing LCT potential and place satisfaction were developed:

H6. Natural reflection has a positive effect on place satisfaction.

H7. Last-chance experience has a positive effect on satisfaction.

H8. Joining the story of the destination has a positive effect on place satisfaction.

H9. Escape and relaxation has a positive effect on place satisfaction.

H10. Fascination has a positive effect on place satisfaction.

The concept of loyalty can be discussed within the framework of two main elements; namely, attitudinal loyalty and behavioral loyalty (Chaudhuri & Holbrook, 2001; Dick & Basu, 1994; Oliver, 1997). On the one hand, behavioral loyalty is about the act of purchasing and examined through such outcomes as frequency of visitation (Tanford, 2016; Yoon & Uysal, 2005). On the other hand, attitudinal loyalty is defined as "tourists' psychological expression such as intention to revisit a destination or recommend to other potential tourists" (Zhang et al., 2014, p. 216). Recommendation is a part of destination loyalty and can be explained as a person recommending a place to others on the basis of their own experience (Dedeoğlu et al., 2019; Yoon & Uysal, 2005).

Recommendation can be separately addressed even though it is an element of loyalty. Due to the fact that even if a tourist may not consider visiting an attraction once again, they can positively convey to others the experience that they had with it (Kucukergin & Meydan Uygur, 2019). Some studies have included word-of-mouth (WOM) in their studies with a similar content.

Various studies contain findings regarding the connection between motivation and recommendation. In a study conducted within the sphere of nature-based tourism, it was found that pull motivation elements have an effect on recommendation to others (Xu & Chan, 2016). Yoon and Uysal (2005) have addressed recommendations as an item in the loyalty measurement and observed a positive impact of push

motivation on destination loyalty. Alves et al. (2016) revealed that backpacker travelers' motivations impact the content of the WOM message. Besides, various attempts have been made to reveal that motivation is influential on loyalty and behavioral intentions in the general sense (Chien et al., 2012; Dean & Suhartanto, 2019; Olya & Han, 2020). As can be seen, tourist motivations hold the potential to be a determinant for the recommendation of a certain attraction: in this case, Lake Salda. Therefore, the following hypotheses were developed:

H11. Natural reflection has a positive effect on recommendation.

H12. Last-chance experience has a positive effect on recommendation.

H13. Joining the story of the destination has a positive effect on recommendation.

H14. Escape and relaxation has a positive effect on recommendation.

H15. Fascination has a positive effect on recommendation.

Lastly, the impact of evaluations concerning the experience satisfaction relevant to a place considered within the scope of LCT on recommendation was investigated. It can be seen that there are studies which can possibly support this connection. For instance, it was observed in one study that the evaluations of cruisers on satisfaction has an effect on WOM (Lemmetyinen et al., 2016). In yet another study, it was determined that satisfaction has a positive impact on recommendation within the context of a UNESCO World Heritage Site in Spain (Antón et al., 2017). Indeed, there are numerous studies in the literature which may support such a relationship (Altunel & Erkut, 2015; Başarangil, 2018; Lee, 2009; Prayag et al., 2017; Prebensen et al., 2010; Yoon & Uysal, 2005). Therefore, the following hypothesis was developed:

H16. Place satisfaction has a positive effect on recommendation.

3. Methodology

3.1. Study site: Lake Salda

Lake Salda is a natural park located within the Yeşilova District of Burdur Province in Turkey. With a surface area of 45 km^2, it is formed within a closed basin with a width of 6.8 km and a length of 9.186 km. The lake stands at 1139 m above the sea level (Temurçin et al., 2019) and is considered to be the third deepest lake in Turkey (184 m) (Ministry of Agriculture and Foresty, 2019). Announced as a First Class Natural Protection Area in 1989 (Ongun et al., 2016), Lake Salda was also designated as a Special Environmental Protection Area with the Presidential Decree No. 824 in 2019. Due to the clarity of its water, Lake Salda is dubbed the Turkish Maldives (Ceylan & Bulut, 2019).

Lake Salda is a location allowing for various activities. In addition to embracing the nature and bird watching, it is possible to engage in water sports. With its advantageous position, Lake Salda is 51 km away from the Denizli Cardak Airport (Kapan, 2016; Temurçin & Tozkoparan, 2020). Its surface properties is also likened to that of Planet Mars: it has been revealed that the magnesium-rich white rocks found within the lake are also found there (Russell et al., 1999). Lake Salda has a sensitive and fragile ecosystem classified as 'Important Plant Area' (IPA) and 'Important Bird Area' (IBA) according to international criteria (World Wildlife Fund, 2019). Lake Salda has the suitable conditions for endemic and endangered species to take shelter, feed and reproduce. Since it is a wetland, it also has a high rate of biodiversity. Within this scope, the area is home to 301 aquatic and terrestrial species belonging to 61 families, with 20 of such species being endangered or endemic. Projects have been commenced in the area by the public authorities to protect biodiversity and the physical environment (Mini stry of Environment and Urbanisation, 2019). Lake Salda, with its snow-white sand due to its geological structure, faces the risk of vanishing. To make matters worse, in recent years the human activities carried out in the coastal areas of Lake Salda have resulted in a darkening of its magnesite earth and the devastation of its biological resources. Dams and reservoirs built on the resources and surface waters feeding the lake, agricultural activities, and stone and marble quarries located on the mountains surrounding it, serve to threaten Lake Salda (Kesici et al., 2018). The balance between waters coming in from springs and karstic resources and the amount of water evaporating from the surface of the lake is disturbed. Drawing groundwater to irrigate agricultural lands and increasing temperatures due to climate change also intensify such disturbance (Spu tnik Turkiye, 2019). For these reasons, many visitors consider Lake Salda to be a valuable natural asset, which has to be seen before it vanishes (Trip Advisor Turkiye, 2020).

3.2. Research instrument

A survey questionnaire was utilized to collect the data made up of two main parts: the first part containing items relevant to the variables included in the research model and the second part listing questions related to participant demographics. All items in the first part were measured on the basis of a five-point Likert scale (from 'completely disagree' to 'completely agree').

Environmental consciousness was measured with items adapted from Huang et al. (2014). A total of eight items were used for environmental consciousness. In identifying the elements of motivation, the measurement structure utilized by Groulx et al. (2016) was taken as the basis for natural reflection, last-chance experience and joining the story of the destination – albeit with minor adjustments in accordance with the context of the present work – along with those used by Han (2019) and Piggott-McKellar and McNamara (2017). Natural reflection was measured using five items, last-chance experience six items and joining the story of the destination three items. Four items used by Young (1999) were incorporated here for escape and relaxation, and three items previously used by Han (2019) to address fascination in a manner suiting the context of this study. Additionally, three items were included in the study for the measurement of place satisfaction (Ramkissoon et al., 2013; Yuksel et al., 2010). Lastly, recommendation was measured through three items (Dedeoğlu et al., 2019). All measurements were reflective (Hair et al., 2017).

3.3. Sampling and data collection

The G*POWER 3.1.9.4 program was used to ascertain the number of samples (Faul et al., 2007; Ringle, Da Silva, & Bido, 2015). As a result of the calculation, it was found that the minimum number of samples needed to be 98 (Power = 0.80, $f^2 = 0.15$, $\alpha = 0.05$). For a more consistent model, however, this was multiplied by three (Ringle, Da Silva, & Bido, 2015), suggesting that at least 294 persons needed to be included in the final sample. To make up for other unprecedented uncertainties, it was finally decided to collect 400 questionnaires.

The reason for selecting Lake Salda as the context of the study was that it houses nature-based tourism and faces the risk of vanishing. The lake was visited by 1,400,000 people in 2019 alone (Press Advertising Agency, 2020). In the absence of a database detailing visitor statistics for the area, research data were collected by way of the convenience sampling method. A team of four interviewers was formed for data collection. Before initiating the data-collection process, the team was provided with a brief training, which involved information about the research, and the team members were instructed to collect data through face-to-face interviews with the tourists who have completed their visits. The interviewers were coordinated by one of the authors to ensure the meticulous conduct of the whole data-collection process. The data were collected only from domestic tourists since the area is mostly visited by them rather than by foreign toutists. Face-to-face interviews took place in November 2019 at the exit of Lake Salda, i.e. upon completion of the visit by individuals. The targeted number of 400 questionnaires was reached, 14 of those were then eliminated due to no responses being

Table 1
Outer model results.

Items	Loadings	Cronbach's Alpha	CR	AVE
Natural Reflection		.831	.877	.599
To experience solitude	.468			
To experience natural quiet	.850			
To enjoy the nature	.883			
To experience undisturbed life	.897			
To feel a connection with others who value nature	.686			
Last-chance experience		.870	.901	.604
To feel connected to an environment that may not exist in the future	.820			
To view an iconic feature that may disappear in Lake Salda.	.799			
To see Lake Salda before its gone	.820			
To reflect on how humans are impacting the environment	.762			
To learn about the impacts of climate change on Lake Salda.	.704			
To see Lake Salda before it dries up.	.753			
Joining the story of the destination		.803	.883	.717
To have a story to tell.	.828			
To share what I have experienced with others.	.901			
To experience places I have read and heard about.	.808			
Escape and relaxation		.845	.895	.682
To escape the pressure of life.	.823			
To relax and unwind	.881			
To have fun and enjoy myself	.750			
It is somewhat I have always dreamed of going	.844			
Fascination		.835	.901	.604
Lake Salda offers fascinating objects	.885			
Lake Salda is fascinating	.886			
There is plenty to discover in Lake Salda	.831			
Environmental consciousness		.891	.911	.563
I feel frustrated and angry when I think of industries that conduct business by polluting the environment.	.657			
When two products are similar, I tend to select the one that harms the environment less, even though it is more expensive.	.715			
If the products sold by the firms seriously damage the environment, I will refuse to purchase them.	.771			
When purchasing products, I always select the ones with environmental certification, even though they are more expensive	.732			
I follow the key points of recycling and classify recycled waste at home.	.736			
I refuse to purchase products that are over-packaged, because their packaging is harmful to the environment.	.726			
I am concerned about my actions to improve the environment	.811			
I am often concerned about and absorb environmental knowledge and information.	.840			
Place Satisfaction		.942	.883	.717
I believe I did the right thing when I chose to visit Lake Salda.	.929			
Overall, I am satisfied with my decision to visit Lake Salda.	.957			
I am happy about my decision to visit this Lake Salda.	.954			
Recommendation		.867	.918	.789
I will say positive things about Lake Salda to other people.	.901			
I will encourage my friends and relatives to come to Lake Salda.	.917			
I will recommend Lake Salda to those who are planning a holiday.	.845			

filled in. The remaining 386 surveys were thoroughly examined, revealing an additional 34 questionnaires with a missing value rate exceeding 5% to be removed (Hair et al., 2017). In all, a sample number of 352 was reached, thus exceeding the target of 294.

3.4. Data analysis

Partial Least Squares Structural Equation Modelling (PLS-SEM) was utilized in the analysis of the data (Hair et al., 2017; Usakli & Küçükergin, 2018). This is a suitable analysis approach for explorative research (Wold, 1985). The antecedents and consequences of LCT have not been examined in detail in the tourism literature and no comprehensive model exists in this regard. It can also be seen that the model contains a complex relationship structure. This is because the model has numerous items and latent variables. Moreover, many relationships were found between the variables themselves as well (Chin, 1998). In that sense, the utilization of PLS-SEM is found to be appropriate (Usakli & Küçükergin, 2018). Smart PLS 3 was used while performing the analysis (Ringle, Wende, & Becker, 2015).

4. Results

4.1. Demographic findings

Of the participants of the study, 56.8% were male and 55.4% were single. Looking at the age distribution of the participants, it can be seen that 30.4% were within the age range of 26–33 years, 19% within 34–41, and 29.5% within 18–25. In terms of their levels of education, half of the participants held bachelor's degrees and 22.2% high-school degrees. Examining the companions of the participants during their visit, it was revealed that 44% came with their friends, and 16.5% with their spouse. The rate of those who came with other family members or alone was 8.2%. Only 8.8% of visitors were from Burdur Province, home to Lake Salda; the remainder came from various locations within Turkey.

4.2. Outer model

In the PLS-SEM results, firstly the outer model was evaluated. Only reflective measurement was used in the model, which implies that the outer model was evaluated on the basis of the reflective model evaluation criteria.

The outer loadings were examined in the identification of indicator reliability. For the most part, these values exceeded 0.70, and items having a value between 0.40 and 0.70 were separately examined (see Table 1). These were kept in the model since they did not engender the average variance extracted (AVE), composite reliability (CR) and Cronbach's alpha values to fall below acceptable levels. All Cronbach's alpha values are above 0.70. Additionally, the CR values range from 0.60 to 0.95. This finding points to an acceptable internal reliability (Hair et al., 2017). The AVE values were examined for convergent

validity, observed to be above 0.50, which is the threshold that needs to be exceeded (Fornell & Larcker, 1981).

Finally, for the evaluation of the outer model, discriminant validity was examined. The heterotrait-monotrait (HTMT) ratio of correlations were utilized to this end.Table 2 shows that all values remained below 0.85, ensuring discriminant validity (Henseler et al., 2015).

4.3. Inner model

Since all the requirements relevant to the outer model were met, the evaluation of the inner model can take place. The methodology recommended in the literature was followed in the evaluation of the inner model (Hair et al., 2017; Usakli & Küçükergin, 2018).

The variance inflation factor (VIF) was first examined and, since no value exceeding 5 was found, there were no issues observed with multicollinearity (Hair et al., 2017). In the R^2 evaluation, 0.75, 0.50 and 0.25 were evaluated as substantial, moderate, and weak in that respective order (Hair et al., 2011). In this case, elements of motivation had a value below 0.25, taking into account their being predicted by a single variable. Place satisfaction had a substantial and recommendation has a moderate R^2 level (see Table-3). Blindfolding was conducted to calculate the Q^2 values. Since all of these values exceeded 0, it was determined that the model had a predictive relevance. In the event that the Q^2 value is larger than 0.00, 0.25 and 0.50, the model can be said to have predictive relevance at a small, medium and large level respectively (Hair et al., 2019). Whereas the Q^2 value for the elements of environmental consciousness and motivation was small, it was medium for place satisfaction, and almost large for recommendation. The f^2 statistic was used as the basis to see the impact of the independent variable on the R^2 value. According to the interpretation of f^2, 0.02, 0.15 and 0.35 are classified as small, medium and large, respectively (Cohen, 1992).

The findings revealed that environmental consciousness had a positive effect on natural reflection ($\beta = 0.289$, $p < 0.05$, $f^2 = 0.091$), last-chance experience ($\beta = 0.426$, $p < 0.05$, $f^2 = 0.221$), joining the story of the destination ($\beta = 0.294$, $p < 0.05$, $f^2 = 0.095$), escape and relax ($\beta = 0.167$, $p < 0.05$, $f^2 = 0.029$) and fascination ($\beta = 0.409$, $p < 0.05$, $f^2 = 0.200$). Whereas this effect was small for natural reflection, joining the story of the destination and escape and relaxation it was medium for last-chance experience, and fascination. Hence, H1, H2, H3, H4, and H5 were supported. It was found that natural reflection ($\beta = 0.200$, $p < 0.05$, $f^2 = 0.034$), last-chance experience ($\beta = 0.125$, $p < 0.05$, $f^2 = 0.015$) and fascination ($\beta = 0.305$, $p < 0.05$, $f^2 = 0.077$) had a positive and significant effect on place satisfaction. Joining the story of the destination ($\beta = -0.011$, $p < 0.05$, $f^2 = 0.000$) and escape and relaxation ($\beta = 0.105$, $p < 0.05$, $f^2 = 0.010$) had no significant effect on place satisfaction. The effect was small for natural reflection and last-chance experience, and medium for fascination. Therefore, H6, H7 and H10 were supported however H8 and H9 were not supported. Joining the story of the destination ($\beta = 0.178$, $p < 0.05$, $f^2 = 0.056$), fascination ($\beta = 0.132$, $p < 0.05$, $f^2 = 0.023$) and place satisfaction ($\beta = 0.643$, $p < 0.05$, $f^2 = 0.727$) were found to positively affect recommendation. While joining the story of the destination and fascination had a small effect on recommendation, place satisfaction had a large effect on it. Natural reflection ($\beta = 0.008$, $p < 0.05$, $f^2 = 0.000$), last-chance experience ($\beta = 0.026$, $p < 0.05$, $f^2 = 0.001$) and escape and relaxation ($\beta = -0.054$, $p < 0.05$, $f^2 = 0.005$) did not have any significant effect on recommendation. Consequently, H13, H15 and H16 were supported, but H11, H12 and H14 were not supported.

Table 2
Discriminant validity (HTMT results).

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
(1) Environmental consciousness								
(2) Escape and relaxation	.174							
(3) Fascination	.442	.625						
(4) Last-chance experience	.451	.358	.589					
(5) Recommendation	.386	.421	.631	.471				
(6) Place satisfaction	.407	.451	.600	.426	.831			
(7) Joining the story of the destination	.321	.548	.535	.603	.508	.346		
(8) Natural reflection	.295	634	.640	.506	.479	.500	.431	

Table-3
Inner model results.

Hypothesis	Effect	Path Coefficients	t	Result	VIF	f^2
H_1	Encon→Natref	.289[.182; .380]	5.769	Supported	–	.091
H_2	Encon→Lcexp	.426[.319; .510]	8.856	Supported	–	.221
H_3	Encon→Join	.294[.171; .394]	5.223	Supported	–	.095
H_4	Encon→Esc	.167[.055; .272]	3.030	Supported	–	.029
H_5	Encon→Fas	.409[.301; .497]	8.283	Supported	–	.200
H_6	Natref →Plcsat	.200[.088; .313]	3.485	Supported	1.811	.034
H_7	Lcexp →Plcsat	.125[.004; .251]	1.977	Supported	1.655	.015
H_8	Join→Plcsat	-.011[-.124; .099]	.201	Not supported	1.533	.000
H_9	Esc→Plcsat	.105[-.023; .232]	1.610	Not supported	1.693	.010
H_{10}	Fas→Plcsat	.305[.182; .441]	4.563	Supported	1.869	.077
H_{11}	Natref →Rec	.008[-.091; .109]	.155	Not supported	1.873	.000
H_{12}	Lcexp →Rec	.026[-.075; .133]	.490	Not supported	1.679	.001
H_{13}	Join→Rec	.178[.083; .276]	3.588	Supported	1.533	.056
H_{14}	Esc→Rec	-.054[-.148; .034]	1.169	Not supported	1.710	.005
H_{15}	Fas→Rec	.132[.022; .238]	2.360	Supported	2.012	.023
H_{16}	Plcsat→Rec	.643[.534; .733]	12.824	Supported	1.543	.727

Natref $R^2 = 0.085$ $Q^2 = .037$; Lcexp $R^2 = 0.181$ $Q^2 = 0.102$; Join $R^2 = 0.086$ $Q^2 = 0.068$; Esc $R^2 = 0.028$; $Q^2 = 0.037$; Fas $R^2 = 0.167$ $Q^2 = 0.086$; Plcsat $R^2 = .351$ $Q^2 = 0.293$; Rec $R^2 = 0.631$ $Q^2 = 0.493$.

Note: Encon: Environmental consciousness, Natref: Natural reflection, Lcexp: Last-chance experience, Join: Joining the story of the destination, Esc: Escape and relaxation, Fas: Fascination, Plcsat: Place satisfaction, Rec: Recommendation.

4.4. Importance performance map analysis

Importance performance map analysis (IPMA) shows the importance and performance of variables affecting the prediction of a certain target construct. To this end, IPMA was carried out at the construct level for place satisfaction and recommendation (Ringle & Sarstedt, 2016).

The lower right area is important while conducting an IPMA examination (Ringle & Sarstedt, 2016). Firstly, natural reflection and environmental consciousness fall within the lower right area (see Fig. 2). These two elements, although being of importance for place satisfaction, have a relatively low average value. For the target of increasing place satisfaction, these two elements point to an important area of study. Last-chance experience, on the other hand, coincides more or less with the average values. Looking from the performance perspective, 'last--chance experience' came third among the reasons for visiting Lake Salda, which shows that this motivation may catalyze visits to Lake Salda. Secondly, 'recommendation' was selected as a target construct, and the IPMA results were examined accordingly. The lower-right area only included 'environmental consciousness'. Even though this factor remains at a relatively low level, it is of importance for 'recommendation' – a finding which demonstrates that environmental consciousness plays a key in the tendency to recommend a natural attraction facing disappearance. Even though last-chance experience was above the average in terms of performance, it did not come to the fore as an important variable for recommendation: a finding that may be interpreted as last-chance experience motivation causing an abstention from leading other tourists to visit the place after the person's own visit, possibly in light of concerns over triggering fewer visits by people to the place and, hence, protecting it as such. Another interesting point is that, from the perspective of recommendation, place satisfaction was found to be in the lead in terms of performance; or in other words, visiting Lake Salda is both a satisfying experience and a key factor for recommendation.

5. Conclusion and implications

In line with the purpose of the present study, the relationship patterns between the antecedent (i.e. environmental consciousness) and the consequences (i.e. place satisfaction, recommendation) related to a site are evaluated within the scope of last-chance tourism. It was found that environmental consciousness has a significant effect on all elements of motivation: mainly with the three elements of natural reflection, last-chance experience, and fascination which positively impacted place satisfaction. Of these, joining the story of the destination, and fascination positively impacted upon recommendation, and place satisfaction had a positive effect on recommendation.

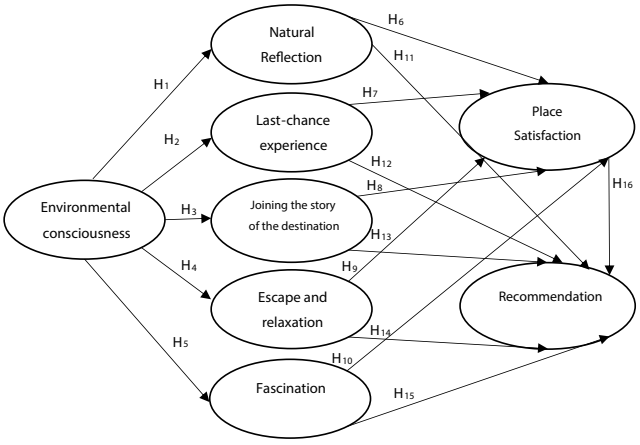

Fig. 1. Conceptual model.

5.1. Theoretical implications

This study offers certain theoretical contributions. Firstly, the scope of the elements of motivation within that of LCT was expanded by going beyond the existing studies within the literature (Groulx et al., 2016; Piggott-McKellar & McNamara, 2017). The case for different motivations impacting a nature-based LCT attraction was reinforced.

Secondly, considering that LCT motivations have been somehow overlooked in the literature, it was propounded that environmental consciousness may affect the motivations pertaining to a natural attraction – an issue which is tested here. Even though the fact that environmental consciousness affecting last-chance experience is an expected consequence (Arnegger et al., 2010; Luo & Deng, 2008), in a way it also supports the LCT paradox (Dawson et al., 2010, 2011). That is because visiting an attraction within the scope of LCT also brings with it the deterioration of the natural figures within the same attraction (Dawson et al., 2010). Environmental consciousness triggers a curiosity for a vanishing place, but also has the potential to quicken the deterioration thereof. Detecting and reiterating this LCT paradox in the explained manner is another important theoretical contribution made by the present paper.

Thirdly, that last-chance experience had an impact on natural reflection and fascination, along with place satisfaction as an element of motivation within the scope of a local LCT attraction points to the fact that LCT is an effective phenomenon for a local-level attraction. The finding is also in line with the studies revealing the relationship between motivation and satisfaction (Albayrak & Caber, 2018; Devesa et al., 2010; Lee, 2009; Lemmetyinen et al., 2016). However, last-chance experience only had a small impact on place satisfaction, perhaps indicative of the disappearance-factor effect also being small: that is, the perceived time for the disappearance of attraction is relatively long term (Fisher & Stewart, 2017). The time effect, as much as defining the urgency of LCT, may also weaken the effect of a last-chance experience on satisfaction. In order to expand the theoretical contributions at this point, further studies need to be conducted at places with different properties where there is clear and evident sign of disappearance.

Lastly, looking at the variables impacting recommendation, it can be seen that last-chance experience has no effect. The reason for such lack of effect can again be related with time. However, as expected, along with fascination, joining the story of the destination which is a motivation related to the conveyance of the experience has an effect on the recommendation tendency. This finding does not draw a parallel to the issue of environmental consciousness, as people tend to share their visiting experience with others, knowing that it may still trigger visits from other people. Future studies can focus more on the impact of social media content on attractions within the scope of LCT. Regarding this, the perception of the content depending on whether it is produced by real persons or official accounts (Dedeoğlu et al., 2020) can also be included in the models to contribute to the theoretical framework.

5.2. Practical implications

Considering the results of the study, it is possible to put forward some practical implications. First of all, local administrations managing local attractions – in this case, Lake Salda – should plan the publicity activities aimed at such attractions by taking into account the relationships between last-chance experience, place satisfaction, joining the story of the destination, and recommendation factors. That is because an attraction related to an expectation of vanishing can satisfy people, further inspiring strong tendencies to share one's experiences with others. As explained in the LCT paradox, though, this may mean greater visitor numbers to the region. At this point, local administrations need to control entry to such attractions and correctly manage the perception of irrecoverable disappearance.

Secondly, in parallel to the first implication, official posts made on the social media for such local attractions need to be managed correctly

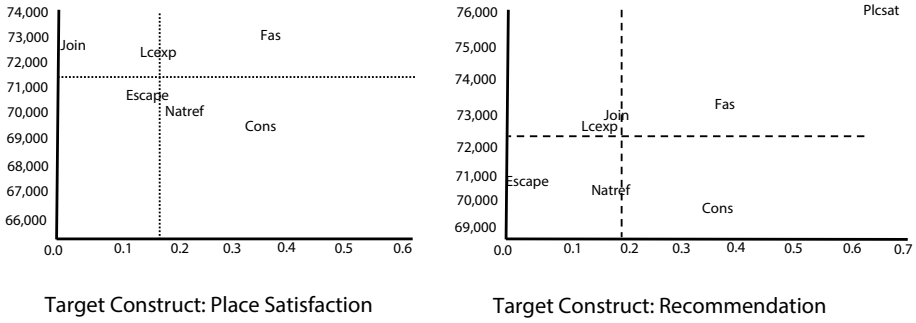

Fig. 2. Importance-performance maps.

and in line with an accurate and steady flow of information provided by area experts. Using exaggerated posts for the sake of boosting short-term visitor numbers should be avoided; otherwise, the perception of limited remaining time may cause an uninvited flow of visitors to the place and bring about dire consequences (Fisher & Stewart, 2017).

Thirdly, actions to prevent the disappearance of such attractions can be further encouraged among visitors, for instance by instructing them to make good use of the exiting attraction and to dispose of waste responsibly. Publicly sharing bad examples on social media can trigger positive and constructive environmental consciousness.

5.3. Limitations and recommendations for future research

The current study is not without its limitations as it investigates LCT motivations within the context of a single attraction reflecting local characteristics, thus reflecting the novelty; however, the predictive capability of the research model should be inquired on the basis of globally well-known last chance destinations. Lake Salda is an important attraction for domestic tourists; yet, future studies can be conducted in a way to cover international tourists as well as they might have different perspectives towards LCT attractions in their own country and those elsewhere, such as Lake Salda.

Another important finding rising to prominence is that natural reflection, last-chance experience and escape and relaxation had no impact on recommendation intention. As a result, future research can focus on different elements of behavioral intentions. As a motivational element, escape and relaxation had no significant impact on either place satisfaction or recommendations. It is suggested, therefore, that this aspect be re-examined and discussed in future research models focusing on LCT.

In the literature, it is observed that negative emotions generally create negative effects on behavioral intentions (Prayag et al., 2013). However, the relationship between tourists' negative emotions and behavioral intentions in the context of LCT experience, which embodies the sadness arousing from disappearance, could be different than the one in different tourism types. Tourists may go to see a disappearing place, even if they are upset about its situation and gradually deteriorating natural structure. This situation is also worth examining in future studies. Due to the paradox it includes (Dawson et al., 2010), LCT can be discussed in the light of complexity theory, and the relationship patterns in the model can be examined on the basis of asymmetric relationships (Gannon et al., 2019; Woodside, 2014).

Author contribution

The role of each author in preparing the article is as follows:

Kemal Gürkan Küçükergin, introduction, conceptualization, data formal analysis, developing conclusion and implications, developing the highlights, revision process. Mert Gürlek, introduction, data collection, conceptualization, review, revision process.

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