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Doctoral Dissertation

The Effect of Self-Place Congruity and Individualism on Visit Intention

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"The meeting of two personalities is like the contact of two chemical substances: if there is any reaction, both are transformed."

Carl Jung

"You now have to decide what 'image' you want for your brand. Image means personality. Products, like people, have personalities, and they can make or break them in the marketplace."

David Ogilvy

"What's the matter with this country is the matter with the lot of us individually - our sense of personality is a sense of outrage."

Elizabeth Bowen

"In the progress of personality, first comes a declaration of independence, then a recognition of interdependence."

Henry Van Dyke

"The landscape is like being there with a powerful personality and I'm searching for just the right angles to make that portrait come across as meaningfully as possible."

Galen Rowell

"So, if a city has a personality, maybe it also has a soul. Maybe it dreams."

Neil Gaiman

Introduction

Over the decades, tourism has grown massively to become one of the fastest-growing economic sectors in the world. And we have lived in an era of overall consumer saturation, tourists are no longer looking only for destinations with golden sand beaches, blue seas, historical places, beautiful scenery, and friendly people, as they can find them in most touristic places. In this situation, working to differentiate one tourist destination from the other provides a great challenge for travel marketers and Destination Management Organisations (DMOs). The expansion of the tourism industry leads to increased diversification and competition among destinations. It is vital for destinations and their stakeholders to ensure the competitive advantage by attracting more and more tourists[1]. While destination marketers and managers set the influencing intention of the visit as a primary strategic goal, making the decision to travel to a destination is a complex process from an academic point of view. Hence, the visit intention is seen as an emerging segmentation variable of tourism that is gaining recognition from the perspectives not only of academic but also the destination managers and marketers.

Destination branding is an important marketing tool used to differentiate destinations in highly competitive holiday markets[2] [3]. Previous research has suggested that personifying destinations with human-like characteristics can lead to more favourable outcomes than branding based on functional attributes, such as beaches or scenery[4]. Generally, personality is understood as the unique characteristic patterns of thoughts, feelings, and behaviours that distinguish a person from others. It is obvious that those who have different personality traits would visit a different destination. Both personality of a tourist and a place play a vital role in shaping tourism behaviours[5] [6]. The

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choice of destination is affected by the personality of the tourists[7] [8]. Promotion and marketing strategies for a destination can be developed based on information collected about the personalities, motivations, wishes, and perceptions of the tourists[9].

Research problem

Imagine that you want to go on vacation and you have an extensive budget that allows you to travel wherever you want and do whatever you want. There are so many destinations that promise to offer you a dream journey, so how you make a proper decision. To begin with, you are going to look for information about the places as much as possible; then you have its perceived image. Thanks to this process, a unique destination personality could be built by creating a set of associations in the tourist's mind and influencing the tourist preference[10]. In fact, the concept of destination personality has been investigated in marketing and tourism field and has been identified as 'the set of human characteristics associated with a tourism destination'[11]. Ekinci and Hosany (2006) [12] suggest that destination personality can be used as a viable metaphor to build destination brands, understand the perception of destinations, and create a unique identity for the tourist places.

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Through advertising, marketers intentionally imbue their brands with human characteristics[13], including personality traits[14] and personal values[15]. Personal values and personality traits are related, yet distinct, constructs[16]. The traits and values describe relatively stable aspects of the more comprehensive construct of personality that differ between people and are based on a combination of genetic and environmental influences[17] [18]. However, personal values and personality traits differ in focus, as personality traits focus on descriptive characteristics (that is, patterns of behaviour in a range of situations),[19] while values focus on motivational goals (i.e., what is desirable or important to people or entities independent of the situation)[20]. Personality traits and personal values are also believed to differ in their development, with personality traits believed to be more biologically based[21] and personal values believed to be more strongly shaped by a person's interaction with their environment, including how they experience their education, work, and culture[22]. As personal values are more strongly shaped by the way people experience their environment and the social systems within it, they may be a more natural way to think about destinations than personality traits. Destination marketers are

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also embracing this trend. For example, Hosany, Ekinci, and Uysal (2006)[23] found three personality dimensions for recent international holiday destinations of tourists (sincerity, excitement, and conviviality), while Murphy, Moscardo, and Benckendorff (2007)[24] found four dimensions for the Whitsunday Islands (upper class, honest, exciting, and tough) and three different dimensions for Cairns (sincere, sophisticated, and outdoorsy). In addition, Usakli and Baloglu (2011a)[25] found five dimensions for Las Vegas (vibrancy, sophistication, competence, contemporary, and sincerity). Pike (2012)[26] elicits the values that were important to them when going on a short break, with eight values emerging (happiness, a sense of accomplishment, security, social recognition, healthy life, broaden my mind, reward myself, get closer to family/partner).

Based on the metaphor of the brand as a person, brands can embody human value, so self-brand congruity is the match between the values embodied by the brand and the values prioritized by the consumer. In tourism research, self-place congruity describes the process by which tourists identify themselves with the type of person the destination desires to attract[27][28][29]. It is also observed that when tourists visit a destination that reflects their self-concept, it helps define, maintain, and reinforce their identity[30][31]. Therefore, the more tourists perceive themselves as similar to the destination, the more auspicious

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their destination evaluations should be[32] [33]. There is much evidence to support that consistency between the self-concept of a tourist and the image/personality of a destination produces a favourable attitude toward the destination and consequently affects the intention[34] [35] [36]. Since self-congruity is effective in explaining the pre-visit and or post-visit behaviours regarding destinations[37], it can be understood as an important theory for travel and tourism marketing.

Previous research has found that tourists can attribute personality traits to vacation destinations[38], that perceptions of personality traits differ between destinations[39], and that greater perceived self-congruity with the personality of the destination leads to more positive travel outcomes[40]. Among different characteristics (e.g. values, personality traits), the use of personality traits to personify destinations has been widely examined in

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tourism research[41] [42] [43]. Applying the basic principle of self-congruity theory to tourism destinations, Sirgy and Su (2000)[44] found that 'the greater the personality of the match between the destination and the visitor's self-concept, the more likely the visitor will have a favourable attitude towards that destination'. This was the starting point for the study of the personality of the destination brand by Usakli and Baloglu (2011a)[45] who claimed that if we were able to understand the relationship between the destination personality and the visitor's self-concept, we could obtain more precise insights into the behaviour of tourists. Furthermore, the literature also pointed out that personality congruity is defined as a driver of visit intention[46]. In fact, the congruence of the values is associated with intentions to visit a destination[47]. However, Yusof and his colleagues[48] (2015) stated that there is no significant relationship between congruity and behavioural intention. Therefore, in this study, my aim is to shed light on the relationship between the self-place congruity and the intention to visit.

Moreover, tourists often experience a vacation with others, so individuals who are more autonomous and independent will react differently in making the decision to visit a tourist destination. Previous research claims that one of the crucial predictors of tourist behaviour intentions is individualism[49]. However, limited scholarly attention has been

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paid to the interaction effects of individualism and self-place congruity on travelling intentions. The only existing study of Matzler and his colleagues (2016) shows that individualism negatively moderates the relationship of self-place congruity and visit intention[50]; it means that for those who are from individualistic countries, the effect of congruity on visit intention is not as strong as for people from rather collectivistic countries. The objective of my research was to examine these effects in-depth via experiments (i.e. by means of the most reliable research method that allows to control the research environment and inspect the nature of the relationships between variables.

Research objectives and questions

The purpose of this dissertation is to investigate the effect of the self-place congruity, individualism on the intention to visit a place. The main goal of the study is exploring the cause-effect relationship between the self-place congruity, individualism, and the intention of the tourist to visit a destination. There are several following specific objectives which are supported to achieve the main objective:

Theory-related Objectives:

(1) Systematising the concept of tourist personality and its impact on travel behavior.
(2) Identifying the evolution of the concept of 'destination personality'.
(3) Identifying the evolution of the concept of 'congruity'.
(4) Examining the effect of 'individualism' in tourism research.
(5) Identifying the antecedents of the visit intention.
(6) Building and testing a theoretical model related to the interactions between the self-place congruity and individualism on visit intention.

Method-related Objectives:

(7) Examining whether the interaction effect between self-place congruity and individualism on visit intention depend on the way a researcher manipulates (versus measures) the moderators in the experiment.

Managerial Objectives:

(8) Testing for the effect of self-place congruity on the visit intention.
(9) Testing the moderating role of individualism on the relationship between self-place congruity and visit intention.

To achieve the above mentioned practical objectives, the following research questions were formulated:

RQ1: What is the main effect of self-place congruity on visit intention?

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[50] Matzler, K., Strobl, A., Stokburger-Sauer, N., Bobovnicky, A., & Bauer, F. (2016). Brand personality and culture: The role of cultural differences on the impact of brand personality perceptions on tourists' visit intentions [Article]. *Tourism Management*, *52*, 507-520. https://doi.org/10.1016/j.tourman.2015.07.017

RQ2: What is the main effect of individualism on visit intention?

RQ3: Is there an interaction effect between self-place congruity and individualism on visit intention?

RQ4: Does the interaction effect between self-place congruity and individualism on visit intention depend on methodological approach (whether moderators are measured or manipulated)?

To explore these research questions, I conducted an extensive literature review (Systematic and Bibliometric Analysis) and two experiments (Study 1 and Study 2). In Study 1, I measured self-place congruity and manipulated individualism, while in Study 2, I manipulated self-place congruity and measured individualism. In both experiments, I replicated the positive effect of self-place congruity on visit intention (RQ1). However, I obtained different results with regarding manipulated (versus measured) moderators (RQ2, RQ3, and RQ4). I presented the details of two experiments in chapter 5.

Contributions

I have conducted several systematic and bibliometric reviews on the relevant concepts, namely destination branding, destination personality, self-place congruity, individualism, and intention to visit. The interest of academics in these terms is a significant growth since the 2000s. There has been a rapid increase in scientific production on these topics. The study of these aspects in depth can open up interesting research and debates. The results of these review of the literature have indicated a comprehensive framework to allow a better understanding of current research on the topic under scrutiny.

I conducted two online experimental studies to provide a more complete understanding of the impact of self-place congruity, individualism on the intention of visiting a destination. This research also analysed the three-way interaction of self-place congruity, individualism, and visit intention. Particularly, (both measured and manipulated) self-place congruity always has a positive effect on visit intention. Next, depending on whether individualism was manipulated or measured, the moderation of individualism on the relationship between self-place congruity and visit intention is different. In fact, when self-place congruity is low, (manipulated) individualism lowers visit intention; when self-place congruity is high, (manipulated) individualism has no effect on visit intention. However, when self-place congruity is high, (measured) individualism lowers visit intention; when self-place congruity is low, (measured) individualism has no effect on visit intention.

The findings of this dissertation contribute not only to theoretical implementations but also to practical implementations. First, the key theoretical contribution of this study is the significant positive influence of self-place congruity (both measured and manipulated) on the intention to visit. In particular, the more the personality of a tourist

matches the personality of a destination, the more the tourist intends to visit the destination. Second, the moderated conceptual model developed and tested in this study enriches the theory of destination personality and the theory of self-congruity by adding an antecedent: (measured and manipulated) individualism. My findings provided evidence that manipulated individualism lowers visit intention when self-place congruity is low, measured individualism lowers visit intention when self-place congruity is high, and when self-place congruity is high, manipulated individualism has no effect on visit intention, while measured individualism has no effect on visit intention when self-place congruity is low. This study found the different results when individualism was manipulated and measured. It highlights the importance of studying more on the effect of individualism in destination marketing and management. Furthermore, this research found that the congruity of the personality of a tourist and the personality of a destination explained the tourist behavior. This provides crucial implications for destination managers and marketers in planning strategic marketing programmes. In fact, it is necessary to emphasise the specific personality traits of the destination in the promotion campaigns, especially in the trend of internationalization. This would attract certain market segments, including tourists whose individual personality is fixed with the personality of the destination. More importantly, destinations should create and maintain their unique personality that appeals to their target markets. Destination managers and marketers are able to conduct studies to identify their own unique personality traits and then continue to use them in their promotional materials and advertising messages. Lastly, my study provided evidence that manipulated and measured individualism effect differently on visit intention. Therefore, the findings have been designed to help destination brand managers and marketers better understand how the personality of the destination and the tourist influence their intention and therefore establish competitive marketing strategies.

Structure

This dissertation consists of five chapters. The first chapter has presented theoretical reviews on place branding, specified in tourism. The diversity of the definition of place branding has been systematised, as well as the dynamic development of this concept. Place branding has been analysed from different perspectives. Furthermore, the adaptation of place branding in the tourism field, called destination branding, is presented in the second part of the first chapter. Reviews in the literature of destination branding have provided a variety of definitions of destination branding and the emerging research trend on this topic.

The next chapter has systematized the understanding of the concept 'personality'. It started with the origin of the word 'personality', followed by the definitions of personality in different disciplines. Next, I have presented several theories of personality, including trait theories, social cognitive theories, psychodynamic theories, and humanist theories. Furthermore, the adoption of personality in branding in general, and destination

branding in particular, has been systematized. Lastly, I have determined the effects of personality in the tourism industry. The conclusion of the first chapter ended this part.

Chapter 3 has focused on explaining the variables that have been considered in this dissertation, including self-place congruity, individualism, and visit intention. It began with the theory of self-congruity, and then provided a systematic review of the self-place congruity. Moreover, individualism and its effects in the tourism field have been shown in the next part of this chapter. In addition, essential information to research the visit intention has been presented. I have also systematized the antecedents of visit intention. The relationship between self-place congruity, individualism, and tourists' intention to visit a destination has been shown. It closed this chapter by concluding all the above-analysed points.

The fourth chapter has described the research methodology. At the beginning, I have presented the methodologies used in this dissertation, particularly systematic and bibliometric reviews. Then, the explanation for the reasons to conduct experimental research has been clearly given.

The last chapter provided details of two experimental studies; the discussion of the cause-effect relationship between self-place congruity, individualism, and visit intention has been made. Not only the objectives of the study, but also the sample size, measurement instruments, data collection, data analysis, and research findings were presented in detail.

The conclusion indicated general discussions, both theoretical and practical implications, limitations, and suggestions for future research.

A bibliography that includes all the references used in the dissertation, as well as lists of tables and figures, is presented at the end.

The details of the questionnaire used for the experiment are provided in the annexe of the dissertation.

In summary, the introduction of this dissertation has shown the reason why it is necessary to investigate the cause-effect relationship between self-place congruity, individualism, and the tourist's intention to visit a tourist destination. The research gaps and expected contributions of this dissertation to solve research problems have been presented. The purpose, objectives and research questions have been clarified. And the structure of this dissertation has also been provided.

Chapter 1: Place Branding in Tourism

In this first chapter of the dissertation, I have presented the reviews on the literature of place branding and destination branding. In fact, the definitions of each concept and the evolution of not only place branding but also destination branding have been shown.

1.1. Place Branding

1.1.1. Definitions of Place Branding

In the digital era, it is easy for anyone to browse to the information of all over the world with a simple click on the Internet. Imagine that you are looking for a quiet place that close to the beautiful nature and friendly people, there are several options that you may find out. The information of those places is diversity that may take you some more time to check out. The sources are not only advertisements, brochures published by travel agencies, tour operators, Destination Management Organizations, etc. but also the reviews of tourists or influencers, online posts of local residents, and so on. Each piece of information including textual, visual, sound, smell, together create your own perceived image of the places. It can be said that the place communicates with you via different channels to attract you visit them. As the place managemental researcher, it is vital to distinguish between several key concepts such as place promotion, place marketing, and place branding (see Figure 1.1. and Figure 1.2).

	PLACE PROMOTION	**PLACE MARKETING**	**PLACE BRANDING**
DRIVER: APPROACH:	SUPPLY-DRIVEN SENDER TO RECEIVER	DEMAND-DRIVEN OUTSIDE-IN (NEEDS)	IDENTITY-DRIVEN INSIDE-OUT (RELEVANCE)
TASK: MANDATE: BUDGET:	TO COMMUNICATE OFFERINGS COORDINATED PROMOTION TARGET AUDIENCES	TO MANAGE SUPPLY & DEMAND PRODUCT-MARKET COMBINATIONS TARGET MARKET SEGMENTS	TO MANAGE REPUTATION IMAGE ORCHESTRATION PERCEPTION & ASSOCIATION
RESULTS:	ATTENTION	CHOICE	REPUTATION
PRIMARY* DOMAIN:	COGNITIVE* (KNOWLEDGE)	CONATIVE* (BEHAVIOUR)	AFFECTIVE* (ATTITUDE)

*) It should be noted that all three concepts relate to all three domains (cognitive, conative, and affective), albeit to different extents. The distinction here is meant to help differentiate between them, and therefore emphasise their primary domain, which is the domain to which the main results belong to.

Figure 1.1. Distinguishing between Place Promotion, Place Marketing, and Place Branding.
Sources: Boisen et al. (2018)

According to the study of Boisen and his colleagues (2018), the realm of stories and meanings that place branding seeks to differentiate, through relevance not the realm of propositions and transactions (place marketing), nor in the realm of offerings and

messages (place promotion)[51]. While place promotion increases the attention for what the place offers at this moment or in the short term, place marketing focuses on managing supply and demand, which requires a longer-term strategy and approach, with a higher degree of market segmentation and product/ service-development. Place branding requires a high degree of selectivity and long-term consistency of both the place development and the place promotion.
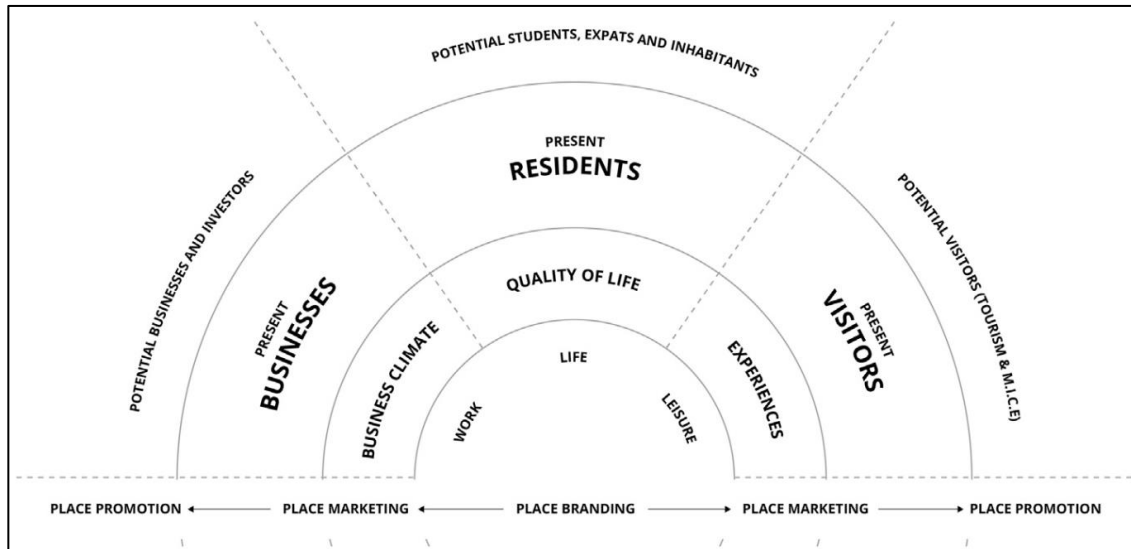
Figure 1.2. Organizational Aspects of Place Promotion, Place Marketing and Place Branding.
Sources: Boisen et al. (2018)

It is interesting to see how places have now become prominent brands in the same way that we have been used to fast moving consumer goods being recognised as brands. Kaefer (2021)[52] stated that place brand "refers to the defined DNA of a place, that is, its unique, distinctive character, marked by what we perceive as its personality and identity" (pp. 7). A place brand was defined by Zenker and Braun (2010) as "a network of associations in the consumers' mind based on the visual, verbal, and behavioural expression of a place, which is embodied through the aims, communication, values, and the general culture of the place's stakeholders and overall place design"[53] (pp. 5). In the

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[51] Boisen, M., Terlouw, K., Groote, P., & Couwenberg, O. (2018). Reframing place promotion, place marketing and place branding - moving beyond conceptual confusion. *Cities*, *80*, 4-11. https://doi.org/10.1016/j.cities.2017.08.021

[52] Kaefer, F. (2021). *An Insider's Guide to Place Branding - Shaping the Identity and Reputation of Cities, Regions and Countries* (1 ed.). Springer Cham. https://doi.org/10.1007/978-3-030-67144-0

[53] Zenker, S., & Braun, E. (2010). *Branding a city − A conceptual approach for place branding and place brand management* The 39th European Marketing Academy Conference, Copenhagen, Denmark,

update definition of place brand, Zenker and Braun (2017)[54] proposed it as "a network of associations in the consumers' mind based on the visual, verbal, and behavioural expression of a place and its' stakeholders. These associations differ in their influence within the network and in importance for the place consumers' attitude and behaviour" (pp. 275). A place brand is a construct that is built or made, and is the outcome of the branding process, while place branding (place brand management) is the process involves a number of activities and sub-processes, which interact with and influence each other, aims to continuously develop and evolute the place brand.

The field of branding has widened considerably, and place branding is now one of the growth areas in the academic field of branding research. The Journal of Place Branding and Public Diplomacy defines place branding as "applying brand strategy and other marketing techniques and disciplines to the economic, social, political and cultural development of cities, regions and countries"[55] (pp. 104). However, branding a place is a challenge since the place are complex products, meet a great variety of customers' diverse needs and wants, involve a various public and private stakeholder in process.

Hanna and Rowley (2012)[56] interviewed 15 participants (a chief executive, marketing and communications directors and managers, regeneration managers and executives, marketing officers and funding managers) from 15 different Destination Management Organizations (the public sector) operating in three different geographical units (towns, cities and regions) in the United Kingdom. They proposed that "place brand management refers to the processes associated with surfacing, understanding, shaping, communicating and evolving the identity of a place. Both individuals and organizations are custodians of the place identity, and therefore the processes associated with stakeholder engagement and the management of the place and brand experience are central to place brand management. Place brand practitioners need to lead the branding process through negotiating and facilitating a sustained consensus as to the positioning and promotion of the place proposition and its translation into an experience, irrespective of administrative boundaries, and capitalising on and aligning as far as possible place resources and image capital, which are often owned by public or private sector stakeholders".

Cleave and his colleagues (2016) defined place branding is a set of place-based elements including logos, slogans, promotional and marketing activities, expressions of place through the built and natural environments, actions and attitudes of local

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[54] Zenker, S., & Braun, E. (2017). Questioning a "one size fits all" city brand: Developing a branded house strategy for place brand management. *Journal of Place Management and Development*, *10*(3), 270-287. https://doi.org/10.1108/JPMD-04-2016-0018

[55] Hanna, S., & Rowley, J. (2012). Practitioners views on the essence of place brand management. *Place Branding and Public Diplomacy*, *8*(2), 102–109. https://doi.org/10.1057/pb.2012.5

[56] Ibid.

government and key stakeholders, and quality of local infrastructure[57]. Furthermore, Anholt (2010) defined place branding "as the process of building a brand for a place that is based on the place's identity and on the formation of a positive image in the minds of stakeholders"[58].

Not only academics but also practical stakeholders have been interested in place brand, several reasons[59] explain for their attentions can be listed. Firstly, this topic is popular because place brand is a useful tool in differing the place from their competitors. Next, in order to brand the place, a vision of the place is needed. It means that once the place use place brand, they make clear their plans and actions to obtain their ideal future. Furthermore, a general framework is provided by the place brand which is essential for stakeholder cooperation. In addition, several specific and time-bound contexts are also found in place branding. Moreover, place identity construction or reconstruction is in a tight relationship with all stakeholders of the place. Lastly, place managers are able to form the expectations and experience through place brand in order to improve their satisfaction with the place.

1.1.2. *Evolution of Place Branding*

While there was a remarkable rise in the number of publications in the place branding between 2004 and 2020, the volume of publications of this topic last three years has dropped (see Figure 1.3.). According to the search results on Web of Science database, it can be seen that the first article on the topic of place branding was published in 2004, the next year there were 13 publications found in this topic and keep increasing to reach the peak at 136 in 2020. Since 2021, the number of publications on place brand have significantly gone down. Last year, there was 73 publications of this topic found on the Web of Science database.

[57] Cleave, E., Arku, G., Sadler, R., & Gilliland, J. (2016). The role of place branding in local and regional economic development: bridging the gap between policy and practicality. *Regional Studies, Regional Science*, *3*(1), 207-228. https://doi.org/10.1080/21681376.2016.1163506

[58] Kladou, S., Kavaratzis, M., Rigopoulou, I., & Salonika, E. (2017). The role of brand elements in destination branding. *Journal of Destination Marketing & Management*, *6*, 426-435. https://doi.org/10.1016/j.jdmm.2016.06.011

[59] Kavaratzis, M., & Florek, M. (2021). Place brands: why, who, what, when, where, and how? In N. Papadopoulos & M. Cleveland (Eds.), *Marketing Countries, Places, and Place-associated Brands* (pp. 26-39). https://doi.org/10.4337/9781839107375.00011

Figure 1.3. The number of publications on 'Place brand*' topic per year (2004 – 2023). *Source: Own elaboration from Web of Science database in 2024*

According to the search from the Web of Science Core Collection for the topic of 'place brand*', there are 1,190 publications included articles, proceeding papers, book chapters, editorial material, early access, review articles, book reviews, books, meeting abstract, correction, etc. were introduced by scholars from all over the world in different languages until 2023. I adopted the systematic review in searching the relevant materials (see details in Chapter 4, point 4.1.1.). When analysing 995 results that are articles, book chapters, early access, review articles, books in English published between 2004 and 2023, from Figure 1.3. can be seen the increasing trend in the number of publications on the topic until 2020, and the downtrend after that.
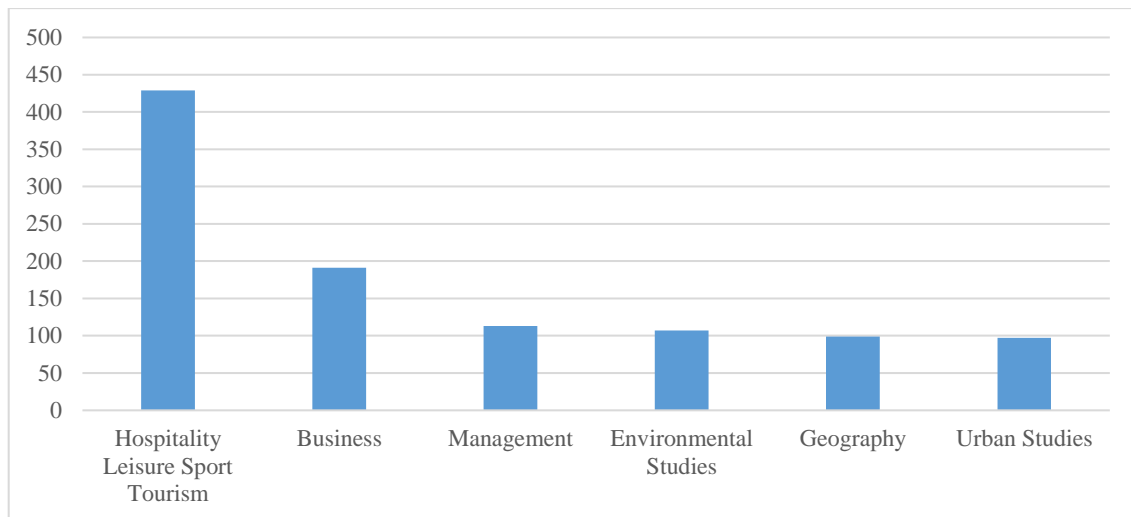
Figure 1.4. Number of Publications on the topic of 'Place Brand*' (2004-2023) with top 6 Web of Science categories.

Source: Own elaboration

The publications on the topic of 'place brand*' have been classified into different categories. Figure 1.4. shows that leisure sports and tourism is the most relevant field with 429. Other categories can be listed such as business (191 publications), management (113 publications), environmental studies (107 publications), geography (99 publications), urban studies (97 publications), and so on.

1.1.3. Different Approaches to Place Branding

Kavaratzis and Florek (2021)[60] pointed out that the managerial approach is the most dominant in place branding research. It has paid more attention to the "process through which political decision makers and consultants they hired can develop the place brand to increase the competitiveness of a given place" (pp. 27). Three research streams were destination branding, practical approach, and cultural approach. While most publications have investigated how places attract more visitors, others examine how to put place branding into practice and evaluate its impact. In addition, there are several scholars who explain the process of creating place brands from a cultural perspective, identifying roots in the place's culture and identity.

Another approach that can be mentioned is political and social. This key stream considers place branding to be a tool that various elites use to pursue their own interests

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[60] Kavaratzis, M., & Florek, M. Ibid.Chapter 2: Place brands: why, who, what, when, where, and how? In N. Papadopoulos & M. Cleveland (Eds.). Edward Elgar Publishing.

and execute their strategies within neoliberal urban governance[61]. Kavaratzis and Florek (2021) also stated that there are alternative approaches.

Stakeholder-centred approach to place branding that deals directly with the consequences of such thinking for place brands, with the role of stakeholders, or with the dynamic nature of place brands[62]. Territories must not only brand themselves to differentiate themselves from the others but also to attract talent and monetizing tourism and investments[63]. Eugenio-Vela, Ginesta, & Kavaratzis (2019) claimed that the process of place brand development through stakeholder participation is unique in each case, and based on the associations of ideas, values, and attributes. And based on community participation, long-term place branding strategies can be understood.

Kladou et al. (2017) listed four different perspectives on place branding included the country-of-origin approach, destination branding approach, public diplomacy approach and identity-based approach. In fact, while the country-of-origin approach emphasises the role of place in product branding, the destination branding approach concentrates on the tourism function and the attraction of visitors, the public diplomacy approach investigates the relationships between the places' authorities and external stakeholders to improve the place's reputation, and the identity-based approach pays more attention to interactions between internal and external audiences and how individuals attribute meaning to place brands[64].

1.2. Destination Branding

1.2.1. Definitions of Destination Branding

When travel and tourism are flourishing, the destination brand is becoming increasingly an important part of the location marketing strategy. To attract more and more tourists, new residents, investors, and other stakeholders, tourist destinations around the world have begun to make locations more recognizable. Destination branding is the basis of marketing strategies and the most important marketing tool in the tourist sector.

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[61] Ibid.

[62] Kavaratzis, M., & Kalandides, A. (2015). Rethinking the place brand: the interactive formation of place brands and the role of participatory place branding. *Environment and Planning A: Economy and Space*, *47*(6), 1368-1382. https://doi.org/10.1177/0308518X15594918

[63] Eugenio-Vela, J. d. S., Ginesta, X., & Kavaratzis, M. (2019). The critical role of stakeholder engagement in a place branding strategy: a case study of the Empordà brand. *European Planning Studies*, 1-20. https://doi.org/10.1080/09654313.2019.1701294

[64] Kladou, S., Kavaratzis, M., Rigopoulou, I., & Salonika, E. (2017). The role of brand elements in destination branding. *Journal of Destination Marketing & Management*, *6*, 426-435. https://doi.org/10.1016/j.jdmm.2016.06.011

Furthermore, destination branding can be complex and play an increasingly important role in both local and business marketing strategy serving the tourism population of the region. The main motivation for the development of a destination brand is to shape the minds of images of the places in the potential tourists and other stakeholders by highlighting the exclusiveness of these locations, the country's economy is expected to be greatly stimulated.

There are some definitions of destination branding that can be presented. Ritchie and Ritchie (1998) suggested that the first definition of a destination brand simply replaced the terms 'goods' and 'services' with the term 'destination'. In fact, a destination brand "is a name, symbol, logo, word mark, or other graphic that identifies and differentiates the destination"[65] (pp.103). Ritchie and Ritchie (1998) also emphasised that the symbol or logo included in the destination brand makes the promise of a tourism experience that will be memorable and that it will be associated with the particular destination only.

Morrison and Anderson (2002) define destination branding "as a way to communicate a destination's unique identity by differentiating a destination from its competitors"[66]. In fact, destination branding is to "select a consistent mix of brand elements to identify and distinguish a destination through positive image building… a brand element comes in the form of a name, term, logo, sign, design, symbol, slogan, package, or a combination of these, of which the name is the first and foremost reference"[67] (pp. 722). In other words, a destination brand as a "… name, symbol, logo, word or other graphic that both identifies and differentiates the destination … convey[ing] the promise of a memorable travel experience that is uniquely associated with the destination" (pp. 277)[68].

There are several scientific articles found on the Web of Science database that reviewed the literature on destination branding in different time periods, collected data from different database, investigating several vital findings (see Table 1.1.). The latest publication on this topic is the work of Swain and his colleagues in 2023 which pointed out several research themes of different period time between 1990 and 2020, relevant

[65] Ritchie, J. R. B., & Ritchie, R. J. B. (1998). *The Branding of Tourism Destinations: Past Achievements & Future Challenges* Annual Congress of the International Association of Scientific Experts in Tourism, Marrakech, Morocco.

[66] Qu, H., Kim, L. H., & Im, H. H. (2011). A model of destination branding: Integrating the concepts of the branding and destination image. *Tourism Management*, *32*, 465-476. https://doi.org/10.1016/j.tourman.2010.03.014

[67] Cai, L. (2002). Cooperative Branding for Rural Destinations. *Annals of Tourism Research*, *29*(3), 720-742. https://doi.org/10.1016/S0160-7383(01)00080-9

[68] Kerr, G. (2006). From destination brand to location brand. *Journal of Brand Management*, *13*, 276–283. https://doi.org/10.1057/palgrave.bm.2540271

theories, and variables considered. Swain et al. (2023) proposed a conceptual framework in place branding included the antecedents, mediators, and consequences. In 2022, Hanna and her colleagues published a systematic review combining place and destination branding that identifying several core research themes such as general, brand identity, image and personality, politics, heritage, communication/ media, country-of-origin, and design-scape and infrastructure. Ruiz-Real et al. (2020) conducted a bibliometric and a fractional accounting network mapping analysis on the collected data from Web of Science and Scopus to analyze the state-of-the-art research of destination branding. They identified the research trends included strategy, experience, customer-based brand equity, place attachment, destination loyalty, word-of-mouth, and social media. One more review paper can be mentioned is the study of Perkins et al. (2020) which explores the concepts of collaboration including strategies for collaboration and stakeholder collaborations, to understand how they can best contribute to successful destination brands. According to these review papers, the clear overall picture of destination branding research was drawn. And it can be said that the development of the study in the field of destination branding have been boomed, contributed to the success of travel and tourism industry.

Table 1.1. Summary several Literature Review Papers on Destination Branding

Author & Published Year	Title	Journal	Database	Findings	Future research
(Swain et al., 2023)	Place Branding: A Systematic Literature Review and Future Research Agenda	Journal of Travel Research	Google Scholar, ELSEVIER, Taylor& Francis, EBSCO, ProQuest, Emerald, JSTOR, Science Direct, & journals ranked as A* or A in Australian Business Dean Council Journal Quality List + or impact factor >=2.0 ('place branding', 'place brand', 'place marketing', 'place promotion', 'urban marketing', 'city branding', 'destination branding'	- Themes studied in 6 period (see Table 4); - 38 quantitative (25 survey-based), 28 qualitative, 14 mixed methods research; - 29 conceptual papers - 4 segments are interrelated with main concept of 'destination: (1) Market=attributes of destination used in promoting brand, (2) Tourism = development, infrastructure community, economy, economic, business, national & international, (3) image = attributes create unique brand image/ identity, (4) theme park; - 5 classes: (1) 'attributes/ anchors of place branding', (2) 'stakeholders' role in place branding', (3) 'destination brand marketing strategies', (4) 'consumer aspects of place branding', (5) 'research methods & analysis; - Theories used in Place Branding research: Self-congruity Theory (6 articles), Stakeholder Theory (4), Cognitive Dissonance Theory (3), Associative Network Theory (3), Attribution Theory (2), Theory of Reasoned Action (2), etc. - Antecedents of Consumer Responses to Place Branding can be categorized into two sets: brand equity-related factors (Brand Awareness	- Develop the theory to understand consumer emotions: Pleasure Arousal Dominance, Persuasion Theory (information provided by marketers à tourists' attitudes toward destination à visit intention, Self-determination Theory (motivation à perform) - Context - Characteristics: Tourists' Profiling, Rolle of social media influencers, brand avoidance: Why tourists dislike certain destinations & avoid visting them?, Post COVID-19 relevant to brand personality & equity - Methods: longitudinal research design (cause-and-effect relationships)

Author & Published Year	Title	Journal	Database	Findings	Future research
				Perceived Quality, Brand Association/ Image, Brand Loyalty) and brand identity-related factors (Brand Identity, Brand Personality, Individual Destination Brand Congruity). - Mediators: Destination Attitude, Destination Brand Value, Destination Brand Commitment, Destination Attachment; - Consequences or Dependent Variables: Destination Brand Loyalty, Destination Satisfaction, Destination Revisit Intention, Word-of-mouth/ intention to recommend	
(Hanna et al., 2021)	Place and Destination Branding: A Review and Conceptual Mapping of the Domain	European Management Review	Google Scholar, Emerald, IEEE Xplore, EBSCO Business Source Premier, & ACM Digital Library, etc. (English articles, search terms: 'place branding', 'place brand', 'destination branding', 'destination brand', 'city branding', 'nation branding', 'country branding', 'regional branding', & 'location branding'.	- Providing a conceptual mapping of the 'place & destination branding' (see Figure 5); - Key characteristics of the domain are fragmented and interdisciplinary; - A growing empirical tradition was found in place brand Identity, Image, & Personality; - Measure not only the construct of place brand personality but also its tangible & intangible outcomes attributed to the branding process via the relationship with brand equity, brand loyalty, level of repeat visitors, resident satisfaction, investment; - Focus on single place case-studies à non-transferable findings; - A lack of longitudinal studies; - 7 research themes: overviews of practice & concepts; brand Identity, Image, & Personality;	- Explore the declining or growing of number of publications and citations; use article ranking in selection process, explore in specific journals.

Author & Published Year	Title	Journal	Database	Findings	Future research
				Politics: Stakeholders, Public Diplomacy, & Governance; Heritage: Museums, Arts, Culture, Sports, Universities, etc.; Communication/ Media: brand Communication through traditional and digital media; Country-of-Origin: use of place in promoting products; Designscape & Infrastructure: regeneration, economic development, infrastructure.	
(Ruiz-Real et al., 2020)	Destination Branding: Opportunities and New Challenges	Journal of Destination Marketing & Management	Web of Science & Scopus (topic 'Destination Branding' (1998- 2018)	- Significant growth from 2009, peak in 2014, ups & downs due to economic fluctuations. - Number of articles published: the US, the UK, Australia, Spain, China, Italy, etc. Tourism are highly relevant sectors in those countries. (France?) - Most relevant universities: Queensland University of Technology, Purdue University, University of Surrey, Griffith University, University of Queensland, etc. where have specific research centre and tourism faculties (undergraduate & graduate levels) - Relevant journals: Journal of Destination Marketing & Management, Tourism Management, Tourism Analysis, International Journal of Culture Tourism & Hospitality Research, Journal of travel & Tourism Marketing, Bridging Tourism Theory & Practice, International Journal of Tourism Research, Annals of Tourism Research, etc.	- Utilize other quantitative and/or qualitative tools or databases; - Extend to other types of documents (proceedings, books) not focus on on scientific articles; - Focus on specific fields; - Contemplate other concepts related to destination management (destination image or patination personality), or broader concepts of tourism 'place branding'.

Author & Published Year	Title	Journal	Database	Findings	Future research
(Perkins et al., 2020)	Understanding the contribution of stakeholder collaboration towards regional destination branding: A systematic narrative literature review	Journal of Hospitality and Tourism Management	Google Scholar (English articles with search terms: 'branding', 'marketing', 'tourism', 'regional tourism', & 'collaboration' (1st stage); 'network theory' & 'tourism' (3rd stage), 'stakeholder theory' &'tourism' (5th stage); Scopus	- Subject areas: Business, Management & Accounting (250 articles), Social Science (138), Environmental Science (19), Economics, Econometrics & Finance (11), etc. - 7 main topics: destination branding, destination image, image, model, tourism, loyalty, & satisfaction. - Trends: strategy, experience, customer-based brand equity, place attachment, destination loyalty, word-of-mouth, and social media. - Collaboration is important for successful regional destination branding; - Collaboration strategies for regional destination branding contributed to the successes of networks & business clusters; - Revealing many challenges associated with stakeholder collaboration: communication, power imbalance, legitimacy of stakeholders involved.	- Consider how collaboration can be enacted from initiation in a practical setting, what dorm the collaboration takes, how collaboration can be set in motion; - Empirically understand the strategies to overcoming the challenges of collaboration.

Source: Own elaboration

23

1.2.2. Evolution of Destination Branding

This research conducts an investigation into the existing publications and systematises the trends in destination branding. A systematic and bibliometric review approach (see Chapter 4, point 4.1.) was used to collect and analyse the prominent research directions in the literature pertaining to the topic. The world-leading and competing academic database – Web of Science – was chosen for search. The only peer-reviewed academic journal articles in English were searched, excluding book chapters, conference proceedings, and non-refereed publications on the topic 'destination brand / branding'. I did not set the specific timeframe for this research. As the year 2024 is incomplete, so all the articles published in 2024 are excluded in this research.
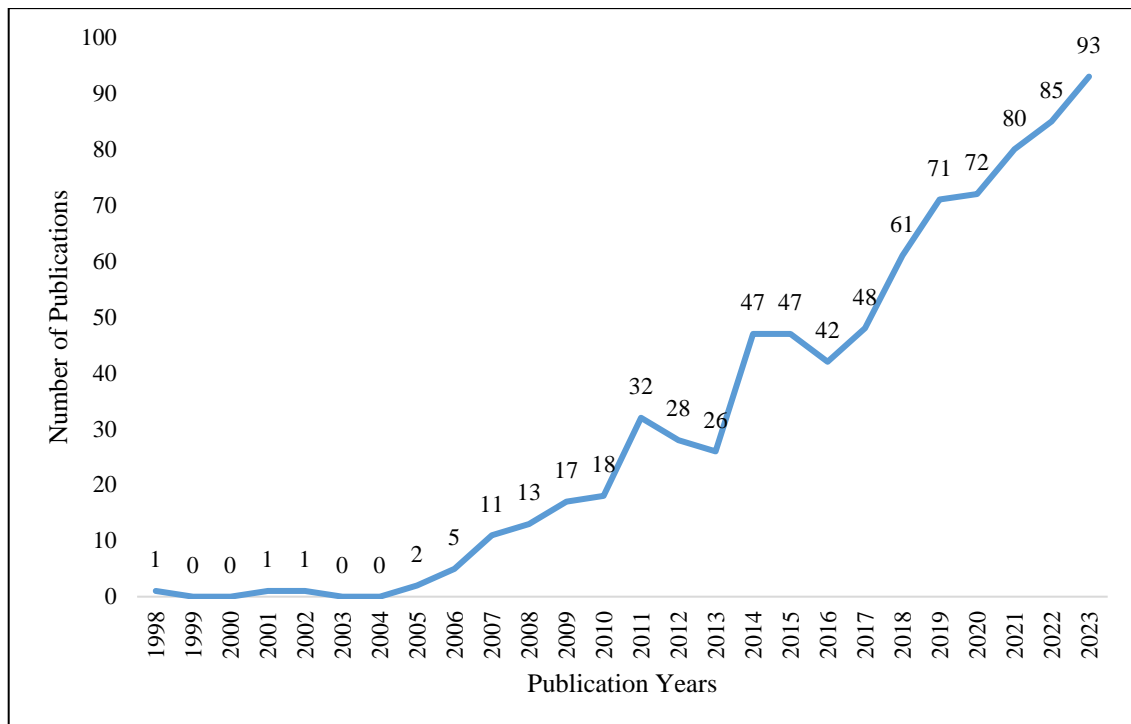
Figure 1.5. Annual Scientific Productions on the topic of 'Destination Brand*'.
Source: Own elaboration

According to the results of the search on the Web of Science, the first article on the topic of 'destination brand*' was published in 1998. Although there is no publication on the 'destination brand*' topic in two year after that, in 2001 and 2002, it was witnessed the introduction of two productions on this field. Figure 5 also provides that no publication on the toipc of 'destination brand*' published in 2003 and 2004. Since 2005, the growth of the volumn of publications on 'destination brand*' has been dramatic. Between 2005 and 2023, 798 articles published on 210 different journals, with 1,632 authors contributed to the development of this area. The number of articles published every year has increased and reached the peak at 93 publications in 2023, although there were slight drops in 2012, 2013, and 2016 (see Figure 1.5.).
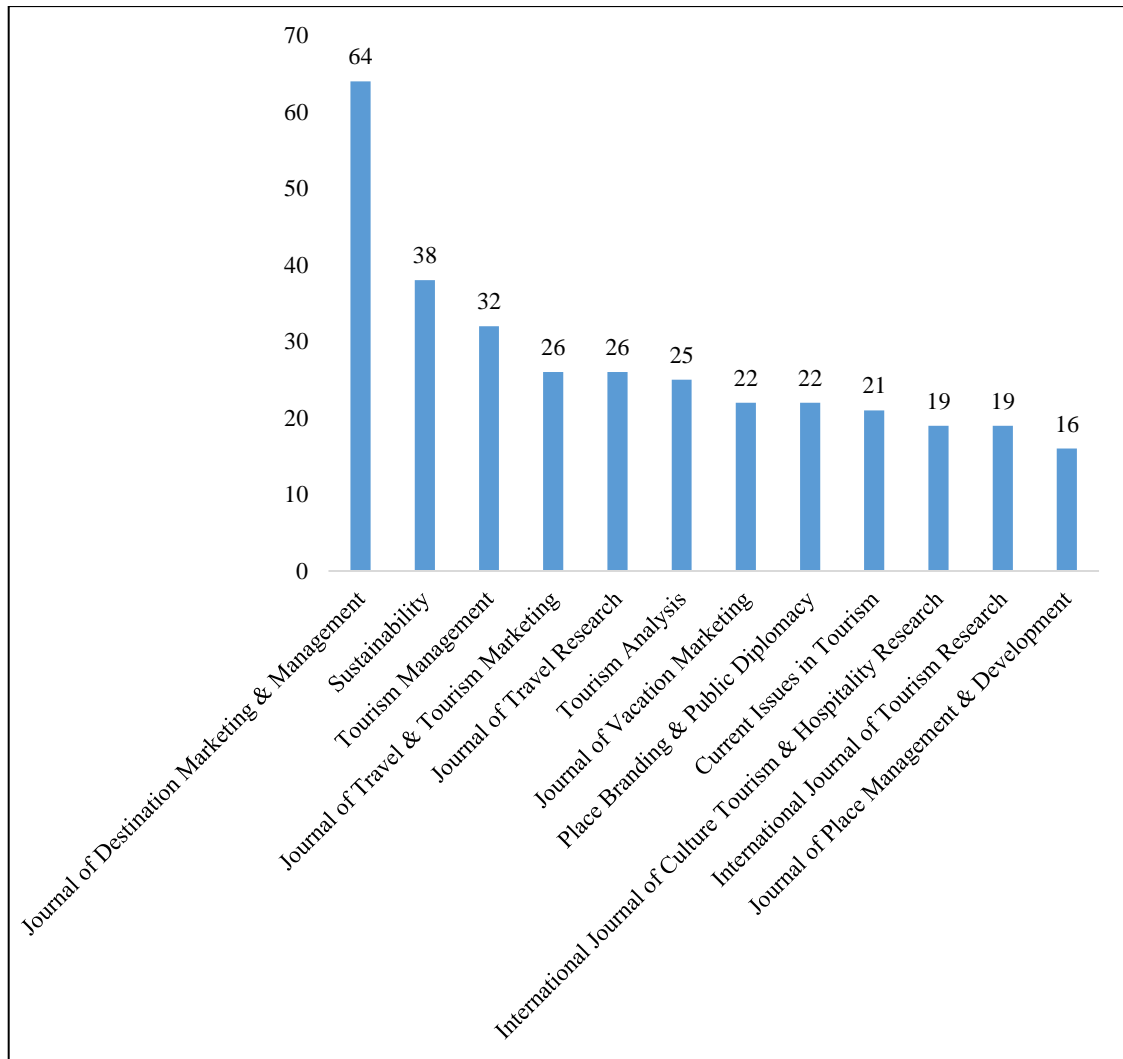
Figure 1.6. The Number of Publication on the topic of 'Destination Brand*' on Top 12 journals.

Source: Own elaboration

Figure 1.6. shows the name of journals published more than 15 articles on the topic of 'Destination Brand*' over 25 years. At the first place of the list, Journal of Destination Marketing and Management published 64 articles, followed by Sustainability and Tourism Management with 38 and 32 publications respectively. There are six journals, including Journal of Travel and Tourism Marketing, Journal of Travel Research, Tourism Analysis, Journal of Vacation Marketing, Place Branding and Public Diplomacy, and Current Issues in Tourism, published 21 to 26 articles on 'Destination Brand*'. International Journal of Culture Tourism and Hospitality Research and International Journal of Tourism Research have published 19 research on this topic between 1998 and 2023. There are 16 publications in the Journal of Place Management and Development investigating the issues related to 'destination brand*'.

Table 1.2. The most impact journals on 'Destination Brand*'

Journal	H_Index	G_Index	M_Index	TC	NP	PY_Start
Tourism Management	27	32	1.125	4313	32	2001
Journal of Destination Marketing & Management	26	40	2	1787	64	2012
Journal of Travel & Tourism Marketing	17	26	1	891	26	2008
Journal of Travel Research	15	26	0.882	1037	26	2008
International Journal of Tourism Research	14	19	0.824	704	19	2008
International Journal of Culture Tourism & Hospitality Research	12	19	0.75	437	19	2009
Place Branding &Public Diplomacy	11	22	0.55	624	22	2005
Current Issues in Tourism	10	19	0.714	389	21	2011
Journal of Vacation Marketing	10	20	0.909	420	22	2014
Sustainability	10	16	1.25	311	38	2017
Tourism Analysis	10	20	0.556	432	25	2007
Journal of Business Research	9	10	0.474	973	10	2006

h-index: an author-level metric which assists to measure both impact of citations and publications productivity.

g-index: based on the distribution of citations received by a researcher's publications.

m-index=h-index/n where n is the numver of years since the first published paper of the scientist

TC – Total Citations

NP: number of publications

PY-start: The year when the journal published the first article

Source: Own elaboration

However, the number of publications is not the only criteria represented for the journals' impact. Table 1.2. illustrates the most impact journals in the 'Destination Brand*' research. Indeed, Tourism Management is the most impact journal with the highest H-index (27), this journal is also interested in 'Destination brand*' since 2001. Even though Journal of Destination Marketing and Management published a larger number of articles on this topic (64), the H-index of the journal is lower (26), so it is

placed at the most second impact journal in the field. From 2012 to 2023, Journal of Destination Marketing and Management published 64 articles, it can be said that this journal is the most active source in 'Destination Brand*'.
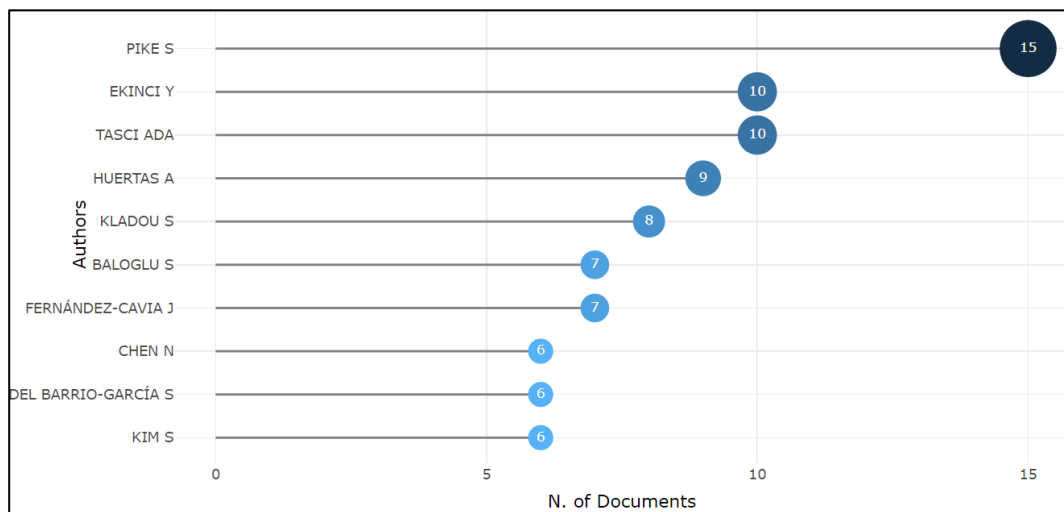
Figure 1.7a. The number of publications per author who has contributed in 'Destination Brand*'

Source: Own elaboration

Figure 1.7a. and Figure 1.7b. present the production of several recognised authors in 'Destination Brand*'. In fact, Pike S. published 15 articles on this topic, and the highest citation is 'Destination Marketing Organisations and Destination Marketing: A Narrative Analysis of the Literature published in 2014 in Tourism Management (377 citations until 15/1/2024). 2014 was the year of Pike S. when he had three publications in the field.
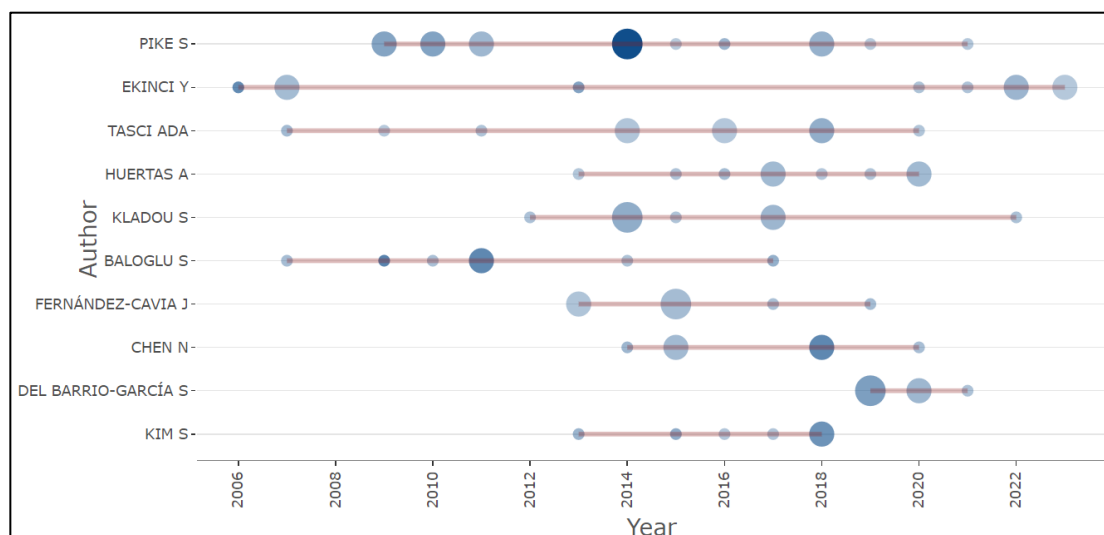
Figure 1.7b. Authors' Production over Time.

Source: Own elaboration

Although Ekinci Y. is the first author working on 'Destination Brand*' with the publication 'Destination Image and Destination Personality: An Application of Branding Theories to Tourism Places (430 citations until 15/1/2024) in the Journal of Business Research in 2006, he has just been more productive recently with 1 to 2 articles on this topic every year, which increased the total number of his publications to 10.

Table 1.3. Total citations of top publications on 'Destination Brand*'

| Paper	DOI	Total Citations
Qu Hl, 2011, Tourism Management	10.1016/J.Tourman.2010.03.014	574
Cai Lpa, 2002, Annals of Tourism Research	10.1016/S0160-7383(01)00080-9	550
Hosany S, 2006, Journal of Business Research	10.1016/J.Jbusres.2006.01.001	430
Boo S, 2009, Tourism Management	10.1016/J.Tourman.2008.06.003	406
Pike S, 2014, Tourism Management	10.1016/J.Tourman.2013.09.009	377
Chen Cf, 2013, Tourism Management	10.1016/J.Tourman.2012.11.015	373
Usakli A, 2011, Tourism Management	10.1016/J.Tourman.2010.06.006	331
Veasna S, 2013, Tourism Management	10.1016/J.Tourman.2012.09.007	244
Pike S, 2009, Tourism Management	10.1016/J.Tourman.2008.12.007	208
Pritchard A, 2001, Tourism Management	10.1016/S0261-5177(00)00047-9	207

Source: Own elaboration

Figure 1.7a. shows that there are several authors who have been working on "Destination Brand*" and contributed to the field such as Tasci Ada (10 publications), Huertas A. (9 publications), Kladou S. (8 publications), Baloglu S. (7 publications), Fernández-Cavia, J. (7 publications), Chen, N. (6 publications), Del Barrio-García S. (6 publications), Kim S. (6 publications), and so on. Figure 7b points out Ekinci Y. has the longest time working on this topic, from his first publications in 2006, to several research published in the last four years.
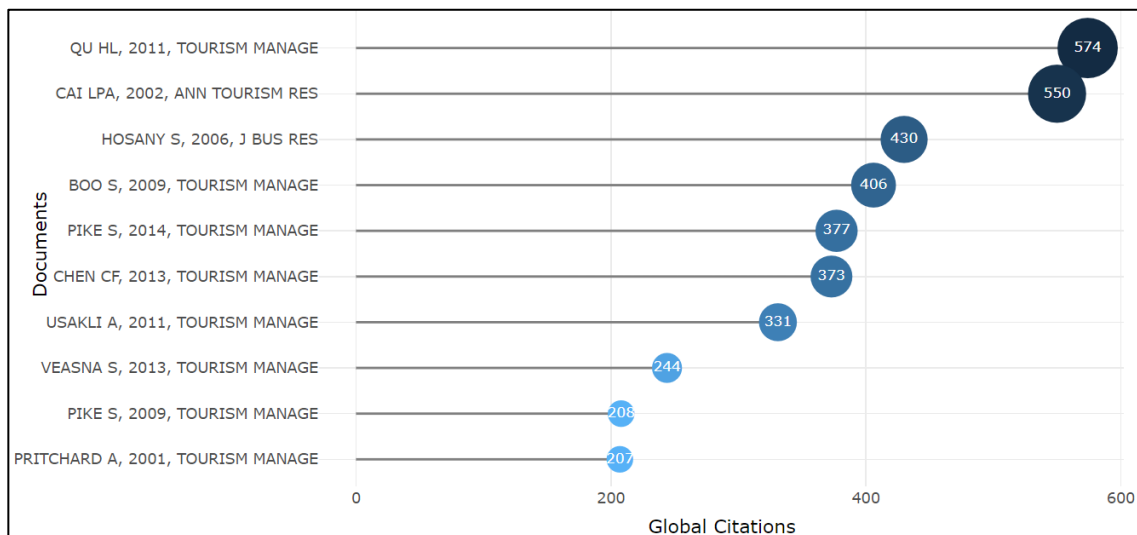
Figure 1.8. The most cited articles on 'Destination Brand*'

Source: Own elaboration

In contract, Del Barrio-Garcia S. has worked on 'destination brand*' for the shortest time (around 3 years between 2019 and 2021) compared to other scholars, he published 6 articles in different journals.

Figure 1.8. and Table 1.3. present the information of the top cited articles on the topic of destination branding. It can be seen from the list that eight among ten English articles which received high citation published on Tourism Management journal. Another two journals included in the top ten articles with high citations are Annals of Tourism Research and Journal of Business Research. The article 'A model of destination branding: Integrating the concepts of the branding and destination image' of Qu, Kim, and Im (2011) was the highest cited one in destination branding.
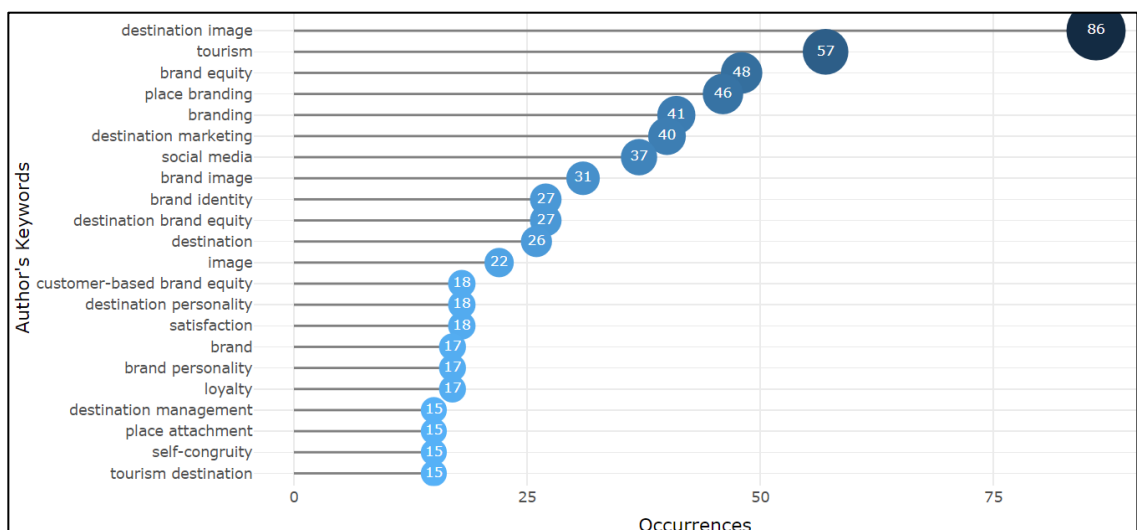
Figure 1.9a. The most frequency words (excluded Destination Brand*).

Source: Own elaboration

Figure 1.9a and Figure 1.9b. are visual representations of the word frequency in the keywords of the collected authors. Scholars have paid more attention on Destination Image which 86 articles investigated for over 25 years. Brand equity, social media, brand identity, destination personality, satisfaction, loyalty, brand attachment, self-congruity, co-creation, destination brand experience, revisit intention, storytelling, destination brand love, perceived quality, and so forth.

Figure 1.9b. Word Cloud of Authors' Keywords (excluded Destination Brand*).
Source: Own elaboration

Swain et al. (2023) provided the research themes in place branding literature from 1990 to 2023 in their review article with the results of Word Cloud Analysis (see Table 1.4.). They divided into six periods and presented keywords and research themes for each five-year period from 1990 to 2020.

Table 1.4. Themes studied in Different periods.

Period	Main keywords	Research themes
1990 - 1995	'images', 'advertising', 'marketing', 'choice', 'selection', 'set'	Investigating role of marketing/ advertising in building destination image - influence consumers' choice & selection of tourism destination
1996 - 2000	'marketing', 'heritage', 'local', 'mood', electronic', 'involvement', 'positioning'	

2001 - 2005	'strategies', 'cities', 'affective', 'locations', 'local', 'origin', 'entertainment	Studying place branding strategies - affective associations with tourists	
2006 - 2010	'equity', 'awareness', 'image', 'customer-based brand equity', 'marketing', 'city', 'attitudes'	Measurement of consumer-based place brand equality, destination image, & exploring the factors drive tourists' attitudes to city brand	
2011- 2015	'personality', 'self-congruity', 'image', 'intention', satisfaction', 'loyalty', 'stakeholders'	Role of destination brand personality in driving tourists' intention to visit a destination & stronger match between a place brand's personality & tourists' personality leads to higher levels of self-congruity drives tourists' intention to revisit & brand loyalty	
2016 - 2020	'Storytelling', 'co-creation', 'collaboration', 'stakeholder', 'management', 'identity', 'image, 'attachment', 'value'	Effectiveness of storytelling approach & stakeholders' collaboration	

Source: Own elaboration based on the research of (Swain et al., 2023)

In fact, the studies published in the first 5 year of the period (1990-1995) focused on investigating the role of marketing and advertising in building destination image which influence consumers' choice and selection of tourism destination. Next period (1996-2000) witnessed the interests of scholars in positioning marketing, the involvement of local, the first phase of electronic. Moreover, in the third period (2001-2005), place branding strategies in the affective associations with tourists is the research trends. Researchers focused on the measurement of consumer-based place brand equality, destination image, and exploring the factors drive tourists' attitudes to city brand in the period of 2006 and 2010. Since 2011, publications on 'destination branding' have focused on the personality of the destination brand, which is one of the main drivers that influence the visit intention. Furthermore, researchers have paid more attention to the impact of the personality congruity between a place brand and tourists on their intention to revisit and brand loyalty. Recently, they are interested in the effectiveness of storytelling and collaboration of different stakeholders in the management of the image and the identity of the place brand.

<center>***</center>

This chapter reviewed the pertinent literature to conceptualise the concept of destination branding. In this vein, the first section outlines what is known about place branding with a specific focus on the definitions, evolution, and the different perspectives of the place brand. This was followed by an outline of destination branding investigated in this study that can be understood. The definitions and evolution of destination branding were proposed to explain the application of place branding in tourism in order to attract more visitors and increase the revenue of tourism field. The rest of the chapter reviewed several literature review papers on destination branding to provide a more comprehensive

understanding of what is going on in this research topic including relevant theories and trends for future studies.

Chapter 2: Personality of a Tourist and Personality of a Place

In this chapter, an overview of personality is presented, not only the origin of the word 'personality' over time, but also the definitions and theories of this concept are shown. In particular, the personality of a tourist in the context of tourist behaviour was also analysed. Subsequently, the definitions of 'brand personality' and general reviews of the literature on 'brand personality' are provided. The rest of the chapter emphasises the 'destination personality' with the definition and evolution of the concept year by year.

2.1. Personality

2.1.1. Origin of the word

The word 'personality' comes from the Latin word 'persona', which refers to a theatrical mask worn by performers to play roles or disguise their identities in ancient Roman society. The Latin word 'persona' itself derived from the Etruscan word 'phersu', which also meant a mask worn by actors. Initially, the term "persona" was associated with the theatrical context, representing the mask and character of an actor. However, over time, the term expanded its meaning to encompass an individual's social role, character, and public image. In medieval Latin, 'persona' was used to describe a person's public personality and social status. Subsequently, in the 13th century, the term 'personage' emerged in English, referring to a person's social or public standing. The word 'personality' itself entered the English language in the late middle English period, indicating the quality of being a person rather than an animal or something.

In the late 14th century, the term 'personalite' emerged, denoting the quality or state of being a person. It originated from Old French 'personalité' and was derived directly from Medieval Latin 'personalitas' (nominative personalitas), which in turn originated from Late Latin 'personalis'. The sense of "a distinctive essential character of a self-conscious being" was first recorded in 1795. During the 18th century, the English language witnessed the emergence of the term 'personality' to represent the distinct qualities, traits and characteristics that make up an individual. It encompassed the unique psychological and behavioural attributes that separate one person from others. Since then, 'personality' has gained significant prominence as a fundamental concept in psychology, helping to describe the enduring patterns of thought, emotion, and behaviour that shape an individual's identity.

2.1.2. Definitions of Personality

In various academic fields, the concept of personality holds significant importance. It is closely linked to psychology, being the primary discipline in which the idea of personality is studied. However, other fields such as sociology, philosophy, criminology, and medicine also consider it a relevant topic of study. It can be said that

personality is one of the most controversial and complex terms, so numerous scholars have worked on it. But psychologists throughout modern history look beyond the definition of personality.

Table 2.1. Definitions of Personality.

Author(s)	Definition of Personality
Wheeler, 1932, p. 212	"Personality is not a bundle of character traits... Each arising from a separate source of influence and taking its own independent course of development. The personality evolves, a single pattern of behaviour, with each act depending upon every other while it is emerging. In addition to being a dynamic-energy system in which all aspects are organically related, the human personality is said to be part of a larger dynamic whole, the field of personalities, i.e., society."
Brown, 1936, p. 254	"Personality is the pattern of traits and these traits are largely determined by field structure of the groups in which an individual has membership-character"
Allport, 1961, p. 28	Personality is "the dynamic organization within the individual of those psycho-physical systems that determine his characteristic behaviour and thought"
May, 1967, p. 45	"Personality is an actualisation of the life process of a free individual who is socially integrated and possesses religious tension"
Funder, 1997, p. 1-2 \n Funder, 2004, p. 5	"An individual's characteristic pattern of thought, emotion, and behaviour, together with the psychological mechanisms — hidden or not — behind these patterns"
Eysenck(1998)	"Personality is the sum of the actual or potential patterns of the organism, as determined by histology and environment"
Weinberg & Gould (1999)	"The characteristics or blend of characteristics that make a person unique"
Schiffman and Kanuk (2004, p. 120)	personality as "those inner psychological characteristics that both determine and reflect how a person responds to his or her environments"[69].
Pervin et al., 2005, p. 6	'... those characteristics of the person that account for consistent patterns of feelings, thinking, and behaving'
Colman, 2006, p. 564	"the sum total of the behavioural and mental characteristics that are distinctive of an individual"
American Psychological Association, Dictionary of Psychology, 2007, p. 689	"Personality refers to individual differences in characteristic patterns of thinking, feeling, and behaving"

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[69] Schiffman, L. G., & Kanuk, L. L. (2004). *Consumer behavior*. Prentice-Hall.

Author(s)	Definition of Personality
Asendorpf, 2009, p. 43	'Personality psychology attempts to describe, predict and explain those recurrent behaviours that separate an individual from some or all other age-mates"
McAdams, 2009, p. 2	"Personality psychology is the scientific study of the whole person … psychology is about many things: perceptions and attention, cognition and memory, neurons and brain circuitry … We (personality psychologists) try to understand the individual human being as a complex whole … (and) to construct a scientifically credible account of human individuality"
Cervone & Pervin, 2013, p. 8	"… the notion of personality is comprehensive. It refers to all aspects of persons"
Funder, 2016, p.5	"This definition (i.e., of "personality") gives personality psychologists their unique mission to study whole persons"
Baumert et al., 2017, p. 86	'A person's characteristic pattern of behaviours in the broad sense (including thoughts, feelings, and motivation)"
Larsen and Buss, 2017, p. 4	"the set of psychological traits and mechanisms within the individual that are organized and relatively enduring and that influence his or her interactions with, and adaptations to, the intrapsychic, physical, and social environments"
Bergner, 2020, p. 4	"An individual's personality is the enduring set of Traits and Styles that he or she exhibits which characteristics represent (a) dispositions (i.e., natural tendencies or personal inclinations) of this person, and (b) ways in which this person differs from the "standard normal person" in his or her society"

Source: Own elaboration based on the study of Gibby (1940), Baumert et al. (2017), and Bergner (2020)

Even now, the field of personality psychology has not been able to agree on a clear definition of the term 'personality'. There is no universally accepted definition among all personality theorists[70]. Put differently, the term 'personality' comprises a range of definitions that are not generally agreed upon[71]. It is clear that each theorist presents his own unique interpretation of the term[72]. Table 2.1. presents the list of the definitions of personality.

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[70] Feist, J., Feist, G. J., & Roberts, T.-A. (2018). - Theories of personality.

[71] Mischel, W., Shoda, Y., & Ayduk, O. (Eds.). (2007). *Introduction to Personality: Toward an Integrative Science of the Person, 8th Edition*. Wiley Global Education.

[72] Engler, B. (Ed.). (2009). *Personality Theories: An Introduction*. Wadsworth Cengage Learning.

2.1.3. Theories of Personality

Human nature is tremendously complex and needs to be examined from multiple perspectives. There is a variety of theories of personality, including psychoanalytic, neo-analytic and ego, biological, behaviourist and learning, cognitive and social-cognitive, trait, humanistic, existential, positive, and person-situation interactionist [73] (see Table 2.2.). These types of personality theory reflect larger fields of study within psychology and continue to evolve today.

In this dissertation, selected theories of personality are presented in the following sessions due to their remarkable recognition.

2.1.3.1. Trait theories

Relatively stable or persistent individual differences in thoughts, feelings, and behaviour are defined as traits. Scholars have described traits as 'the core of personality'[74], 'its central and defining characteristic'[75] and as being 'virtually required for a systematic understanding of personality'[76]. Others have argued that without traits, the study of personality and the psychometric approach could not exist[77]. How would you describe someone's personality? You might say someone is 'funny' or 'brave'. They are sociable, quiet, or aggressive. These are all traits, or qualities and characteristics that a person may have. In all languages, there are many words that describe a person's personality. In fact, in the English language, more than 15,000 words have been identified. When researchers analysed traits that describe personality characteristics, they found that many different words were actually pointed to a single dimension of personality.

Many personality theories focus specifically on traits; so clearly, there is some variation in the number of traits that psychologists feel can determine what makes a person unique. Allport was considered one of the first personality psychologists. He found

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[73] Friedman, H. S., & Schustack, M. W. (2016). *Personality: Classic Theories and Modern Research* (6 ed.). Pearson Education.

[74] McCrae, R. R., & Costa, P. T., Jr. (2006). Cross-Cultural Perspectives on Adult Personality Trait Development. In D. K. Mroczek & T. D. Little (Eds.), *Handbook of personality development* (pp. 129-145). Lawrence Erlbaum Associates Publishers.

[75] Buss, A. H. (1989). Personality as traits. *American Psychologist*, *44*(11), 1378-1388. https://doi.org/https://doi.org/10.1037/0003-066X.44.11.1378

[76] Johnson, J. A. (1997). Units of analysis for the description and explanation of personality. In J. A. J. R. Hogan, & S. R. Briggs (Ed.), *Handbook of personality psychology* (pp. 73-93). Academic Press. https://doi.org/https://doi.org/10.1016/B978-012134645-4/50004-4

[77] Wiggins, J. S. Ibid.In defense of traits. In (pp. 95-141). https://doi.org/https://doi.org/10.1016/B978-012134645-4/50005-6

that an English-language dictionary contained more than 4,000 words that describe different personality traits. He categorised these traits into three levels: (1) Cardinal traits, (2) Central Traits, and (3) Secondary traits. Allport suggested that cardinal traits are rare and dominant and usually develop later in life. They tend to define a person to such an extent that their names become synonymous with their personality such as 'Machiavellian', 'narcissistic', 'Don Juan' and 'Christ-like'. While central traits are not as dominant as cardinal traits, they describe the main characteristics you might use to describe another person, such as 'intelligent', 'honest', 'shy' and 'anxious.' Secondary traits are sometimes related to attitudes or preferences. They often appear only in certain situations or under specific circumstances. Some examples include anxiety or impatience while waiting in line for presentations. Therefore, Allport proposed that these over 4,000 personality traits[78] made someone unique.

Table 2.2. The eight basic aspects of personality.

Perspective	Key Strength
Psychoanalytic	Attention to unconscious influences; importance of sexual drives even in nonsexual spheres
Neoanalytic/ ego	Emphasis on the self as it struggles to cope with emotions and drives on the inside and the demands of others on the outside
Biological	Focus on tendencies and limits imposed by biological inheritance; easily combined with most other approaches
Behaviorist	Emphasis on a more scientific analysis of the learning experiences that shape personality
Cognitive	Emphasis on active nature of human thought; uses modern knowledge from cognitive psychology
Trait	Focus on good individual assessment techniques
Humanistic/ existential	Appreciation of the spiritual nature of a person; emphasizes struggles for self-fulfillment and dignity
Interactionist	Understanding that we are different selves in different situations

Source: Textbook 'Personality: Classic Theories and Modern Research' - Sixth edition of Friedman, Howard S. & Miriam W. Schustack (2016), pp. 5

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[78] Allport, G. W. (1937). *Personality: A psychological interpretation*. Holt, Rinehart & Winston.

The trait theorist Raymond Cattell[79] reduced the number of main personality traits from Allport's initial list of more than 4,000 to 171. Using a statistical technique known as factor analysis, he then identified closely related terms and eventually reduced his list to 16 key personality traits consisting of (1) 'Abstractedness'- Imaginative versus practical, (2) 'Apprehension' - Worried versus confident, (3) 'Dominance' - Forceful versus submissive, (4) 'Emotional stability' - Calm versus high-strung, (5) 'Liveliness'- Spontaneous versus restrained, (6) 'Openness to change' - Flexible versus attached to the familiar, (7) 'Perfectionism' - Controlled versus undisciplined, (8) 'Privateness' - Discreet versus open, (9) 'Reasoning' - Abstract versus concrete, (10) 'Rule-consciousness' - Conforming versus non-conforming, (11) 'Self-reliance' - Self-sufficient versus dependent, (12) 'Sensitivity' - Tender-hearted versus tough-minded, (13) 'Social boldness' - Uninhibited versus shy, (14) 'Tension' - Inpatient versus relaxed, (15) 'Vigilance' - Suspicious versus trusting, and (16) 'Warmth' - Outgoing versus reserved.

Psychologist Eysenck[80] suggested that it was best to focus on just three: 'Extraversion-introversion', 'Emotional stability-neuroticism', and 'Psychoticism'. In particular, introversion involves directing attention to inner experiences, while extraversion relates to focussing attention outward, onto other people and the environment. A person high in introversion might be quiet and reserved, whereas an individual high in extraversion (often spelt "extroversion") might be sociable and outgoing. Furthermore, neuroticism / emotional stability is related to moodiness versus even temperedness. Neuroticism refers to an individual's tendency to become upset or emotional, while stability refers to the tendency to remain emotionally constant. Also, individuals who are high on psychoticism tend to have difficulty dealing with reality and may be antisocial, hostile, non-empathetic, and manipulative.

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[79] Cattell HEP, M. A. (2016). The sixteen personality factor questionnaire (16PF). In M. G. Boyle GJ, Saklofske DH (Ed.), *The Sage Handbook of Personality Theory and Assessment: Volume 2 - Personality Measurement and Testing.* Sage. https://doi.org/10.4135/9781849200479.n7

[80] Eysenck, H. J. (1966). Personality and experimental psychology. *Bulletin of the British Psychological Society*, *19*(62), 1–28.
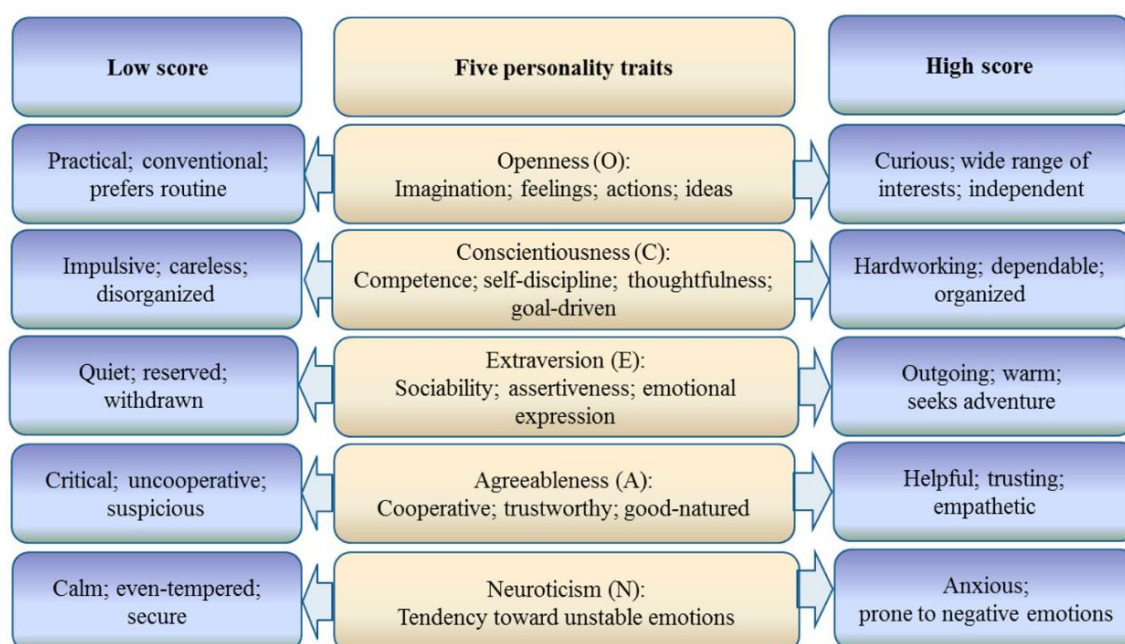
Low score	Five personality traits	High score
Practical; conventional; prefers routine	Openness (O): Imagination; feelings; actions; ideas	Curious; wide range of interests; independent
Impulsive; careless; disorganized	Conscientiousness (C): Competence; self-discipline; thoughtfulness; goal-driven	Hardworking; dependable; organized
Quiet; reserved; withdrawn	Extraversion (E): Sociability; assertiveness; emotional expression	Outgoing; warm; seeks adventure
Critical; uncooperative; suspicious	Agreeableness (A): Cooperative; trustworthy; good-natured	Helpful; trusting; empathetic
Calm; even-tempered; secure	Neuroticism (N): Tendency toward unstable emotions	Anxious; prone to negative emotions

Figure 2.1. The five personality OCEAN model.
Sources: Goldberg (1990,1992,1993)

Furthermore, one of the most popular ideas in trait theory is the Big Five[81] include 'Openness', 'Conscientiousness', 'Extraversion', 'Agreeableness', and 'Neuroticism'. When these words were grouped, five dimensions appeared to emerge, which explain much of the variation in our personalities[82]. Indeed, while agreeableness is the level of cooperation and caring for others, conscientiousness is the level of thoughtfulness and structure. Besides, extraversion is characterised by the socialness and emotional expressiveness. Neuroticism means the level of mood stability and emotional resilience, while openness is the tendency to have high level of adventure and creativity. The initial model was advanced in 1958 by Tupes and Christal but failed to reach scholars and scientists until the 1980s. In 1990, Digman advanced his five-factor model of personality, which Lewis Goldberg put at the highest-organised level (see Figure 2.1.). Their work was followed by Cattell and finally Costa and McCrae.

2.1.3.2. Social Cognitive Theories

Many psychologists would argue that personality is more than just a list of traits. Traits may influence thoughts, perceptions, and behaviour. Theories on how behaviour

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[81] McCrae, R. R., & Sutin, A. R. (2018). A Five–Factor Theory Perspective on Causal Analysis. *European Journal of Personality*, *32*(3), 151-166. https://doi.org/https://doi.org/10.1002/per.2134

[82] Goldberg, L. R. (1990). An alternative "description of personality": The Big-Five factor structure. *Journal of Personality and Social Psychology*, *59*(6). https://doi.org/https://doi.org/10.1037/0022-3514.59.6.1216

and thinking play into personality have come a long way. Before social cognitive theories, personality behavioural theories dominated the field. Psychologists like Skinner and Pavlov believed that our behaviour was learnt. However, they neglected to take into account our inner monologues or thought processes. Behaviouralism has since been replaced by social-cognitive theories. Albert Bandura, for example, used his infamous Bobo-Doll experiment to show how children learn by observing others. Attribution theories look at the way that we explain another person's behaviour.

Social cognitive theories propose that behaviour is influenced by social and psychological determinants. A focus of social cognitive theories is on the self-regulation processes and how various social-cognitive properties relate to behaviour[83]. Several common social cognitive theories used to investigate and understand intentions and behaviour assume that behavioural intention is strongly correlated with actual behaviour.

(1) Fishbein and Ajzen[84] proposed the Theory of Reasoned Action (TRA) in 1975, intending to investigate and understand what determines the performance of a behaviour. People will do the behaviour according to their attitudes, subjective norms, and intentions.

(2) Triandis' theory of interpersonal behaviour[85] (TIB) has also been used to explain behaviour, but adds an emotional component to influencing intention.

(3) Ajzen's theory of planned behaviour[86] (TPB) is a framework comprised of three components, has explained intentions and behaviours among varied groups.

(4) Bandura's social cognitive theory[87] argues that a person's behaviour is partially shaped and controlled by the influences of social networks (i.e., social systems) and the person's cognition (e.g., expectations, beliefs). He advances two types of expectation beliefs as the main cognitive forces guiding behaviour: outcome expectations and self-efficacy. Individuals are more likely to engage in the behaviour that they expect to have favourable consequences.

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[83] Norman, P., & Conner, M. (2005). The theory of planned behavior and exercise: Evidence for the mediating and moderating roles of planning on intention-behavior relationships. *Journal of Sport & Exercise Psychology*, *27*(4), 488–504.

[84] Fishbein, M., &. Ajzen I. (1975). *Belief, attitude, intention, and behaviour: An introduction to theory and research*. Reading, MA: Addison-Wesley.

[85] Triandis, H. C. (1979). Values, attitudes, and interpersonal behavior. *Nebraska Symposium on Motivation*, *27*, 195-259.

[86] Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, *50*, 179-211. https://doi.org/10.1016/0749-5978(91)90020-T

[87] Bandura, A. (1992). Social cognitive theory. In *Six theories of child development: Revised formulations and current issues.* (pp. 1-60). Jessica Kingsley Publishers.

2.1.3.3. Psychodynamic theories

Social cognitive theories take into account thought processes. Not all psychologists believe that the conscious mind can explain all behaviour and personality traits. Sigmund Freud[88] pioneered psychodynamic theories of personality. He believed that personality was not something that just appeared on the surface of our consciousness. In fact, the personality was made up of three parts, two of which hid mostly or completely in the unconscious mind. These three parts include the id, the superego, and the ego. The id wants to act on aggressive life or death instincts. The superego wants to adhere to the rules of society. The ego has some negotiation to do between the other two parts of the personality.

Followers of Freud, including Carl Jung, have tweaked these ideas. Jung believed that the unconscious contained a collective unconscious, found in every single person. The collective unconscious contained the memories and traumas of our ancestors. These, along with personal childhood memories, largely influenced conscious decisions and behaviours.

Although Freud's theories are largely rejected, psychodynamic theories are still taught. They had a huge impact on psychology and the way we conduct therapy. We might not have cognitive behavioural therapy if we did not have Freud's earlier versions of talk therapy.

2.1.3.4. Humanist Theories

Some psychologists believe that the past, including repressed memories or trauma, drives behaviour. Other psychologists believe that a set of traits, largely developed from experiences and knowledge, drives behaviour. But what if people were driven by the future, instead of the past? This question may be posed by psychologists from a humanist perspective. Humanist theories are relatively new to the world of psychology, but they provide a breath of fresh air. Our personality is not totally composed of childhood trauma or skewed perceptions we made as a child. Humanist theories suggest that reaching our full potential may also be a driving force.

Take Abraham Maslow's Hierarchy of Needs. Maslow was considered one of the first humanist psychologists. He believed that if humans could meet basic needs, like water or having a sense of security, they would begin a journey toward self-actualisation and personal growth. But until those 'lower' needs were satisfied, people would prioritise

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[88] Freud, S. (1938). *An Outline of Psychoanalysis* (Standard Edition ed.). Hogarth Press.

behaviours that led to satisfaction. A person may not try to improve themselves if they are concerned about where their next meal will come from.

2.1.3.5. Biological Theories

Psychologists who favour the biological approach believe that inherited predispositions as well as physiological processes can be used to explain differences in our personalities (Burger, 2008). Biological theories of personality do not look at external factors (e.g., the influence of others around them) but rather at internal factors (e.g., genetics, DNA, mental processes, and hormonal secretions) to explain why our personalities are the way they are. Some aspects of our personalities are largely controlled by genetics; however, environmental factors (such as family interactions) and maturation can affect the ways in which children's personalities are expressed (Carter et al., 2008). Biology-based personality research becomes one of the new topics in the field of psychology and brings a variety of research scopes for future studies specially in the field of neuroscience[89]. There are many biological theories for personality, but psychologists and their theories, Jeffrey Gray's Reinforcement Sensitivity Theory and Hans Eysenck's Three-Factor Model of Personality (PEN model), are the most well-known ones.

The Reinforcement Sensitivity Theory of Jeffrey Gray is based on the notion that we use three types of biologically driven responses when faced with stress or fear. It posits that everyone has a specific response method when faced with certain stimuli. These individual reactions can underlie personality traits for anxiety and impulsivity. The three responses people use when faced with stress or fear are called the fight, flight, or freeze response. This process explains that the person will either fight (face the stimuli head-on), fly (run away from the stimuli), or freeze (not react to stimuli) in stressful or fear-inducing situations. How one instinctively reacts can correspond to personality traits linked to anxiety, overthinking, impulsivity, and worry.

The PEN model is based on three personality traits that Eysenck believed to be correlated with the activation of our limbic system and reticular formation. Both are structures of the brain, and each play a key role in brain and body function. The limbic system focusses on emotion, behaviour, and memory, while the reticular formation focusses on arousal and consciousness. The three personality traits for the PEN model are psychoticism, extraversion, and neuroticism. Eysenck referred to these three traits as super-traits.

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[89] Khatibi, M., & Khormaee, F. (2016). Biological Basis of Personality: A Brief Review. *Journal of Life Science and Biomedicine*, *6*(2), 33-36.

2.1.3.6. Evolutionary Theories

Darwin, the Father of Evolution, builds Evolutionary Personality Theory to determine how personality traits are derived and then selected. The evolutionary psychology perspective on human personality is innate (offspring are born with it) and biological. Like other traits, personality has evolved in human evolution due to genetics - shaped and selected for by the environment. Individuals' behavioural traits can be considered more or less fitting, depending on the social environment. The traits that enable individuals to fit into a particular niche will be passed on. Evolutionary personality theory then is the idea that all of our human personality traits were derived over time to help us survive and reproduce. Even traits that lower survival rates can be passed down if they help in more significant numbers of offspring. Over time, the behavioural traits that shape our personality evolved from our ancestors. Researchers can expect to find similar personality traits within the human population in many regions if there is a similar selection for that trait in the environment. Other species exhibit traits similar to their species in what are called species-typical phenotypic traits. Some components that are taken into consideration in evolutionary personality theory are:

- Personality variation refer to the variation in a population allows for natural selection to act on traits in an environment that provide differential survival and reproductive success.
- Behavioural flexibility refers to the ability to respond to a changing environment. Sures even as they attempt to navigate to environments that are better suited for them.
- Personality disorders refer to the inability to adapt to the environment in which you find yourself.

2.1.4. Personality of a Tourist in Travel Behaviour

Each individual has their own behaviour patterns, which are considered relatively stable over time in different situations[90]. Usakli and Baloglu (2011) stated that the characteristics or personality of tourists, which has an influence on their behaviour and cognitive processes, can influence the choice of tourist destination and even make strong emotional connections with some places. Personality traits show differences between individuals[91] that affect both the product preferences of individuals and responses to marketing strategies[92]. In consumer behaviour research, scholars have paid more attention to determining personality traits of different customer groups. Personality traits could

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[90] Mccrae, R. R., & Costa JR, P. T. (1997). Personality trait structure as a human universal. *American psychologist*, *52*(5), 509.

[91] Ashton, M. C. (2013). Personality traits and the inventories that measure them. In U. San Diego (Ed.), *Individual differences and personality* (pp. 27-55). Academic Press.

[92] Adjei, M. T., & Clark, M. N. (2010). Relationship marketing in a B2C context: the moderating role of personality traits. *Journal of retailing and consumer services*, *17*(1), 73-79.

influence tourism behaviour, and their importance has scarcely been addressed in the prior literature on tourism. In other words, personality plays a vital role in determining consumers' behavioural intentions.

The search on Web of Science with the authors' keyword 'personalit*' among articles / Early Access/ Review articles / Book chapters / Books in English published before 2024 in the category of Hospitality Leisure Tourism provides that 337 results are found. However, the majority of them examined the brand personality, few interested in the personality of employees, managers, residence, influencers, websites, travel agencies, there are about 50 publications investigated the relationship between the personality of tourists and visitors' behaviour in the hospitality and tourism settings.

The five dimensions of the Big Five model are studied in most of found publications. In the context of the wine tourism, visitors with the personality dimensions of openness to experience, extraversion, conscientiousness, and neuroticism tend to have stronger intentions to revisit the winery as a result of their positive emotional stimulation. After the winery experience, positive emotional stimulation and the intention to revisit the winery are stronger for visitors who have high or average levels rather than low levels of the traits of openness to experience, extraversion, agreeableness, and conscientiousness, but are weaker for visitors who have high and average levels rather than low levels of neuroticism[93].

Different personality traits have a direct effect on the acceptance and evaluation of interpretive services[94]. Openness to experience is the trait most strongly linked to environmental engagement. A person with a high level of openness will seek out new, unconventional, and unfamiliar experiences, and have a greater intention to accept interpretive services and contact with the interpreter, and they may have more satisfaction with the experiential interpretive programme. Customers with an extravert, agreeable, conscientious or open personality rated the responsiveness dimension of service quality significantly higher than those with a neurotic personality on the same dimension[95].

Bijisic, Bilgihan, and Smith (2015) found that people with a higher level of openness to experience tended to be more satisfied with aesthetic and escapist experiences

[93] Leri, I., & Theodoridis, P. (2021). How do personality traits affect visitor's experience, emotional stimulation and behaviour? The case of wine tourism. *Tourism Review*, *76*(5), 1013-1049. https://doi.org/10.1108/TR-05-2019-0148

[94] Zhao, M., Dong, S., Wu, H. C., Li, Y., Su, T., Xia, B., . . . Guo, X. (2018). Key impact factors of visitors' environmentally responsible behaviour: personality traits or interpretive services? A case study of Beijing's Yuyuantan Urban Park, China. *Asia Pacific Journal of Tourism Research*, *23*(8), 792-805. https://doi.org/10.1080/10941665.2018.1493518

[95] Zhang, H., Cole, S., Fan, X., & Cho, M. (2014). Do Customers' Intrinsic Characteristics Matter in their Evaluations of a Restaurant Service? *Advances in Hospitality and Leisure*, *10*, 173-197. https://doi.org/10.1108/S1745-354220140000010009

than those with a lower level. On the contrary, those with lower openness to experience were more satisfied with entertainment and educational experiences compared to those with higher level. Extroverts tended to be more satisfied with educational and escapist experiences[96].

Personality is a precedent of environmental concern and attitudes towards activities[97], Kvasova (2015) found that there is no association between extraversion and eco-friendliness, but people with high agreeableness were strongly related to eco-friendly behaviour, followed by conscientiousness and neuroticism[98].

The personality traits play a vital role in the travellers' decision-making to the travel content on social media[99]. Indeed, the neuroticism is the most influential trait when travellers read social media content, both User-Generated-Content (UGC) and Marketing-Generated-Content (MGC) on the social media (see Figure 2.2.). Moreover, agreeableness is the dominant trait in the case of the User-Generated-Content. In particular, the personality traits that have significant effects on the relationships between the motivation factors and user-generated content involvement are Extraversion, Openness to new experiences, Agreeableness, and Conscientiousness for Spain; and Openness to new experiences, Conscientiousness, Neuroticism, and Agreeableness for China[100]

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[96] Masiero, L., Qiu, R. T., & Zoltan, J. (2019). Long-haul tourist preferences for stopover destination visits. *Journal of Travel Research*.

[97] Chen, Y.-S., Lin, Y. H., & Wu, Y.-J. (2020). How personality affects environmentally responsible behaviour through attitudes towards activities and environmental concern: evidence from a national park in Taiwan. *Leisure Studies*, *39*(6), 825-843. https://doi.org/10.1080/02614367.2020.1778773

[98] Milfont, T. L., & Sibley, C. G. (2012). The Big Five personality traits and environmental engagement: Associations at the individual and societal level. *Journal of Environmental Psychology*, *32*(2), 187-195.

[99] Tsiakali, K. (2018). User-generated-content versus marketing-generated-content: personality and content influence on traveler's behavior. *Journal of Hospitality Marketing & Management*, *27*(8), 946-972. https://doi.org/10.1080/19368623.2018.1477643

[100] González-Rodríguez, M. R., Díaz-Fernández, M. C., Bilgihan, A., Shi, F., & Okumus, F. (2021). UGC involvement, motivation and personality: Comparison between China and Spain. *Journal of Destination Marketing & Management*, *19*, 100543. https://doi.org/10.1016/j.jdmm.2020.100543

Big Five	UGC	MGC
Neuroticism	Need Recognition Information Search Purchase Decision	Need Recognition Information Search Purchase Decision
Extraversion	Need Recognition Information Search	
Openness	Need Recognition Evaluation of Alternatives	
Agreeableness	Need Recognition Information Search Evaluation of Alternatives Purchase Decision	
Conscientiousness	Information Search (**non-conscientiousness**)	Need Recognition

Figure 2.2. Personality's role in the travel decision-making process when tourists read User-Generated-Content and Marketing-Generated-Content on the social media.
Source: Tsiakali (2018)

In terms of using mobile to purchase the travel products, openness to experiences influences online purchasing only once it triggers an individuals' need for arousal. There is no relationship between neuroticism and extroversion-introversion traits with travel m-commerce intentions, except for a considerably weak relationship introversion-attitude[101].

Regarding the travel information search in the information technology era, Jani et al. (2011) stated that tourists with high neuroticism and openness to experience tend to seek out pre-trip travel information online. In fact, openness to experience and neuroticism are the most relevant traits in explaining the type of travel information sought and the channels used. Those individuals with a high openness to experience trait and neuroticism trait are, in general, more likely to search travel information from the Internet and more diverse information searching; those having lower scores in conscientiousness significantly indicated to search more for some type of tourist information from the Internet than those having higher scores in that trait[102]. Furthermore, agreeableness and openness effect tourists' pre-purchase information acquisition while conscientiousness and neuroticism effect significantly a higher level of uncertainty avoidance which related

[101] Falcao, R. P. Q., Ferreira, J. B., & Carrazedo Marques da Costa Filho, M. (2019). The influence of ubiquitous connectivity, trust, personality and generational effects on mobile tourism purchases. *Information Technology and Tourism*, *21*, 483–514. https://doi.org/10.1007/s40558-019-00154-1

[102] Jani, D., Jang, J.-H., & Hwang, Y.-H. (2014). Big Five Factors of Personality and Tourists' Internet Search Behavior. *Asia Pacific Journal of Tourism Research*, *19*(5), 600-615 https://doi.org/10.1080/10941665.2013.773922

to tourists' ongoing information search[103]. Fayombo (2010) confirmed that individuals with high agreeableness have a propensity to trust, and this trait can be extended to trusting tourism information sources.

In hospitality research, the more agreeable the hotel guest is, the stronger the relationship between altruism (positive) and positive online comments appears. Also, for agreeable guests, the moderating relationship also holds true between altruism (negative) and negative online comments; basically, it indicates that a kind, agreeable person who is likely to shy away from negative comments can actually post negative comments for the altruistic reason. The very same moderation patterns show up for conscientious people. Their strong sense of ethics and responsibility do seem to urge them to post appropriate, positive, or negative comments for the altruistic reason[104].

Figure 2.3. shows that openness to experience and sensation-, arousal-, and variety-seeking are the most relevant antecedent of novelty in tourism[105]. Similarly, openness to experience to have a significant positive influence on the interest-type travel curiosity, while neuroticism and agreeableness to have a significant positive impact on the deprivation-type travel curiosity. Extraversion and conscientiousness had no significant effects on either of the two types of curiosity.[106]

[103] Yang, R., O'Connor, P., & Wibowo, S. (2023). Unpacking risk aversion and uncertainty avoidance: an analysis from a tourists' personality traits and information search perspective. *Tourism Recreation Research*. https://doi.org/10.1080/02508281.2023.2260978

[104] Hu, Y., & Kim, H. J. (2018). Positive and negative eWOM motivations and hotel customers' eWOM behavior: Does personality matter? *International Journal of Hospitality Management*, *75*, 27-37. https://doi.org/10.1016/j.ijhm.2018.03.004

[105] Blomstervik, I. H., & Olsen, S. O. (2022). Progress on novelty in tourism: An integration of personality, attitudinal and emotional theoretical foundations. *Tourism Management*, *93*, 104574. https://doi.org/10.1016/j.tourman.2022.104574

[106] Jani, D. (2014). Big five personality factors and travel curiosity: are they related? *Anatolia*, *25*(3), 444-456. https://doi.org/10.1080/13032917.2014.909366

Fig. 4. Framework of the relationships between novelty and the theoretical foundations and recommendations for future research (blue: present data/red: future recommendations). (For interpretation of the references to colour in this figure legend, the reader is referred to the Web version of this article.)
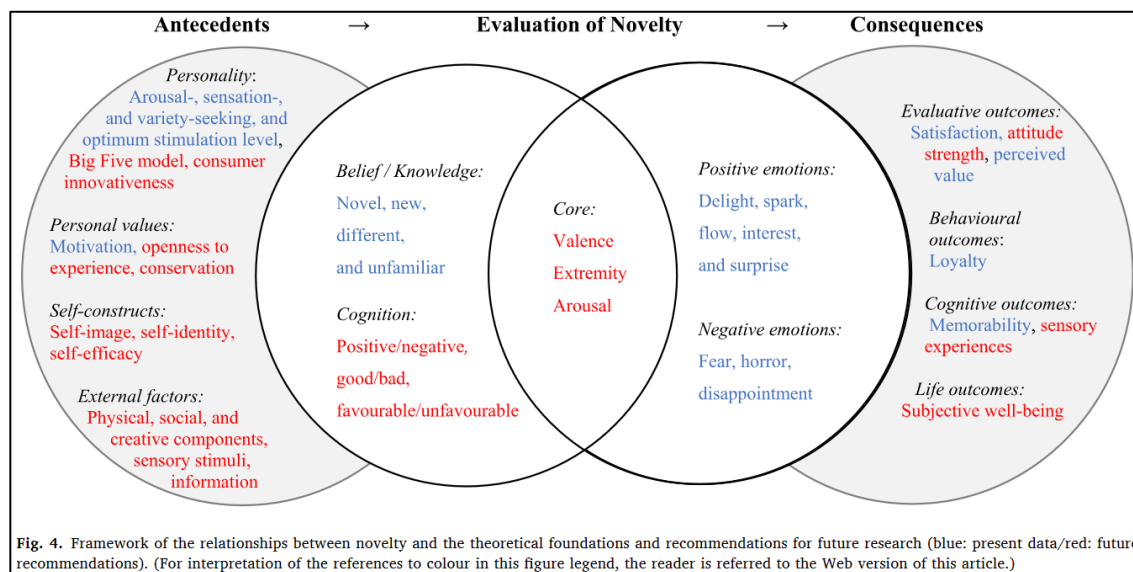
Figure 2.3. A framework of novelty in tourism shows how personality traits and personal basic values affect tourists' perceptions of novel.

Source: Blomstervik & Olsen (2022)

Concerning tipping, it is found that agreeableness, conscientiousness, and openness were associated with enhanced desires to help and thank/repay service workers and, indirectly through these intrinsic motives, with increased tipping likelihood and tip sizes. Moreover, conscientiousness and openness had reliably more positive associations with the likelihood of tipping frequently tipped occupations than with the likelihood of tipping rarely tipped occupations. In addition, introversion was associated with enhanced feelings of obligation to tip and, indirectly through this duty motive, with decreased tip sizes. Furthermore, neuroticism was also associated with increased feelings of obligation to tip but had no reliable indirect relationships with tipping likelihood (and only questionable indirect relationships with tip size). It is interesting that agreeableness and neuroticism were associated with less frequent sub-normative tipping of a waitress and these relationships were independent of the relationships with self-reported tipping motives. In addition, conscientiousness and introversion were associated with more frequent normative tipping by a waitress and these relationships were independent of the traits' relationships of the traits with self-reported tipping motives[107].

In terms of adventure tourism, there are several research pointed out the role of travelers' personality in their behavior of decision-making. For example, both extraversion and openness to experience positively and significantly influence risk-taking attitudes, however, recreationists' conscientiousness negatively and significantly affects

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[107] Lynn, M. (2021). Effects of the Big Five personality traits on tipping attitudes, motives, and behaviors. *International Journal of Hospitality Management*, *92*, 102722. https://doi.org/10.1016/j.ijhm.2020.102722

risk-taking attitudes only among scuba divers[108]. Schneider & Vogt (2012) found that the interest in cultural experiences, need for arousal, and need for material resources were significant predictors of hard adventure tourism participants. They also mentioned that American hard adventure travellers were less introvert than soft adventure travellers. Moreover, while Schneider & Vogt (2012) investigated that need for learning and openness to experiences were also significantly more important to hard adventure traveller compared to soft adventure traveller; Gross, Sand, and Berger (2023) stated that openness to new experiences was not a predictor for hard adventure travel. In particular, German adventurer travellers were less open for new experiences, not as inventive and curious as one would assume, and they look for consistent experiences in familiar settings[109]. While outgoing people are more likely to participate in hard adventure tourism activities, extraversion was also found to be an important personality trait for adventure activities by McEwan et al. (2019). It is clear that extroverted respondents could be more motivated in adventure activities for discovery, for meeting new and different people, for gaining a feeling of belongingness, and for challenging their abilities. Hence, extroverts are likely to be more involved in adventure activities for self-indulgence in pleasure and prestige enhancement. In contrast, introverts were less motivated by social purposes or for pleasure attainment[110].

Esfahani et al. (2021) stated that personality plays a significant part as a direct influence on safety-related behaviour, but also indirectly through knowledge among climbers on Mount Kinabalu. Climbers on Mount Kinabalu possess the highest personality dimension of openness to experience, followed by agreeableness, extraversion, conscientiousness and neuroticism. All personality dimensions positively influenced safety-related mountaineering behaviour among climbers with the exception of neuroticism. Additionally, personality influenced safety-related mountaineering behaviour both directly and indirectly through the mediation of knowledge. The direct effect of personality on safety-related behaviour was however stronger than the indirect effect through knowledge[111]. On the personal relevance dimension of involvement and

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[108] Lee, T. H., & Tseng, C. H. (2015). How personality and risk-takingattitude affect the behavior of adventure recreationists. *Tourism Geographies*, *17*(3), 307-331. https://doi.org/10.1080/14616688.2014.1000955

[109] Gross, S., Sand, M., & Berger, T. (2023). Examining the adventure traveller behaviour -Personality, motives and socio-demographic factors as determinants for German adventure travel. *European Journal of Tourism Research*, *33*, 3307. https://doi.org/10.54055/ejtr.v33i.2795

[110] Jin, X., Xiang, Y., Weber, K., & Liu, Y. (2019). Motivation and involvement in adventure tourism activities: a Chinese tourists' perspective. *Asia Pacific Journal of Tourism Research*, *24*(11), 1066-1078. https://doi.org/10.1080/10941665.2019.1666152

[111] Esfahani, M., Khoo, S., Musa, G., Heydari, R., & Keshtidar, M. (2021). The influences of personality and knowledge on safety-related behaviour among climbers. *Current Issues in Tourism*, *24*(23), 3296-3308. https://doi.org/10.1080/13683500.2021.1873919

on the familiarity dimension of prior knowledge, neuroticism has positive impacts on both perceived risk and familiarity[112]. People became more interested in other places and felt more comfortable with themselves due to most changes happened in adventurousness, compassion, and emotional stability dimensions. However, the change in spirituality and conscientiousness were the lowest and somewhat in the negative direction, and tourists have less faith in religion, laws and rules after having transformative travel experiences[113].

Conscientiousness and neuroticism were found to positively influence travel insurance purchase behavior. In particular, conscientious people, who generally tend to be careful, efficient, and organized when pursuing tasks, and neurotic people, characterized by feelings of anxiety and concern, show a higher tendency of purchasing insurance when making travel reservations[114].

Lyu et al. (2013) demonstrated the importance of the extraversion trait for disabled individuals' negotiating constraints. In fact, individuals with a high openness to experience tend to exhibit many interests, and hence they could be less constrained by a lack of interest than individuals low on this trait. Roberts et al. (2005) investigated that conscientious individuals could be more constrained by safety concerns because they tend to avoid risky activities. Sidanius (1985) pointed out that tourists with a high openness to experience may exhibit a low propensity to engage in more complex thinking. Bogg and Roberts (2004) stated that conscientious individuals are likely to be responsible and avoid risky activities. Given the concerns regarding safety, conscientiousness contributed to the safety-concerns and no-interest constraints. Von Collani and Grumm (2009) examined that the propensity to trust and conformity are valued by individuals high on agreeableness. Owing to the safety concerns, agreeableness influenced the safety concerns constraint. Since neurotic individuals tend to feel insecure and focus on negative events, neuroticism contributed to all the constraints. Further, individuals high on openness to experience are open-minded, have wide interests, and are flexible, and hence they are less likely to perceive the lack of interest, time, and money as constraints. Extraversion did not influence the perception of constraints because it is related to a keen interest in others, which was not relevant here. extraverts tend to be highly involved and knowledgeable about tourism products, the extraversion trait has a significant and moderate positive direct effect. Openness to experience and motivational factor

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[112] Huang, L., Gursoy, D., & Xu, H. (2014). Impact of personality traits and involvement on prior knowledge. *Annals of Tourism Research*, *48*, 42-57. https://doi.org/10.1016/j.annals.2014.05.010

[113] Godovykh, M., & Tasci, A. D. A. (2022). Developing and Validating aScale to Measure Tourists' Personality Change after Transformative Travel Experiences. *LeisureSciences*. https://doi.org/10.1080/01490400.2022.2060882

[114] Sarman, I., Curtale, R., & Hajibaba, H. (2020). Drivers of Travel Insurance Purchase. *Journal of Travel Research*, *59*(3), 545-558. https://doi.org/10.1177/0047287519843187

knowledge and experience showed the strongest influence on memorable tourism experiences[115]. the tourists high on narcissism and Machiavellianism traits had high adaptive sensation seeking, and tourists high on psychopathy and sadism had high maladaptive sensation seeking[116]

Liang (2015) and Yannopoulou et al. (2013) described Airbnb guests as being adventurous and risk-taking, it means that allocentric personalities were more likely to use Airbnb[117]. And their satisfaction has significantly been affected by extraversion, agreeableness, and neuroticism[118]. Although attitudes toward green hotels fully mediate the relationships between willingness to pay for green hotels and extraversion as well as agreeableness personality traits, the agreeableness trait appears more highly correlated with green attitudes than the extraversion trait[119]. Extraversion, openness to experience, and agreeableness were observed to strengthen relationships, with higher scores for the traits indicating stronger ambience-consumption emotions–loyalty relationships[120]. Extraversion, agreeableness, and openness directly affect behaviour in the form of customer participation, especially in tourism service. Allocentric tourists are more likely to express positive emotions toward cruising and to embark on cruises compared with

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[115] Tešin, A., Kovačić, S., & Obradović, S. (2023). The experience I will remember: The role of tourist personality, motivation, and destination personality. *Journal of Vacation Marketing*. https://doi.org/10.1177/13567667231164768

[116] Yousaf, S., Liu, Y., & Feite, L. (2023). Dark personality traits and sensation-seeking tourist behaviors. Is there a link? A preliminary investigation of Chinese tourists. *Tourism Management Perspectives*, *47*, 101119. https://doi.org/10.1016/j.tmp.2023.101119

[117] Poon, K. Y., & Huang, W. J. (2017). Past experience, traveler personality and tripographics on intention to use Airbnb. *International Journal of Contemporary Hospitality Management*, *29*(9), 2425-2443. https://doi.org/10.1108/IJCHM-10-2016-0599

[118] Jani, D., & Han, H. (2014). Personality, satisfaction, image, ambience, and loyalty: Testing their relationships in the hotel industry. *International Journal of Hospitality Management*, *37*, 11-20. https://doi.org/10.1016/j.ijhm.2013.10.007

[119] Tang, C. M. F., & Lam, D. (2017). The role of extraversion and agreeableness traits on Gen Y's attitudes and willingness to pay for green hotels. *International Journal of Contemporary Hospitality Management*, *29*(1), 607-623. https://doi.org/10.1108/IJCHM-02-2016-0048

[120] Jani, D., & Han, H. (2015). Influence of environmental stimuli on hotel customer emotional loyalty response: Testing the moderating effect of the big five personality factors. *International Journal of Hospitality Management*, *44*, 48-57. https://doi.org/10.1016/j.ijhm.2014.10.006

psychocentric tourists[121]. Consciousness and neuroticism did not affect customer participation[122].

The relationships between the attachment of event/ festival (e.g. large consumer trade shows) and openness, neuroticism as well as conscientiousness are significant. Specifically, openness has a positive effect on the attachment, implying that visitors with a wide range of interests and curiosities are more likely to be attached to the events. The highly significant relationship between conscientiousness and tourism event attachment suggests that visitors who are hardworking and dependable seem to be attached much more to the event where they visited. Neuroticism significantly influences event attachment, revealing that tourists who are unstable incline to be attached to the event where they attended. However, extraversion and agreeableness have insignificant impacts on event attachment, indicating that travellers who are outgoing and empathetic are not likely to be attached to the event where they attended[123].

2.2. Personality of a Place

2.2.1. Brand Personality

The concept of brand personality offers a different perspective on the problems of brand definition and highlights the lack of concept boundaries. Brand personality research has undergone remarkable development, with important repercussions for the theory and practice of brand management since the 1990s. The brand personality concept has been used to address how to attract consumers with the symbolic values and humanlike characteristics of a brand that go beyond functional product attributes[124]. Wee and Ming (2003) suggested that brand personality is created by adding distinguishable and identifiable human characteristics that add emotional appeal and symbolic value and meaning to the brand[125]. Hence, organizations and professions attempt to create brand

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[121] Hung, K., Ren, L., & Zhang, Y. (2023). Can Personality Influence People's Intention to Cruise? The Role of Personality in Chinese Propensity for Cruising. *Journal of China Tourism Research*. https://doi.org/10.1080/19388160.2023.2214382

[122] Wu, C., & Mursid, A. (2019). The relationship between personality, customer participation, customer value and customer satisfaction in tourism service. *European Journal of Tourism Research*, *23*, 156–171. https://doi.org/10.54055/ejtr.v23i.395

[123] Kim, M. J., Bonn, M., Lee, C.-K., & Hahn, S. S. (2018). Effects of personality traits on visitors attending an exposition: the moderating role of anxiety attachment. *Asia Pacific Journal of Tourism Research*, *23*(5), 502-519. https://doi.org/10.1080/10941665.2018.1468346

[124] de Chernatony, L., & Dall'Olmo Riley, F. (1998). Modelling the components of the brand. *European Journal of Marketing, 32*(11/12), 1074-1090. https://doi.org/10.1108/03090569810243721

[125] Wee, T. T. T., & Ming, M. C. H. (2003). Leveraging on symbolic values and meanings in branding. *Journal of Brand Management*, *10*(3), 208–218.

personalities that match their values to those of the customer with whom they are attempting to communicate. Figure 2.4. shows the place of brand personality in the overall component model of the brand concept.

According to Keller (1993), "brand personality tends to serve symbolic or self-expressive function" for consumers against 'product-related attributes' whose primary function is of a utilitarian nature[126]. Brand personality traits differ from human ones in the way they are formed. We perceive human personality traits on the basis of the individual's behaviour, attitudes/beliefs, physical characteristics and demographic characteristics. On the other hand, perceptions of brand personality traits can be formed according to direct contact (associating people with the brand) or through indirect contact (attributes related to the product, associations with the product category, brand name, logo or symbol etc.) between the consumer and the brand[127].
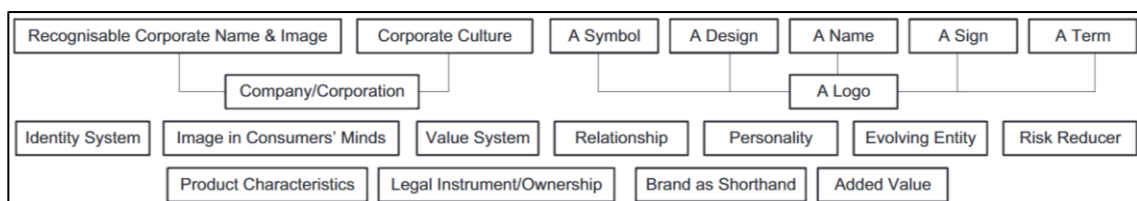
Figure 2.4*. Component model of the brand concept.*
Source: Avis & Henderson (2022)[128]

During the past two decades, the importance of brand personality has gained increasing attention within marketing research, which is reflected in the considerably growing number of publications across disciplines.

[126] Samer, H., Jamal, H., Muhammad, A., Al, K. B., & Ahmad, A. (2021). The Effect of Brand Personality on Consumer Self-Identity: The moderation effect of cultural orientations among Bristish and Chinese Consumers. *Journal of Legal, Ethical and Regulatory Issues*, *24*(1), 1-14.

[127] Aaker, J. L. (1997). Dimensions of brand personality. *Journal of Marketing Research, 34(3)*, 347-356.

[128] Avis, M., & Henderson, I. L. (2022). A solution to the problem of brand definition. *European Journal of Marketing*, *56*(2), 351-374. https://doi.org/10.1108/EJM-09-2020-0700
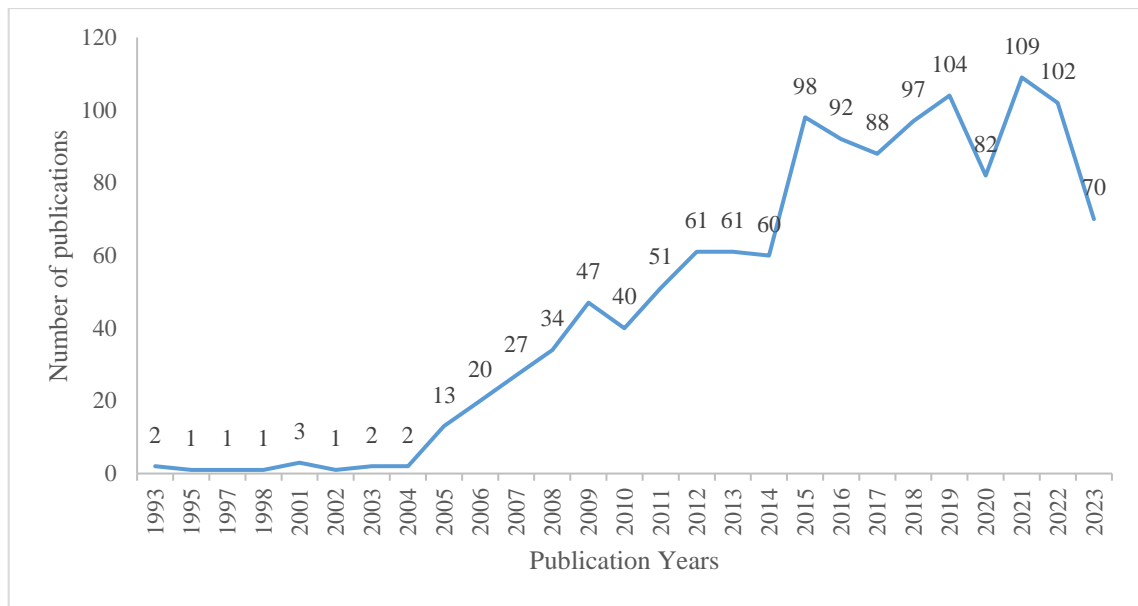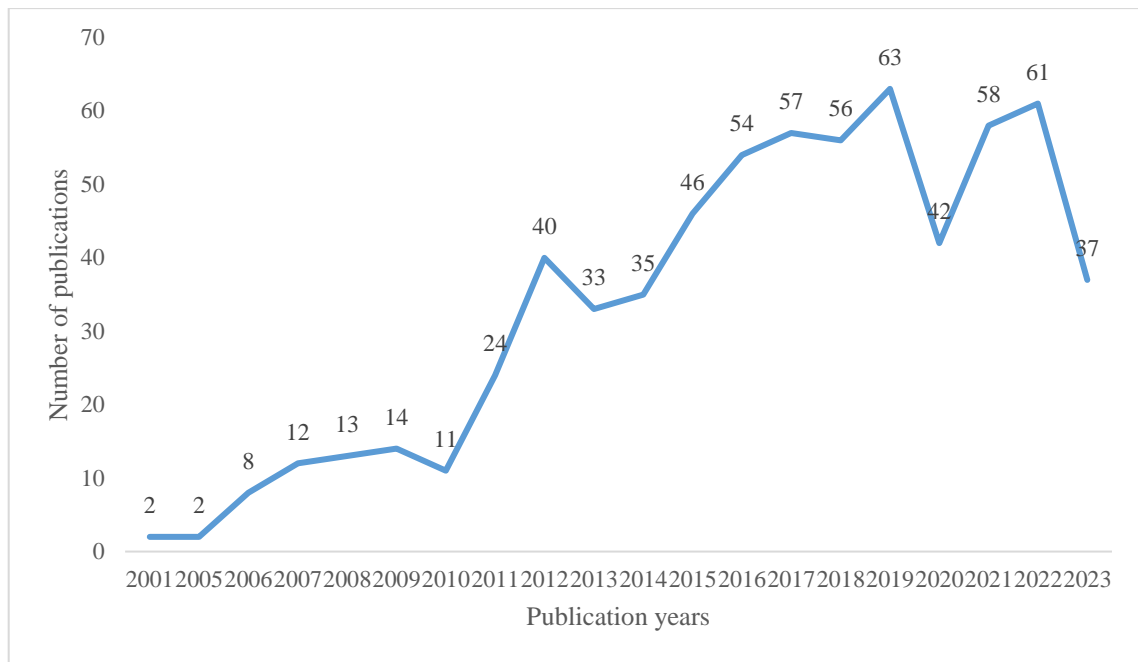
Figure 2.5. Total number of publications using "Brand Personality" as topic.
Source: Own elaboration with Web of Science database in 2024

Searching the database Web of Science for the topic of 'brand personality' has provided some general information on the volume of publications over the years, the most relevant categories of this topic, and so on.

As depicted in Figure 2.5., in general speaking, there was an upward trend in the total number of publications on the topic 'brand personality'. In details, from 1993 until 2004, one to three papers were published a year, except for 1994, 1996, 1999, and 2000 when no papers were published. It can be said that 'brand personality' was not attracted by scholars at the beginning (around the first 12 years) with a limited number of publications on this topic. However, there was a considerable increase in the number of publications in 2005 when 13 articles were published. Thirteen was the exact volume of studies published in the previous 12-year period. The upward trend kept going until 2009, with a first peak at 47 publications. A year later, a slight drop was observed in 2010, then the number of publications increased to 98 in 5 years later, and this was the second peak over the period from 1993 to 2023. Furthermore, between 82 and 104 publications per year were introduced between 2016 and 2022, except 2021 in which 109 papers were published. 109 is the highest number of publications on the topic of 'brand personality' in the last 30 years. It is witnessed that a decrease in number of publications to 70 last year. In summary, based on this distribution, it can be inferred that the brand personality research gained momentum from 2005 onwards.

Figure 2.6. Total number of publications defined "Brand Personality" by authors as keyword.
Source: Own elaboration with Web of Science database in 2024

When searching for the authors' keyword 'brand personality', there was some different with the above information. The first significant thing that can be seen in Figure 2.6. is that 9 years after the first publication on the topic of 'brand personality'. In fact, the first two publications in which their authors defined 'brand personality' as one of the research keywords are recorded in 2001. 20 years later, according to the data collected on the Web of Science database, there are 666 publications researched on brand personality and listed this term in their authors' keyword. In general, the growth of the number of publications that investigated 'brand personality' is significant. In 2012, it can be recorded as the first peak of the volume of articles published in the 'brand personality' first fifteen years in the research file with 40 articles. Later, the number of publications reached the new peak in 2019 with 63 publications. Furthermore, a drop to 42 is witnessed in 2020, however, the recovery of the volume of publications is recorded with 51 and 61, respectively, in next two years. Again, a decrease in the number of publications on brand personality occurred in 2023 with 37 research.
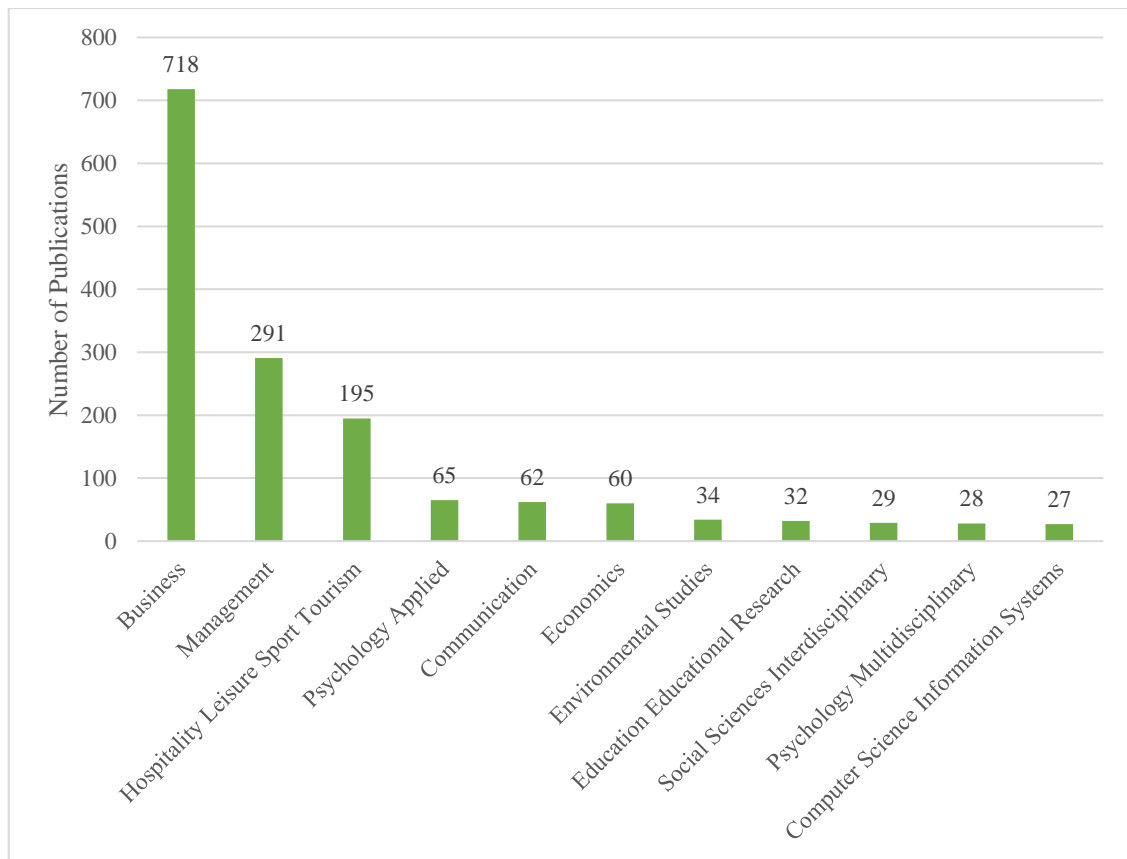
Figure 2.7. Publications on Brand Personality categorized by disciplines between 1993 and 2023.
Source: Own elaboration with Web of Science database in 2024

It can be said that brand personality research is an interesting topic in a variety of disciplines (see Figure 2.7.). Among them, Business is the category with the most contributed category with 718 publications on brand personality (56.58%), followed by Management with 291 publications (22.93%). This concept also draws the attention of scholars in the field of Hospitality Leisure Sport Tourism with 195 publications (15.37%). Psychology Applied, Communication, and Economics are the next three disciplines where more than 60 publications on brand personality per category were published from 1993 till 2023. There are several disciplines that have considered brand personality in the last 21 years such as Environmental Studies, Educational Education Research, Social Sciences Interdisciplinary, Psychology Multidisciplinary, Computer Science Information Systems, Environmental Sciences, Green Sustainable Science Technology, Social Psychology, and so on.

Radler (2017)[129] states that research on brand personality deal with the two fundamental themes: consumers often describe brands with human characteristics or build relationships with them. An important milestone in the development of academic brand personality research was the joint publication by Aaker and Fournier[130] (1995), which initially addressed conceptualization, measurement, and implication issues. Then, in her seminal article, Aaker[131] (1997, pp. 347) defined brand personality as the ''set of human characteristics associated with a brand'' and develops a scale based on the Big Five (Extraversion, Agreeableness, Conscientiousness, Neuroticism, and Openness to Experience) dimensions of human personality perceived by consumers in the USA. The purpose of the model was to create a generalised scale for the measurement of brand personality applicable to the measurement of all brands. This provided a theoretical and empirical foundation for the brand personality construct, marking the actual point of origin. The majority of recent brand personality research and theory is rooted in Aaker's brand personality five factor model that mirrored human personality research methods. Her study is not only influential for the research clusters on the measurement of brand personality dimensions, but also provides the fundamental basis for brand personality research as a whole. Aaker (1997) suggested that this may indicate that consumers intend to support either their actual or ideal selves by building a relationship with brands to extend their own personalities.

In terms of the antecedents of brand personality, the review of Saeed et al. (2022)[132] identified that the scholars have paid the most attention on brand-related theme, especially brand experience and brand attitude. Promotion-related antecedents, advertising, celebrity attractiveness, and sales promotion, have been studied by several research. Only a few studies consider customer- and product-related themes. Furthermore, concerning the mediators and moderators between the relationship of brand personality with its antecedents and consequences, partner-quality, consumer-brand relationship, brand concept and brand attractiveness are identified.

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[129] Radler, V. M. (2017). 20 Years of brand personality: a bibliometric review and research agenda. *Journal of Brand Management*, *25*(4), 370-383. https://doi.org/10.1057/s41262-017-0083-z

[130] Aaker, J., & Fournier, S. (1995). Brand as a character, a partner and a person: Three perspectives on the question of brand personality. *Advances in Consumer Research*, *22*, 391-395.

[131] Aaker, J. L. (1997). Dimensions of brand personality. *Journal of Marketing Research, 34(3)*, 347-356.

[132] Saeed, M. R., Burki, U., Ali, R., Dahlstrom, R., & Zameer, H. (2022). The antecedents and consequences of brand personality: a systematic review. *EuroMed Journal of Business*, *17*(4), 448-476. https://doi.org/10.1108/EMJB-12-2020-0136

Several empirical studies have demonstrated the influence of brand personality on brand outcomes, such as attitude toward the brand[133], revisit intention[134], digital interaction evaluations[135]; consumers' preferences[136]; customer responses (brand attachment, intention to revisit, and intention to recommend)[137]; brand love, perceived quality, and purchase intention[138]; brand loyalty[139]; customer-based brand equity[140], and so on.

Brand personality has taken off in the past few decades in different areas of knowledge allowing to go beyond the marketing perspective in order to encompass the production of knowledge in different disciplines such as business, psychology, services, communication, education, and social sciences in general[141] .The concept of 'personality' research has been extended into many new research areas including store/retail brand

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[134] Nguyen, D. T., Nguyen, T. T. H., Nguyen, K. O., Pham, T. T. H., & Nguyen, T. H. (2023). Brand Personality and Revisit Intention: the Mediating Role of Tourists' Self-Image Congruity. *Tourism and Hospitality Management*, *29*(2), 235-248. https://doi.org/10.20867/thm.29.2.8

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[136] Feng, W. T., Xu, Y. P., & Wang, L. J. (2023). Innocence versus Coolness: the influence of brand personality on consumers' preferences. *Journal of Product & Brand Management*. https://doi.org/10.1108/JPBM-10-2022-4177

[137] Kim, J. J. (2023b). Brand personality of global chain hotels, self-congruity, and self-discrepancy on customer responses. *International Journal of Hospitality Management*, *114*, 103565. https://doi.org/10.1016/j.ijhm.2023.103565

[138] Kukreti, R., & Yadav, M. (2023). The influence of brand personality on brand love, perceived quality and purchase intention: a study of e-retailing sites. *Global Knowledge Memory and Communication*. https://doi.org/10.1108/GKMC-05-2023-0153

[139] Kumar, S., & Kumar, A. (2023). The sway of sports shoe brand personality on brand loyalty considering gender as a moderator. *International Journal of Business and Emerging Markets*, *15*(3), 240-266. https://doi.org/10.1504/IJBEM.2023.10054886

[140] Luffarelli, J., Delre, S. A., & Landgraf, P. (2023). How has the effect of brand personality on customer-based brand equity changed over time? Longitudinal evidence from a panel data set spanning 18 years. *Journal of the Academy of Marketing Science*, *51*(3), 598-616. https://doi.org/10.1007/s11747-022-00895-2

[141] Vicencio-Ríos, G., Rubio, A., Araya-Castillo, L., & Moraga-Flores, H. (2023). Scientometric Analysis of Brand Personality. *Sustainability*, *15*(1), 731. https://doi.org/10.3390/su15010731

personality[142], real estate business brand personality[143], corporate brand personality[144], country brand personality[145], charity brand personality[146], product brand personality[147], non-profit brand personality[148], employer brand personality[149], destination brand personality[150] [151], presidential candidates' brand personality[152], outdoor small-scale sport

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[142] Kuo, Y. H. (2022). The retail brand personality-Behavioral outcomes framework: Applications to identity and social identity theories. *Frontiers in Psychology*, *13*, 903170. https://doi.org/10.3389/fpsyg.2022.903170

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[146] Ali, B. H., Elaref, N., & Yacout, O. M. (2022). The effect of charity brand experience on donors' behavioral intentions: The mediating role of charity brand personality and donors' satisfaction. *International Review on Public and Nonprofit Marketing*, *20*, 875-903. https://doi.org/10.1007/s12208-022-00356-0

[147] George, J., & Anandkumar, V. (2018). Dimensions of Product Brand Personality. *Vision*, *22*(4), 377-386. https://doi.org/10.1177/0972262918803496

[148] Anestis, M. C., Karantza, I., Assimakopoulos, C., & Vlachakis, S. (2022). Revitalizing the non-profit brand personality through brand experience and brand relationship dimensions. *International Review on Public and Nonprofit Marketing*, *19*(3), 555-574. https://doi.org/10.1007/s12208-021-00314-2

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[151] Huaman-Ramirez, R., Merunka, D., & Maaninou, N. (2023). Destination personality effects on tourists' attitude: the role of self-congruity and ambiguity tolerance [Article]. *Journal of Strategic Marketing*, *31*(1), 74-98. https://doi.org/10.1080/0965254x.2021.1874488

[152] Harrison, K. M., Yoo, B., Thelen, S., & Ford, J. (2023). What draws voters to brandidates and why? - political orientation, personal satisfaction, and societal values on presidential candidates' brand personality. *Journal of Product & Brand Management 32*(1), 59-78. https://doi.org/10.1108/JPBM-08-2021-3606

events[153], global chain hotels[154], industrial brand personality[155], grocery retailer's brand personality[156], university brand personality[157], and professional football teams[158].

The work of Calderón-Fajardo et al. (2023) investigated four research topics that have been considered in brand personality unevenly over time. Between 1987 and 2006, theoretical conceptualisation, dimensions and scale development of brand personality had been key interests.

Table 2.3. Research Agenda on Brand Personality.

Key trends	Extant gaps	Directions for the future	Rationales for those directions
Technology	How will technology influence future research into brand personality?	Establish a methodology capable of measuring technological influence.	It will be important to develop technologies that brands can use in their interactions with consumers (e.g., virtual and augmented reality, big data, artificial intelligence, 5G technologies, metaverse).
Social media	How will brand personality be communicated and perceived on social media?	Analyse brand personality communications on social media	The importance of social media has increasing substantially, especially since the COVID-19 pandemic.

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[153] Karagiorgos, T., Ntovoli, A., & Alexandris, K. (2023). Developing a brand personality framework in the context of outdoor small-scale sport events. *Journal of Convention & Event Tourism*, *24*(3), 246-268. https://doi.org/10.1080/15470148.2022.2158153

[154] Kim, J. J. (2023a). Brand personality of global chain hotels, self-congruity, and self-discrepancy on customer responses [Article]. *International Journal of Hospitality Management*, *114*, 10, Article 103565. https://doi.org/10.1016/j.ijhm.2023.103565

[155] Kovalchuk, M., Gabrielsson, M., & Rollins, M. (2023). Industrial BRAND-personality formation in a B2B stakeholder network: A service-dominant logic approach. *Industrial Marketing Management*, *114*, 313-330. https://doi.org/10.1016/j.indmarman.2023.05.006

[156] Duh, H. I., & Pwaka, O. (2023). Grocery retailer's brand performances from brand personalities and marketing offerings. *International Journal of Retail & Distribution Management*, *51*(13), 101-122. https://doi.org/10.1108/IJRDM-10-2022-0404

[157] Karadağ, H., Tosun, P., & Ayan, B. (2022). User-generated and brand-generated content as indicators of university brand personality and business strategy. *Journal of Marketing for Higher Education*, 1-22. https://doi.org/10.1080/08841241.2022.2056281

[158] Papadimitriou, D., Kaplanidou, K., Alexandris, K., & Theodorakis, N. (2019). The brand personality of professional football teams A refined model based on the Greek professional football league. *Sport, Business and Management*, *9*(5), 443-459. https://doi.org/10.1108/SBM-03-2018-0021

Ethical, environmental & social responsibility	How will corporate social responsibility and corporate sustainability affect brand personality	Analyse the influence of public and private policies related to corporate social responsibility and sustainability on brand personality	Societies are becoming more sensitive to and demand greater, corporate social responsibility.
Growing industries	How is brand personality perceived in the context of new or emerging industry sectors, such as esports, virtual events, live-stream shopping, artificial intelligence, cryptocurrencies, and robot companions, etc.?	Study new segments, contexts, and scenarios.	To date, brand personality-focused studies have paid little attention to some emerging industries.
Methodologies	How can brand personality contribute to the recovery of tourism activity in destinations?	Analyse the management of brand personality as an instrument for the recovery of tourism companies.	The global paralysis caused by COVID-19 has particularly affected the activity in this important economic sector.
	How can brand personality scales be adjusted to different contexts? How can brand personality's dimensions be transferred to different cultures? How can brand personality scales be used in other areas?	Examine new methodologies that answer and/or complement unresolved questions. For example, new findings/ approaches may arise based on neuroscience techniques (e.g., electroencephalography, functional magnetic resonance imaging) or big data.	Utilise new methodologies because of the predominance of quantitative methodologies based exclusively on surveys carried out, above all in the USA and Europe.

Source: Calderón-Fajardo et al. (2023)[159]

Since 2007, there have been a greater focus on the concept in the field of tourism and diversification towards other sectors and applications. Especially, last seven years, it

[159] Calderón-Fajardo, V., Molinillo, S., Anaya-Sánchez, R., & Ekinci, Y. (2023). Brand personality: Current insights and future research directions. *Journal of Business Research*, *166*, 114062. https://doi.org/10.1016/j.jbusres.2023.114062

has been witnessed a continuous increase in tourism-related studies, particularly examining destinations, and specific types of tourism (e.g., cultural, health) and the Internet (e.g., social networks, human-technology interactions). Therefore, not only the theme cluster relates to brand personality marketing communications, social media and purchase intention, but also the cluster focuses on brand personality's relationships with other brand-related constructs (e.g., attitude, trust, love and attachment) and methodological choices (e.g., structural equation modelling) have been attracted more attention. Table 2.3. presents several future research directions on brand personality.

Researchers have paid more attention on brand personality especially in tourism field, it is important to investigate how destination brand personality can contribute to improve the tourism activities, especially post-COVID19 pandemic, attract more tourists, obtain the higher economic, social, environmental benefits.

2.2.2. Destination Personality

Branding is no longer restricted to the realm of products; instead, because of globalization, it has extended to the domain of places, including nations, regions, provinces, cities and towns. To differ places from others, it is essential to communicate their unique value propositions through branding strategies[160]. When geographical locations, such as regions, cities or communities develop brands that can provide certain meaning usually with the intention to trigger positive associations and to distinguish them from others, it is called as place branding[161]. It has been discussed in academia using diversified terms, such as 'destination branding', 'place marketing', 'destination marketing', 'city branding', 'nation branding', and 'region branding'[162]. Places across the globe mainly compete with each other to achieve various economic, political and socio-psychological objectives such as increasing the visibility of a place, capturing the world's attention to that place, which results in earning more revenue by encouraging people to utilize its services, such as education, tourism, hospitality and information technology, obtaining a greater share of international trade and foreign direct investments, attracting

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[160] Kotler, P., & Gertner, D. (2002). Country as brand, product, and beyond: A place marketing and brand management perspective. *The Journal of Brand Management*, *9*, 249-261. https://doi.org/10.1057/palgrave.bm.2540076

[161] Swain, S., Jebarajakirthy, C., Sharma, B. K., Maseeh, H. I., Agrawal, A., Shah, J., & Saha, R. (2023). Place Branding: A Systematic Literature Review and Future Research Agenda. *Journal of Travel Research*. https://doi.org/https://doi.org/10.1177/00472875231168620

[162] J., R.-R., Juan, U.-T., & J., G.-A. (2020). Destination branding: Opportunities and new challenges. *Journal of Destination Marketing and Management*, *17*, 100453. https://doi.org/10.1016/j.jdmm.2020.100453

high quality elites, residents and workforce, and gain a strong cultural identity[163] [164]. There has been the gradual evolution of place branding (see Figure 2.8.) due to the research findings of this domain help the places enhance their competitive advantage and reputation.
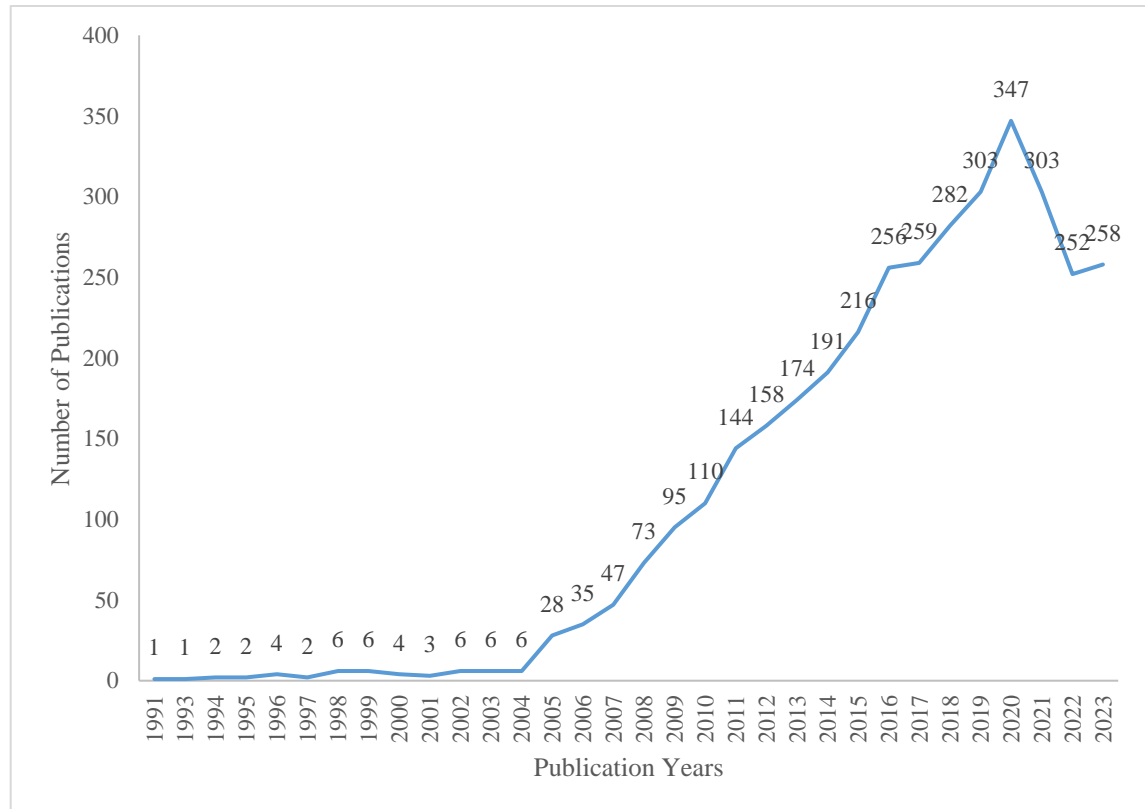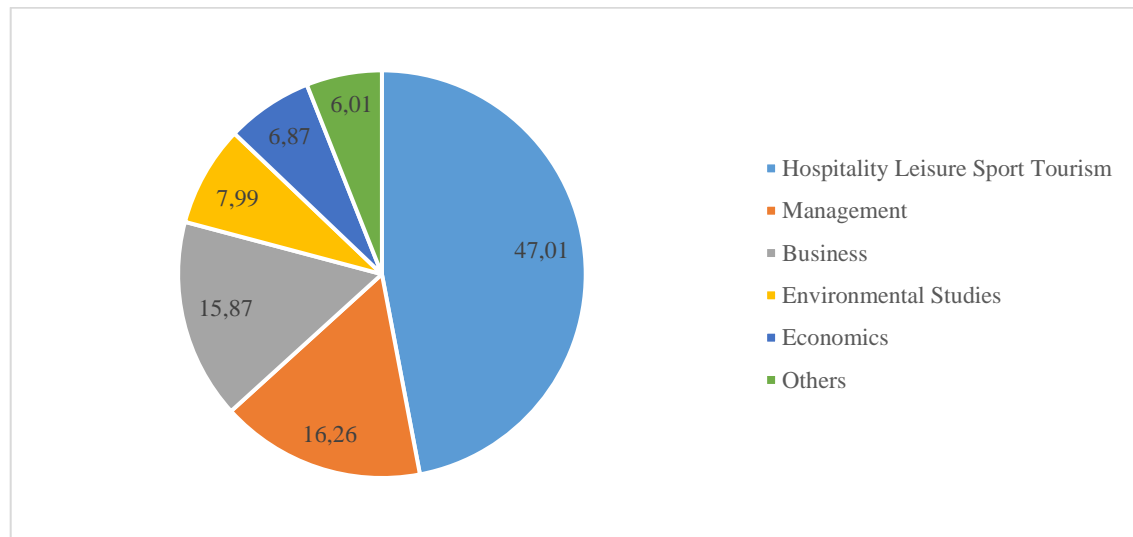

Figure 2.8*. Total number of publications defined 'Destination Branding', 'Place Marketing', 'Destination Marketing', 'City Branding', 'Nation Branding', and 'Region Branding' by authors as keyword.*
Source: Own elaboration with Web of Science database in 2024

Figure 2.9. shows that Hospitality Leisure Sport Tourism is the key discipline has been conducting research in place branding with 1.683 publications (47.01%). Management and Business followed with 582 (16.26%) and 568 (15.87%) research on place branding respectively in the period of 1991 and 2023. Other research categories

[163] Kavaratzis, M., & Ashworth, G. J. (2005). City Branding: An Effective Assertion of Identity or A Transitory Marketing Trick? *Journal of Economic and Human Geography*, *96*, 506-514. https://doi.org/10.1111/j.1467-9663.2005.00482.x

[164] Kasapi, I., & Cela, A. (2017). Destination Branding: A Review of the City Branding Literature. *Mediterranean Journal of Social Sciences*, *8*(4), 129-142. https://doi.org/10.1515/mjss-2017-0012

contributed to the literature of place branding can be listed as Environmental Studies, Economics, and so forth.

Figure 2.9. Percentage of publications defined 'Destination Branding', 'Place Marketing', 'Destination Marketing', 'City Branding', 'Nation Branding', And 'Region Branding' by authors as keywords categorized into disciplines.
Source: Own elaboration with Web of Science database in 2024

When defining the keywords, different authors might use the concept of place personality with or without 'brand'. My search on the database of Web of Science have presented a difference in the number of publications between destination/ place/ nation/ region/ city personality and destination/ place/ nation/ region/ city brand personality (see Figure 2.10.). It is clear that the destination/ place/ nation/ region/ city brand personality has been defined as keywords in more publications in this topic compared to destination/ place/ nation/ region/ city personality. However, the trends of both lines are similar. In fact, the general trend is upward, though there are some fluctuations during the research period between 2006 and 2023. While the peak of whole period of the line of the number of publications of destination/ place/ nation/ region/ city brand personality is 12 publications in 2015, the peak of whole period of the line of the number of publications of destination/ place/ nation/ region/ city personality is 9 publications in 2017. Both lines dropped in 2016, while the number of publications of destination/ place/ nation/ region/ city brand personality is 6 publications, the number of publications of destination/ place/ nation/ region/ city personality is 2 publications. Although at the beginning of the period there was no significant change in the number of publications in 4 years from 2006 to 2010, the last two years of the period it has been witnessed of the increase of the number of publications of both destination/ place/ nation/ region/ city brand personality and destination/ place/ nation/ region/ city personality.
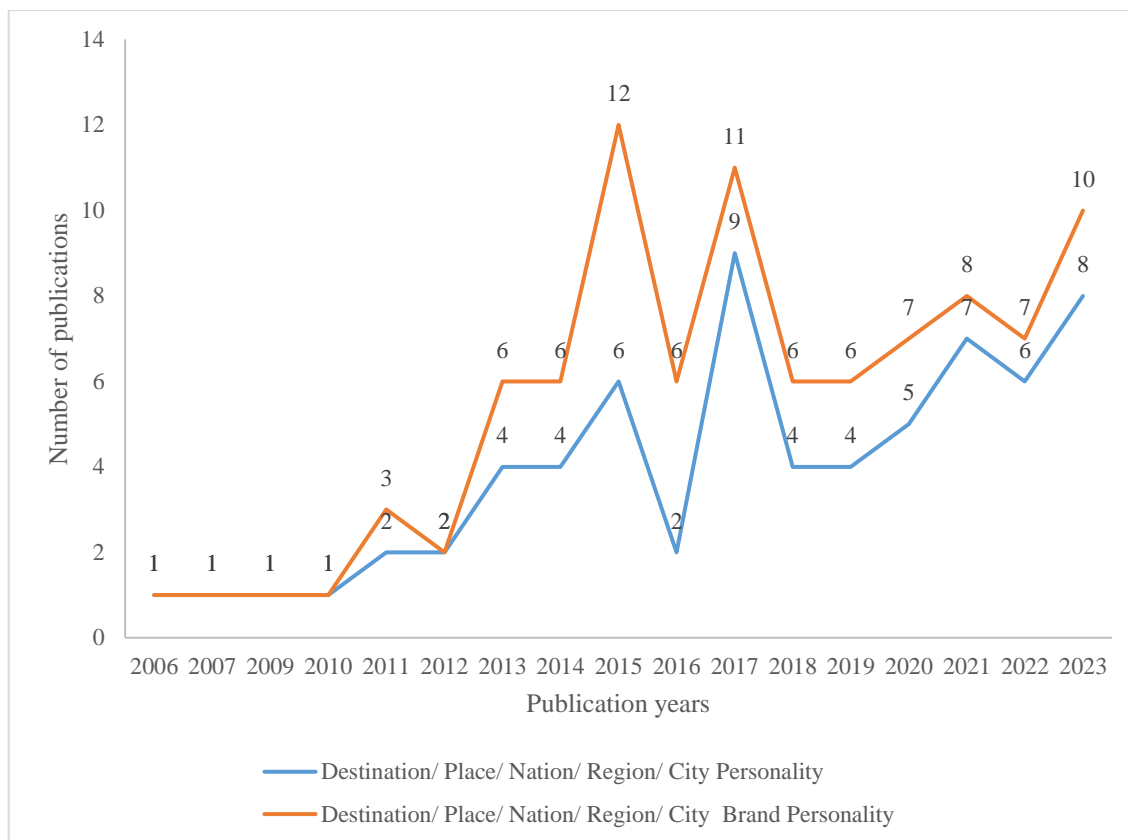
Figure 2.10. Total number of publications on Place (Brand) Personality between 2006 and 2023.

Source: Own elaboration with Web of Science database in 2024

Adapted from the notion of brand personality, destination personality was first defined by Ekinci and Hosany (2006), as "a group of anthropomorphic features combined with a place in the tourism context"[165]; they also emphasized its importance in the development of a distinct identity for tourist destinations. Table 2.4. presents several definitions of destination personality. While Alizadeh et al. (2023) defined destination personality from the perspectives of both tourists and residents, Kuman and Nayak (2018) agreed to Ekinci and Hosany (2006) when considered only the perspective of tourists.

Table 2.4. Definitions of Destination Personality.

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[165] Ekinci, Y., & Hosany, S. (2006). Destination personality: An application of brand personality to tourism destinations. *Journal of Travel Research*, *45*(2), 127-139. https://doi.org/10.1177/0047287506291603

Definition	Source
"The human side of the brand image" and "brings the destination image alive"	Ekinci, 2003, p. 22-23
"The set of human characteristics associated with a destination as perceived from a tourist rather than a resident viewpoint"	Ekinci & Hosany, 2006, p. 128
"The set of personality traits associated with a tourism destination"	Ekinci et al., 2007, p. 436
"country personality is defined as the mental representation of a country on dimensions that typically capture an individual's personality"	D'Astous & Boujbel, 2007, p. 233
"A set of positive and negative human traits, which are associated by the tourists to a destination on the basis of their prior experiences and perceptions with that particular destination"	Kuman & Nayak, 2018, p.7
"The set of personality traits associated by the residents and tourists to a destination on the basis of their own identity, values, and experiences"	Alizadeh et al. (2023), p. 250

Source: Own elaboration based on Alizadeh et al. (2023)[166]

Destination personality has a critical role to play in tourism marketing, and there has been an increasing interest in measuring and describing destination personalities (see Table 2.5.). The brand personality scale first developed by Aaker (1997) has five dimensions: ruggedness (e.g., outdoorsy), competence (e.g., intelligent), sincerity (e.g., honest), sophistication (e.g., charming), and excitement (e.g., imaginative), and has been applied to both brand research and destination studies. However, brand personality scale is not perfectly compatible with tourist destinations due to the intangible nature of tourism products[167]. To address this incompatibility, many tourism scholars have created measures to identify destination personality qualities, after recognizing the necessity for such a destination-specific scale. Ekinci and Hosany (2006) discovered that tourists mainly described destinations using three personality dimensions: excitement (original, daring, exciting, and spirited), sincerity (intelligent, reliable, sincere, wholesome, and successful), and conviviality (charming, friendly, and family-oriented)[168]. Additional

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[166] Alizadeh, M., Filep, S., Aksari, N. M. A., & Matteucci, X. (2023). Rethinking the concept of destination personality. [https://eurochrie.org/2023/proceedings/]. Changing Realities - New Opportunities EuroCHRIE Conference 2023, Vienna, Austria.

[167] Ma, J., & Li, F. S. (2023). How does self-construal shape tourists' image perceptions of paradox destinations? The mediating roles of cognitive flexibility and destination involvement. *Tourism Management*, *95*, 104664. https://doi.org/10.1016/j.tourman.2022.104664

[168] Ekinci, Y., & Hosany, S. (2006). Destination personality: An application of brand personality to tourism destinations. *Journal of Travel Research*, *45*(2), 127-139. https://doi.org/10.1177/0047287506291603

personality dimensions for destinations, such as vibrancy[169], femininity and sacredness[170], and liveliness and tranquillity[171], have been proposed by other researchers.

Besides the scale suggested by Aaker (1997), Geuens, Weijters, and Wulf (2009) also developed a new measure for brand personality. The new scale consists of twelve items and five factors, namely Activity, Responsibility, Aggressiveness, Simplicity, and Emotionality (see Figure 2.11.).

Figure 2.11. The brand personality measure of Geuens, Weijters, and Wulf (2009)[172]
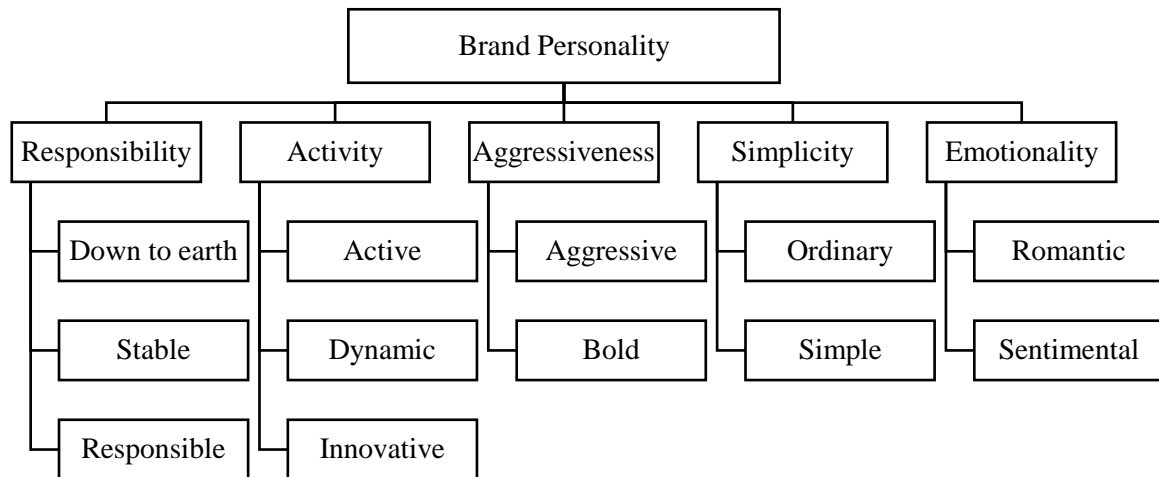
It is interesting that a given tourism destination perceived different personality traits in the mind of tourist who are different nationalities (see Table 2.6.). In fact, South Korea as a tourist destination is Trendy, Sincerity, Ruggedness, Competence, and Excitement in the UK respondents' eyes[173], but Excitement, Competence, Sincerity,

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[169] Chi, C. G. Q., Pan, L., & Chiappa, D. (2018). Examining destination personality: Its antecedents and outcomes [Article]. *Journal of Destination Marketing & Management*, *9*, 149-159. https://doi.org/10.1016/j.jdmm.2018.01.001

[170] Pan, L., Zhang, M., Gursoy, D., & Lu, L. (2017). Development and validation of a destination personality scale for mainland Chinese travelers. *Tourism Management*, *59*, 338-348. https://doi.org/10.1016/j.tourman.2016.08.005

[171] Kumar, J., & Nayak, J. K. (2018). Brand community relationships transitioning into brand relationships: Mediating and moderating mechanisms [Article]. *Journal of Retailing and Consumer Services*, *45*, 64-73. https://doi.org/10.1016/j.jretconser.2018.08.007

[172] Geuens, M., Weijters, B., & De Wulf, K. (2009). A new measure of brand personality. *International Journal of Research in Marketing*, *26*(2), 97-107. https://doi.org/https://doi.org/10.1016/j.ijresmar.2008.12.002

[173] Kim, R., Huh, J.-H., & Jung, J.-B. (2017). How Potential UK Tourists Perceived South Korea as a Tourism Destination Brand *Journal of International Trade & Commerce*, *13*(2), 129-148. https://doi.org/10.16980/jitc.13.2.201704.129

Sophistication, Ruggedness, Uniqueness, and Family orientation from the U.S. consumers' perceptions[174]. Another example can be mentioned is Portugal, this tourist destination "is perceived by Czech university students as a friendly, relaxed, peaceful and fun destination, involved in an aura of contentment"[175]. For Brazilians, Portugal is agreeableness, assiduousness, conformity, snobbism, and unobtrusiveness[176]

Previous studies have also suggested that a unique destination personality profile could influence tourists' preference for destinations[177], attitude[178], formation of a positive image[179], and visit intention[180].

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[174] Kim, S., & Lehto, X. Y. (2013). Projected and Perceived Destination Brand Personalities: The Case of South Korea. *Journal of Travel Research*, *52*(1), 117-130. https://doi.org/10.1177/0047287512457259

[175] Guerreiro, M., Agapito, D., & Pech, M. (2015). Exploring the Personality Traits of Portugal as a Tourist Destination: Perspective of the Czech Market. *Journal of Tourism, Sustainability and Well-Being*, *3*(2), 114-124.

[176] Burcio, C. M. S., Silva, R. V. D., & De Fátima Salgueiro, M. (2016). Country Personality Scale: is a Five-Dimensional Model a Better Methodological Instrument? *Tourism Analysis*, *21*(5), 497-511. https://doi.org/10.3727/108354216X14653218477606

[177] Kovačić, S., Jovanović, T., Vujičić, M. D., Morrison, A. M., & Kennell, J. (2022). What Shapes Activity Preferences? The Role of Tourist Personality, Destination Personality and Destination Image: Evidence from Serbia. *Sustainability*, *14*(3), 1803. https://doi.org/10.3390/su14031803

[178] Kumar, V., & Nayak, J. K. (2018). Destination Personality: Scale Development And Validation [Article]. *Journal of Hospitality & Tourism Research*, *42*(1), 3-25. https://doi.org/10.1177/1096348014561027

[179] Yılmaz, Y., & Yılmaz, Y. (2020). Pre- and post-trip antecedents of destination image for non-visitors and visitors: A literature review. *International Journal of Tourism Research*, *22*, 518-535. https://doi.org/10.1002/jtr.2353

[180] Kim, H., Yilmaz, S., & Choe, Y. (2019). Traveling to your match? Assessing the predictive potential of Plog?s travel personality in destination marketing [Article]. *Journal of Travel & Tourism Marketing*, *36*(9), 1025-1036. https://doi.org/10.1080/10548408.2019.1683485

Table 2.5. Summary of Literature on Destination Personality.

Author	Main Finding
Aaker (1997)	The measurement of brand personality is derived from the "Big Five"
Ekinci & Hosany (2006)	Destination personality: sincerity, excitement, conviviality.
	Destination personality has a positive impact on perceived destination image and referral intention.
	Conviviality moderated the impact of destination image on tourists' referral intention.
Krishna & Ahluwalia (2008)	Native languages correlate with a sense of belonging, and foreign languages correlate with a sense of sophistication.
	The choice of advertising language affects the advertising effectiveness of multinational companies but does not affect local companies.
	Or luxury goods, a separate local language can have a negative effect.
Usakli & Baloglu (2011)	Las Vegas's destination personality: vibrancy, sophistication, competence, contemporary, and sincerity.
	The destination personality positively impacts tourists' behavioral intentions.
	Self-congruity is the mediator.
Kim & Lehto (2013)	Explore the projected and perceived South Korean destination brand personality.
Xie & Lee (2013)	Destination personality: competence, excitement, sophistication, and ruggedness.
	Destination personality is promoted by a built environment, a socially responsible environment and local people.
	Destination personality is positively related to word-of-mouth intention and willingness to pay.
Papadimitriou, Apostolopoulou, & Kaplanidou (2015)	Destination image mediates the effect of destination personality and affective image on tourists' behavior, such as revisit intentions and referral intentions.

Author	Main Finding
Hultman, Skarmeas, Oghazi, & Beheshti (2015)	Destination personality is positively related to tourist satisfaction, destination identity, positive Word-of-Mouth, and revisit intentions. Tourist satisfaction is positively related to identification and word-of-mouth communication. They have identified a positive relationship between word-of-mouth and revisiting intentions.
Bekk Sporrle, & Kruse (2016)	Tourist-destination personality similarity (TDPS) enhances the tourist's perceived overall fit (POF) between tourist and destination. Tourist's satisfaction, and referral behavior.
Pan, Zhang, Gursoy, & Lu (2017)	Develop a culture-specific destination personality scale.
Kim & Stepchenkova (2017)	The tourists' experience and emotional connection with the destination derived from the tourists' records can be used to infer the destination personality. The cultural background of tourists will affect their perception of the destination personality.
Kumar & Kaushik (2017)	Destination brand identity is positively related to destination personality consistency. Destination brand identification is positively related to destination brand trust, advocacy, and loyalty.
Souiden, Ladhari, & Chiadmi (2017)	Dubai's destination personality is affected by destination image, which directly affects destination attitude and indirectly affects behavior intention.
Chi, Pan, & Del Chiappa (2018)	Three dimensions of the destination personality of the island of Sardinia were uncovered: conviviality, sophistication, and vibrancy. These dimensions significantly influence destination satisfaction and self-congruity. Destination satisfaction influences recommendation intention and revisits intention.
Kumar & Nayak (2018)	Develop an Indian destination personality scale. Indian destination personality dimensions: courteousness, vibrancy, conformity, liveliness, viciousness, and tranquility.
Sop & Kozak (2019)	Hotel brand personality: excitement, sincerity, competence, and androgyny. Hotel brand function congruity is more impactful than self-congruity for hotel brand loyalty.
Huaman-Ramirez, Albert, & Merunka (2019)	For a brand, its globalization is positively correlated with its influence, which positively correlates with brand trust. Ethnocentric consumers believe the relationship between brand globalization and brand emotion is weak.

Author	Main Finding
Lalicic et al (2020)	Develop a matrix of values that should be used or avoid by destination management organizations (DMO) to attract target users.
Kovacic et al. (2020)	Develop a new destination personality scale (DPS). Confirm the applicability of Aaker's (1997) original brand personality scale (BPS): Excitement, Sincerity, Competence, Ruggedness, and Sophistication.
Wang et al. (2022)	Weakly associated, original, and extended personality words (i.e., three destination personalities) show differences between potential and actual tourists. The experience impacts tourists.
Hassan et al. (2023)	A 192-item World Heritage Site personality dictionary was generated. Attractiveness and identification are highly relate to World Heritage Sites.
Huaman-Ramirez et al. (2023)	Three dimension of destination personality (sincerity, excitation, and sophistication) of Aix-en-Provence (Southern France). Destination personality dimensions influence tourists' attitudes. Self-congruity mediates the main effect. Ambiguity tolerance moderated the main effect.
Chen et al. (2024)	Linguistic diversity improves tourists' attitudes and visit intentions toward the destination. A sophisticated destination personality mediates the main effect. Destination type and travel goal moderate the main effect. Explore the number of languages and language disparity in constructing linguistic diversity. Rule out the alternative explanation of other destination personalities.

Source: Chen et al. (2024)[181]

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[181] Chen, H. Y., Wang, L., Zhang, X., Wei, W., & Lyu, J. (2024). Does linguistic diversity make destinations more sophisticated? Exploring the effects on destination personality. *Journal of Destination Marketing & Management*, *31*. https://doi.org/10.1016/j.jdmm.2023.100828

Table 2.6. Personality of some tourist destinations.

Destination/ City	Dimensions	Study
The last tourism destination outside the UK they had visited in previous 3 months	Conviviality, Excitement, Sincerity	Ekinci & Hosany (2006)
Mediterranean region of Turkey	Conviviality, Excitement, Sincerity	Ekinci et al. (2007)
Two destinations in Queensland, Australia (Whitsunday & Cairns)	Upper class, Honest, Exciting, Tough	Murphy et al. (2007)
Three destinations in Turkey (Istanbul, Ankara, & Izmir)	Sincere, Sophisticated, Outdoorsy	Kaplan et al. (2010)
Las Vegas (the USA)	Competence, Conservatism, Excitement, Peacefulness, Malignancy, Ruggedness	Usakli & Baloglu (2011)
Destination in South Korea	Competence, Excitement, Family Orientation, Ruggedness, Sincerity, Sophistication, Uniqueness	Kim & Lehto (2013)
379 small- and medium-sized cities in Poland	Conservatism, Neatness, Peace, and other	Glinska & Kilon (2014)
International cities which Korean tourists travel to	Excitement, Sincerity, sophistication	Kim & Lee (2015)
Patras in Greece	Excitement, Sincerity	Papadimitriou et al. (2015)
Golf destinations in Algarve, Portugal	Attractiveness, Hospitality, Reliability, Uniqueness	Pereira et al. (2015)
Portugal	Agreeableness, Assiduousness, Conformity, Snobbism, Unobtrusiveness	Burcio et al. (2016)
Mainland Chinese destination	Competence, Excitement, Femininity, Sacredness, Vibrancy	Pan et al. (2017)
Sardinia, Italy	Conviviality, Sophistication, Vibrancy	Chi et al. (2018)

Destination/ City	Dimensions	Study
22 diverse destinations of India	Conformity, Courteousness, Liveliness, Vibrancy, Viciousness, Tranquillity	Kumar & Nayak (2018)
10 European capital cities	Competence, Conservatism, Excitement, Malignancy, Peacefulness, Ruggedness	Hanna & Rowley (2019)
34 cities from Poland and Ukraine	Prosocial Attitude, Excitement, Sincerity, Competence	Glinska & Rudolf (2019)
An urban destination that tourists were either most impressed by or had most recently visited in the last six months	Temperament, Competence, Attitude, Mood	Zhang et al. (2019)
More than 100 destinations across Thailand	Traditionalism, Kindness, Excitement, Easygoingness, Liveliness, Trendiness, Charm	Auemsuvarn & Ngamcharoenmongkol (2022)

Source: Auemsuvarn & Ngamcharoenmongkol (2022)[182]

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[182] Auemsuvarn, P., & Ngamcharoenmongkol, P. (2022). Destination Personality: A Dimensions Analysis and a New Scale Development in Thailand. *International Journal of Tourism Cities*, *8*(4), 1019-1041. https://doi.org/10.1108/IJTC-07-2021-0144

<center>***</center>

The analysis of the literature showed that scholars have drawn on various theoretical perspectives to study the personality of a tourist and the personality of a place. At the beginning of the chapter, I presented the origin of 'personality' the definitions of 'personality', and the theories of 'personality'. In my opinion, personality are inner psychological characteristics of the person that account for consistent patterns of feelings, thoughts, motivation, and behaving to the intrapsychic, physical, and social environments make a person unique. Among the diversity of theories of 'personality', in this dissertation, I have considered the adoption of the personality traits. In the second part of this chapter, I conducted the bibliometric analysis of the 'brand personality' and 'destination personality'. First, the overall trends of each concept were presented, the numbers of publications have been increasing in general, even there have been drops recently. Next, while the 'brand personality' is more popular in the business field, the 'destination personality' has been found to be more popular in hospitality, leisure, sports, and tourism. Since research on 'destination personality' is the application of 'brand personality' in hospitality, leisure and tourism, the definition of 'destination personality' in my opinion is not only human characteristics associated with a destination in the perceptions of all stakeholders (residents, tourists, travel agency, etc.) to a destination based on their own identity, values, and experiences but also mental representation. There are several measurements of 'brand personality' adopted in tourism research, especially Aaker's scale. In this dissertation, I selected the 'brand personality' measure of Geuens, Weijters, and Wulf (2009) because of its suitable for my research objectives.

Chapter 3: Self-place Congruity, Individualism, and Visit Intention

This chapter presents the relationship between self-place congruity, individualism, and visit intention based on the literature review. In the beginning, the theory of self-congruity was developed based on the self-concept shown. The evolution of self-congruity theory in academic communities, the most significant contributions of authors and scientific sources, the most considerable ideas are also mentioned. Next, I systematize the comprehensive understanding of individualism in both national and individual scales. Furthermore, the behavioral intention of tourists, intention to visit a destination of tourists, is presented. Lastly, I review several prior research that investigated the relationship between these concepts.

3.1. Self-Congruity Theory

In order to understand and explain the behavior regarding the choice of consumers, scholars and practitioners have paid more attention to one of the useful concepts called self-concept. In particular, Rosenberg defined self-concept in 1979 as the "totality of the individual's thoughts and feelings, having reference to himself as an object" (pp. 7). In other words, self-concept or self-schema refers to the attitudes and perceptions that a person holds toward the self[183]. In the literature on consumer behaviour, when the recognition of products' symbolic meanings of products is more importance than their functional value, self-concept growth of the research has been wider[184]. Consumers tend to prefer products or brands that can adhere to how they see or would like to see themselves; consequently, the self-concept is valued as a useful theoretical framework to explain the preferences that consumers express toward some products rather than others[185].

In the book published in 1986, Sirgy stated that people are naturally driven to minimize the discrepancies between the demonstrated self and the self they have in their own mind[186]. He also defined three innate needs of the nature of self-concept are self-

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[183] Malar, L., Krohmer, H., Hoyer, W. D., & Nyffenegger, B. (2011). Emotional Brand Attachment and Brand Personality: The Relative Importance of the Actual and the Ideal Self [Article]. *Journal of Marketing*, *75*(4), 35-52. https://doi.org/10.1509/jmkg.75.4.35

[184] Kassarjian, H. H. (1971). Personality and Consumer Behavior: A Review. *Journal of Marketing Research*, *8*(4), 409-418. https://doi.org/10.1177/002224377100800401

[185] Sirgy, M. J. (1982). Self-Concept in Consumer Behavior: A Critical Review. *Journal of Consumer Research*, *9*(3), 287–300.

[186] Sirgy, M. J. (1986). *Self-congruity: Toward a theory of personality and cybernetics*. Praeger Publishers/Greenwood Publishing Group.

esteem, self-consistency, and self-knowledge. Self-esteem is one of the primary motives for people to engage in human behaviour and express self-concepts through outside agents, such as conspicuous consumption to signal personal status through luxury products or brands. In terms of self-consistency and self-knowledge, people instinctively seek a coherent consistency between beliefs and behaviours because inconsistency can cause unpleasantness and tension[187]. During the process of maintaining the coherence between self-concept and behaviours, people also acquire more knowledge about the self to better understand who they are and who they would like to be.
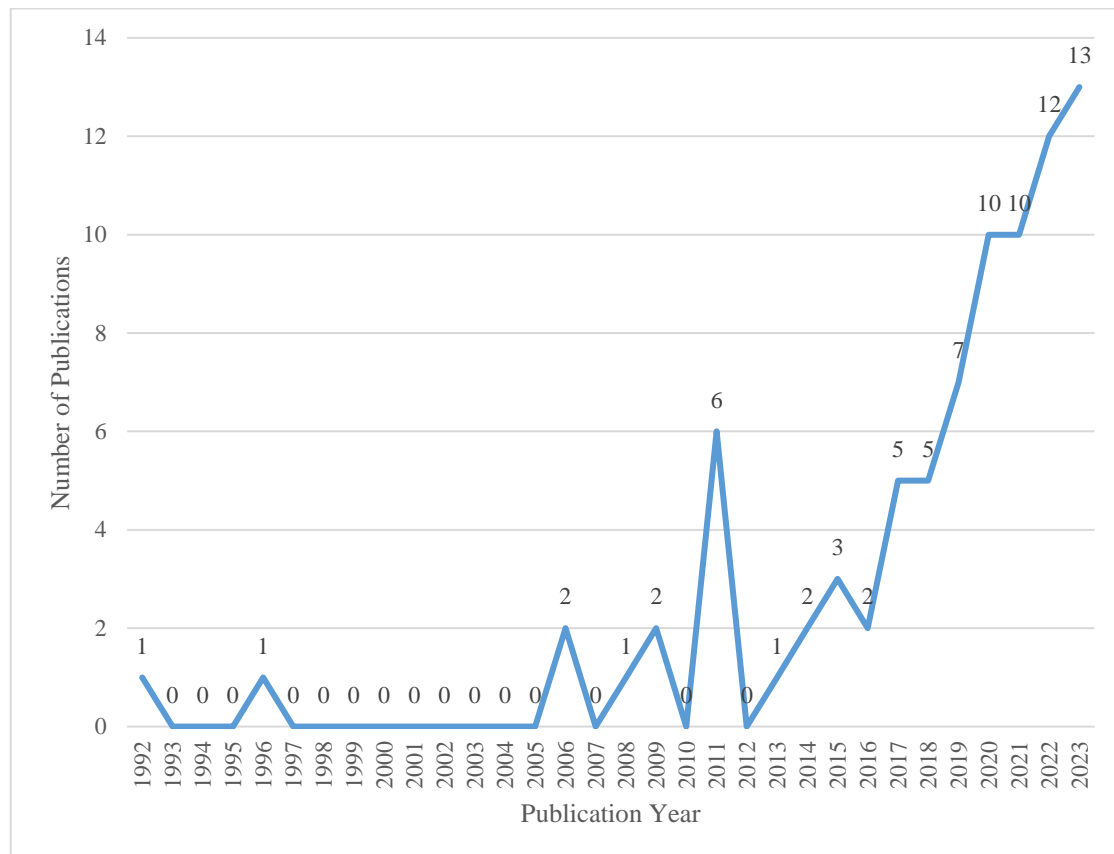
Figure 3.1. Annual Production of the publications on the topic of 'Self-Congruity Theory' or 'Theory of Self-Congruity' by 2024 on Web of Science database.
Source: Own elaboration

When the consumer self-concept was introduced into brand personality research, it contends the perceived match between the consumer's self-concept and the self-image that the brand evokes primarily drives consumption behaviour. Although self-congruity has been studied for more than five decades, the research on its effect on consumer

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[187] Su, N., & Reynolds, D. (2017). Effects of brand personality dimensions on consumers' perceived self-image congruity and functional congruity with hotel brands [Article]. *International Journal of Hospitality Management*, *66*, 1-12. https://doi.org/10.1016/j.ijhm.2017.06.006

behaviour is still evolving, ensuing the literature developed being fragmented and dispersed[188]. From the theoretical point of view, Sirgy (1982) argued that theory of self-congruity is based on the multidimensional nature of actual self-congruity, ideal self-congruity, social self-congruity, and ideal social self-congruity, which are frequently associated with the explanation and prediction of consumers' behavioral intention.
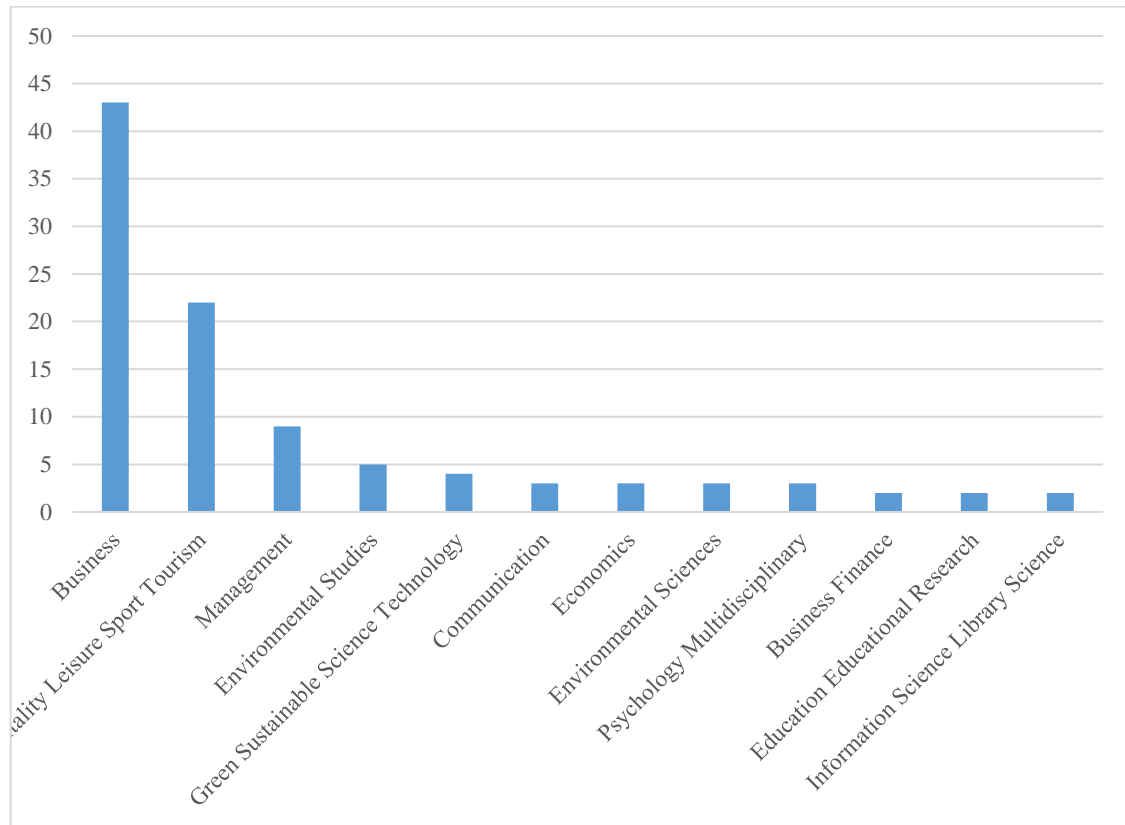
Figure 3.2. The number of publications on the topic of 'Theory of Self-Congruity' or "Self-Congruity Theory' grouped into Web of Science categories.
Source: Own elaboration

From 1992 to 2023, there were 84 publications on 63 sources investigated different aspects of the theory of self-congruity. My search on the database of Web of Science shown that 226 authors have taken part in researching this topic. Figure 3.1. presents a significant rise of the number of publications on the topic of 'Sel-Congruity Theory' or "Theory of Self-Congruity' between 2013 to 2023. Although the first article on this topic published in 1992, there were 12 publications in the first 20 years. Remarkably, in 2011, 6 articles published equalled to the total number of publications on this topic in previous 18 years. It was witnessed a slight decrease in the number of

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[188] Kolańska-Stronka, M., & Singh, B. (2024). Five decades of self-congruity in consumer behaviour research: A systematic review and future research agenda. *International Journal of Consumer Studies*, *48*(1). https://doi.org/10.1111/ijcs.12983

publications in 2016, even though the upward trend has been for the last 10 years and reached the peak in 2023 at 13 publications.

Scholars of different disciplines have been interested in the topic of 'Self-Congruity Theory' or 'Theory of Self-Congruity', the Figure 3.2. is the visualization of the number of publications in terms of Web of Science categories. Business is the most productive field to study on this topic with 43 publications accounted for 51.2%. It has been followed by Hospitality Leisure Sport Tourism in which 22 articles were published. The third position is taken place by Management with 9 publications. Other categories can be listed such as Environmental Studies, Green Sustainable Science Technology, Communication, Economics, Environmental Sciences, Psychology Multidisciplinary, Business Finance, Education Educational Research, Information Science Library Science, and so on.
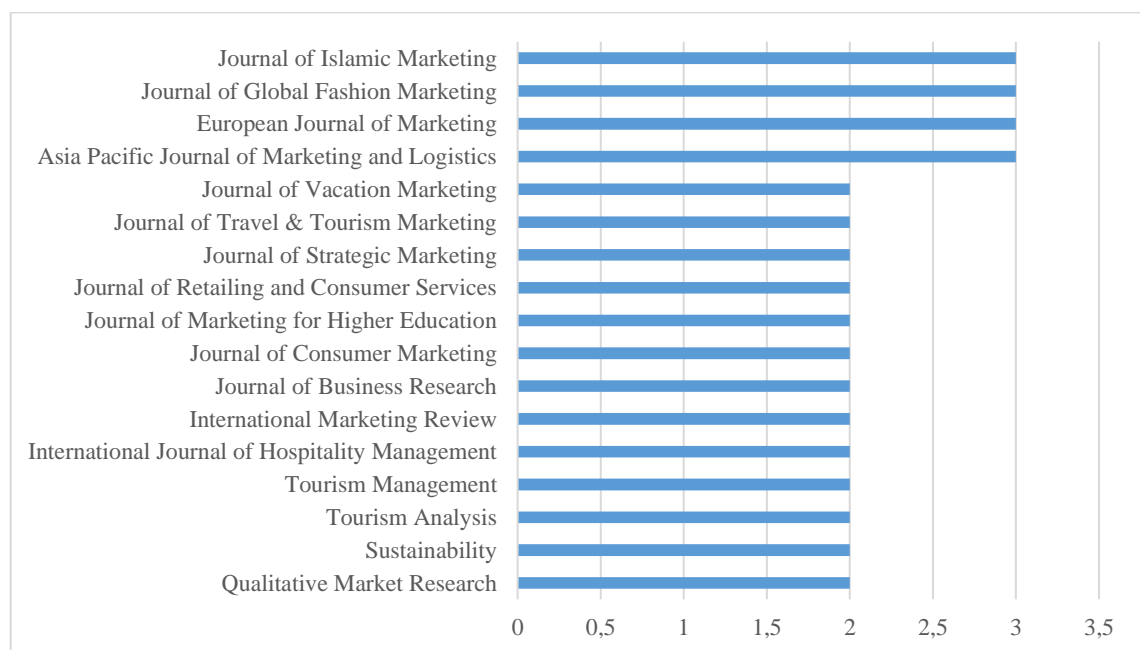
Figure 3.3. The number of publications on the topic of 'Self-Congruity Theory' or 'Theory of Self-Congruity' regarding the Sources.
Source: Own elaboration

The topic of 'Self-Congruity Theory' or 'Theory of Self-Congruity' has attracted the attention of a diversity of scientific publishers. There were 3 articles published on each journal included Asia Pacific Journal of Marketing and Logistics, European Journal of Marketing, Journal of Global Fashion Marketing, and Journal of Islamic Marketing. Figure 3.3. also shown that International Journal of Hospitality Management, International Marketing Review, Journal of Business Research, Journal of Consumer Marketing, Journal of Marketing for Higher Education, Journal of Retailing and Consumer Services, Journal of Strategic Marketing, Journal of Travel & Tourism

Marketing, Journal of Vacation Marketing, Qualitative Market Research, Sustainability, Tourism Analysis, Tourism Management published 2 articles respectively.

It is interesting that these sources published a larger number of articles on the topic of 'Theory of Self-Congruity' or 'Self-Congruity Theory' have not higher impact since the most cited articles published in the Journal of Business Research, Tourism Management, Journal of Travel and Tourism Marketing, Journal of Global Scholars of Marketing Science. Furthermore, the theory of self-congruity has been studied more in Business, so the journal in the Marketing field is dominant in the list. Regarding Hospitality Leisure Sport Tourism, there are several journals interested in the theory of self-congruity. The finding is similar to the review by Sop (2020) who stated that the most prominent journal in publishing self-congruity research was the Journal of Travel and Tourism Marketing, when he reviewed 53 articles applying self-congruity theory published in 20 top-tier tourism journals ranked by Scimago[189]. In the review paper on self-congruity theory in tourism research, Sop (2020) found that actual self-congruity has been the most discussed dimension of self-congruity theory in tourism, which is followed by ideal self-congruity. This is the reason why in my dissertation, I am going to consider these two dimensions of self-congruity theory (actual self-congruity and ideal self-congruity) which effect to the behavior intention of consumers. Moreover, he stated that self-congruity has been investigated by linking mostly with behavioral intentions, brand personality, consumer/ brand attitude, functional congruity, satisfaction and loyalty. Sop (2020) also suggested that online surveys can be implemented to the probability sampling methods instead of convenience sampling to produce more powerful findings. One more thing was pointed out by Sop (2020) is that only quantitative research methods have been applied in self-congruity research except for Correia at al. (2016). It is necessary to conduct more qualitative studies in tourism field to obtain better understanding of self-congruity.

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[189] Sop, S. (2020). Self-congruity theory in tourism research: A systematic review and future research directions. *European Journal of Tourism Research*, *26*, 2604. https://doi.org/10.54055/ejtr.v26i.1935
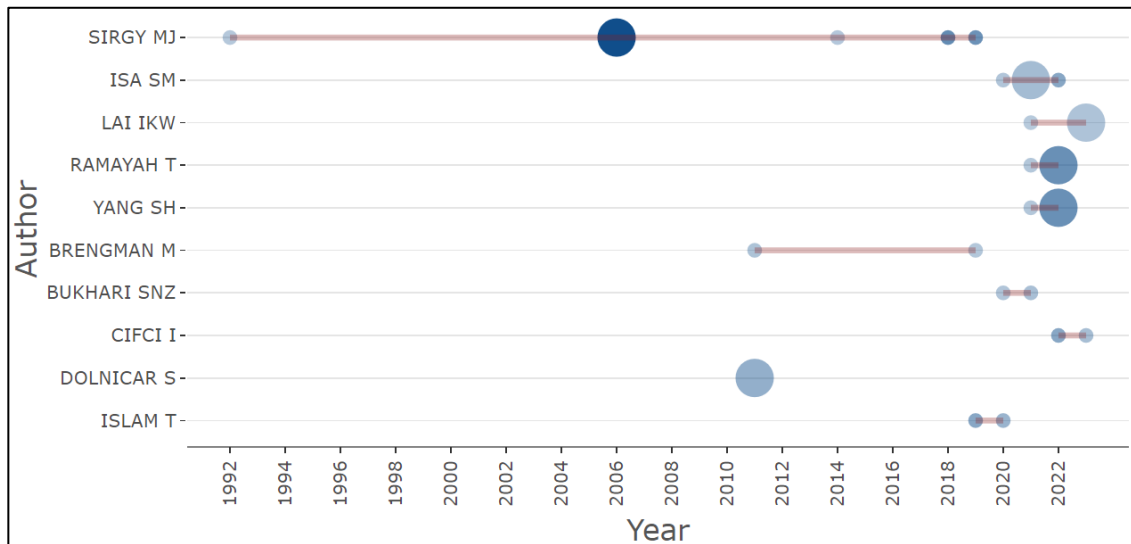
Figure 3.4. Authors' Productive over time on the topic of 'Self-Congruity Theory' or
"Theory of Self-Congruity'.
Source: Own elaboration

Figure 3.4. visualized the production of the most influential authors in the research of 'Theory of Self-Congruity' over year. It is unsurprised that Sirgy M. J. placed on the top of the list with 6 articles published by 2024. He is the first author work on the 'Theory of Self-Congruity' and his first co-author article found in the database of Web of Science with the search for the topic of 'Theory of Self-Congruity' or 'Self-Congruity Theory' published in 1992 called 'The Effects of Product Symbolism on Consumer Self-Concept' in Advances in Consumer Research. The article named 'Direct and Indirect Effects of Self-Image Congruence on brand Loyalty' in Journal of Business Research in 2006 is his highest cited publication at this moment. Sirgy M. J. has also contributed significantly to the literature of self-congruity with two publications in 2018 and 2019 with high citations.

The second highest citation belongs to the publication of Usakli and Baloglu in 2011 called 'Brand Personality of Tourist Destinations: An Application of Self-Congruity theory' in Tourism Management. Several studies have successfully validated theory of self-congruity by providing empirical evidence in a variety of destinations studies can be listed such as N. Su & Reynolds (2017), Z. Liu et al. (2019), Yang et al. (2020). According to self-congruity theory, the greater the match between the destination visitor image and the tourist's self-concept, the more likely that the tourist has a favorable attitude toward that destination (and the more likely that the tourist would visit that destination)[190]. In other words, tourists often have intention to visit a destination if the destination personality is congruent with their own personality. Nevertheless, other scholars argued

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[190] Sirgy, M. J., & Su, C. (2000). Destination image, self-congruity and travel behavior: toward an integrative model. *Journal of Travel Research, 38(4)*, 340-352.

that there is a need in conducting further studies with the aim of developing and testing global or integrative models that have been developed in recent years[191].

Figure 3.5. Word Cloud of Authors' keywords excluded 'Self-Congruity Theory',
'Theory of Self-Congruity', 'Congruence', 'Self-Congruity'.
Source: Own elaboration

Figure 3.5. is a visualisation of the most frequency keywords defined by the authors in their publications on the topic of 'Theory of Self-Congruity' or 'Self-Congruity Theory'. 'Brand personality' is the most relevant concept in the theory of self-congruity. Samli and Sirgy (1981) extend the concept of self-congruity into two paradigms: self-image congruity and functional congruity, and contend that both constructs have effects on the consumer's choice of product and brand. While self-image congruity represents the coherence built on expressive features, functional congruity refers to the perceived consistency in functional features[192]. According to the analysed results presented in Figure 3.5, functional congruity is mentioned in many more studies than self-image congruity.

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[191] Zhang, H., Fu, X., Cai, L. A., & Lu, L. (2014). Destination image and tourist loyalty: A meta-analysis. *Tourism Management*, *40*, 213-223. https://doi.org/10.1016/j.tourman.2013.06.006

[192] Samli, A. C., & Sirgy, M. J. (1981). A Multidimensional Approach to Analyzing Store Loyalty: A Predictive Model. In K. Bernhardt & B. Kehoe (Eds.), *The Changing Marketing Environment: New Theories and Applications* (pp. 113–116). Chicago, IL: American Marketing Association.
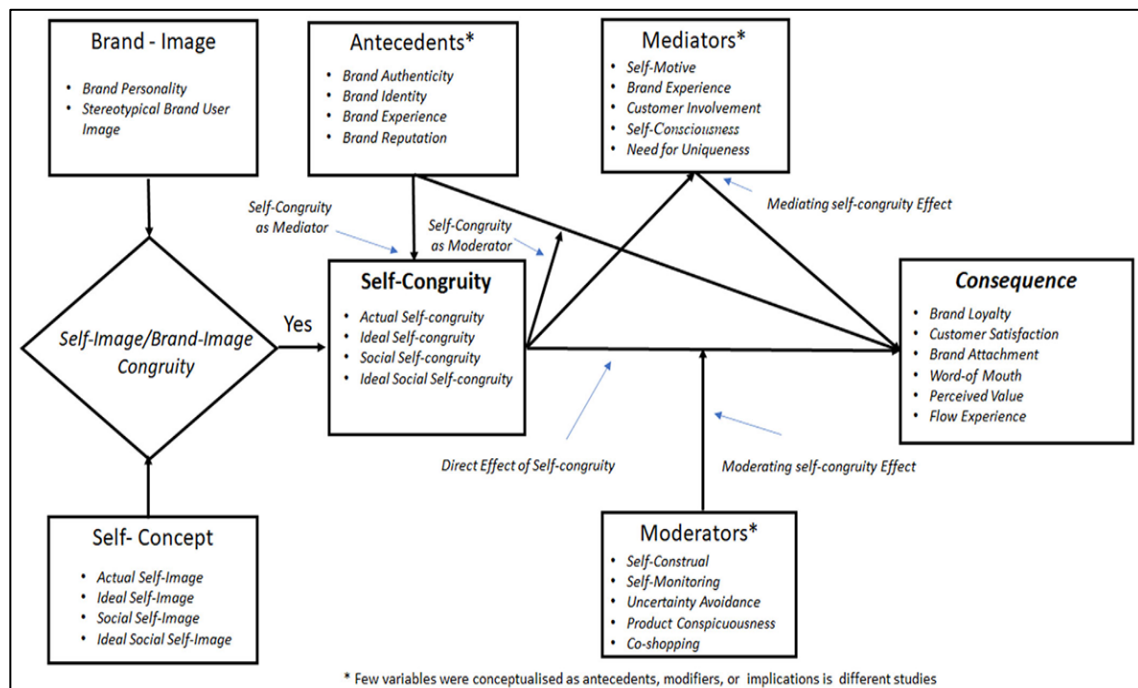
Figure 3.6. Integrative model of self-congruity suggested by Kolańska-Stronka, M., & Singh, B. (2024) [193]

The theory of self-congruity has been applied in studies in different categories, and the concept of self-congruity can be an independent variable, a moderator, or a mediator in research models (see Figure 3.6.). For example, several studies have investigated the influence of customer self-congruity on their engagement with global brands[194], willingness to pay a price premium[195]. Furthermore, self-congruity plays the role as a mediator in several research that have examined the effects of destination personality on destination loyalty in the context of film tourism[196], destination

[193] Kolańska-Stronka, M., & Singh, B. (2024). Five decades of self-congruity in consumer behaviour research: A systematic review and future research agenda. *International Journal of Consumer Studies*, *48*(1). https://doi.org/10.1111/ijcs.12983

[194] Bhattacharjee, D. R., Kuanr, A., Malhotra, N., Pradhan, D., & Moharana, T. R. (2023). How does self-congruity foster customer engagement with global brands? Examining the roles of psychological ownership and global connectedness. *International Marketing Review*, *40*(6), 1480-1508. https://doi.org/10.1108/IMR-09-2022-0206

[195] Liu, S.-F., Li, Z.-X., & Zhang, Y. (2023). Sustainable Operation of Fine-Dining Restaurants: Antecedents and Consequences of Customers' Self-Image Congruity at a Cantonese Michelin-Starred Restaurant Based on the Value-Attitude-Behavior Model. *Sustainability*, *15*(3), 2421. https://doi.org/10.3390/su15032421

[196] Wu, X. H., & Lai, I. K. W. (2022). How destination personality dimensions influence film tourists' destination loyalty: an application of self-congruity theory [Article; Early Access]. *Current Issues in Tourism*, 16. https://doi.org/10.1080/13683500.2022.2140401

personality, destination image, and revisit intention[197], destination attachment towards revisit intention[198].

Self-congruity concept has been applied in a variety of forms, not only directly to the brand personality but also indirectly via stakeholders related to the brand. For instance, the congruence between tourists and the celebrity who act in the film, the destination where the movies was filmed, and the film itself have impact on film tourism experience which influence tourists' satisfaction and word-of-mouth intention[199]. Another example can be mentioned is social media influencers (Internet celebrities) endorser-consumer congruence positively contributes to visit intentions toward the endorsed destinations as does endorser-destination congruence[200].

3.2. Individualism

3.2.1. Definitions of Individualism and Collectivism

The cultural dimension of individualism versus collectivism can be conceptualised within the overall framework of social identity theory proposed by Henri Tajfel and John Turner in 1979. Social identity refers to the ways in which people's self-concepts are based on their membership in social groups. In other words, according to social identity theory, people categorise themselves into different social categories to build their own social identity. It is vital to distinguish between self-identity and social identity. While self-identity, or personal identity, refers to the self-knowledge of unique personal and individual attributes, social identity has to do with their group memberships. In fact, self-identity may focus on what makes one different from others, such as hobbies, education, and personality traits. And social identity concentrates on what makes one similar to the groups that they belong and different from those they are not (e.g., such as race, social class, gender, religion, and sexual orientation).

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[197] Yang, S. H., Isa, S. M., & Ramayah, T. (2022). Does uncertainty avoidance moderate the effect of self-congruity on revisit intention? A two-city (Auckland and Glasgow) investigation [Article]. *Journal of Destination Marketing & Management*, *24*, 11, Article 100703. https://doi.org/10.1016/j.jdmm.2022.100703

[198] Cifci, I., Rather, R. A., Taspinar, O., & Altunel, G. K. (2023). Demystifying destination attachment, self-congruity and revisiting intention in dark tourism destinations through the gender-based lens [Article; Early Access]. *Tourism Recreation Research*, 17. https://doi.org/10.1080/02508281.2023.2190280

[199] Wu, X., & Lai, I. K. W. (2023). How to promote film tourism more effectively? From a perspective of self-congruity and film tourism experience. *Asia Pacific Journal of Tourism Research*, *28*(6), 556-572. https://doi.org/10.1080/10941665.2023.2255303

[200] Xu, X., & Pratt, S. (2018). Social media influencers as endorsers to promote travel destinations: an application of self-congruence theory to the Chinese Generation Y [Article]. *Journal of Travel & Tourism Marketing*, *35*(7), 958-972. https://doi.org/10.1080/10548408.2018.1468851

From the perspective of collectivistic cognitive representations of self, the self is linked with other members of the in-group. Based on social identity theory, collectivism is an intragroup phenomenon. It means that collectivistic cultures are concerned more about having a network of interpersonal connections than about the differentiation between in-groups and out-groups. Collectivistic cultures consider groups as relationship-based and focuses on others' behaviours and thoughts when people make a decision. For example, Chen (2010) points out that during communication, people from collectivistic cultures often say "we" rather than "I" and "you". According to several studies on distinguishing between collectivistic and individualistic cultures, Eastern cultures are typically characterized as collectivist based on the desire for enhancement of cooperative behaviours and maintenance of harmony with other people in groups[201].

By contrast, in an individualistic culture, people make distinctions between personal and group goals and they have greater interest in personal achievement than in the goals of their group. Individualistic culture emphasizes intergroup relations and intragroup differentiation due to the self is referred to as an autonomous and unique individual entity. The values and norms of individualistic culture influence people's behaviour as well as communication style. Particularly, Hermeking (2006) has studied the relationship between the degree of individualism and communication. According to his results, the effect of individualism on communication style was explicit. In low individualistic culture, people want to share information indirectly and informally. Moreover, they tend to use symbols or pictures more than people from high individualistic culture. Western cultures are typically characterized by individualism or independence.

Triandis (1995) defined: "Collectivism may be initially defined as a social pattern consisting of closely linked individuals who see themselves as parts of one or more collectives (family, coworkers, tribe, nation); are primarily motivated by the norms of, and duties imposed by, those collectives; are willing to give priority to the goals of these collectives over their own personal goals; and emphasize their connectedness to members of these collectives. A preliminary definition of individualism is a social pattern that consists of loosely linked individuals who view themselves as independent of collectives; are primarily motivated by their own preferences, needs, rights, and contracts they establish with others; give priority to their personal goals over the goals of others; and emphasize rational analysis of the advantages and disadvantages to associating with others" (pp. 2).

From the point of view of a collectivist culture, cooperation is a normative behaviour, whereas for an individualist culture, it is beneficial behaviour rather than normative. Kim, Pan, and Park (1998) indicate that a high context culture (e.g., China and

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[201] Yuki, M. (2003). Intergroup comparison versus intragroup relationships: A cross-cultural examination of social identity theory in North American and East Asian cultural contexts. *Social Psychology Quarterly*, *66*(2), 166–183. https://doi.org/10.2307/1519846

Korea) is more likely to be socially oriented, and its authorities have more responsibilities than in a low context culture (e.g., America). Yuki, Maddux, Brewer, and Takemura (2005) also suggest that characteristics of group cognition and behaviour are different between Eastern collectivistic and Western individual cultures. They tried to examine culturally specific group processes among Americans and Japanese. From their findings, American participants trust in-group members more than out-group members and their group behaviour and cognition are based on a depersonalized categorical differentiation between in-group and out-group. However, the Japanese tended to trust out-group members as well as in-group members. In other words, the Japanese consider groups as stable and as extended networks of individuals.

According to Markus and Kitayama (1991), those people from western countries, primarily individualistic cultures, are "bounded, unique, more or less integrated motivational and cognitive universe, a dynamic center of awareness, emotion, judgment and action organized into a distinctive whole and set contrastively both against other such wholes and against a social and natural background" (p. 226), whereas people from non-western countries, mainly Asian cultures (e.g. Japan, China, Korea, Southeast Asia, South Asia and Africa) are more connected and less differentiated from others. People are motivated to find a way to fit in with relevant others, to fulfil and create obligation, and in general to become part of various interpersonal relationships.

3.2.2. The influence of Individualism in Marketing and Tourism Research

The influence of individualism on many dimensions of human behaviours has been widely documented in marketing research. For example, several studies have reported that individualism impact on customers' luxury purchasing behaviour[202]. In tourism research, the recent development of international travel has encouraged scholars to examine the impacts of individualism on tourism. In particular, several research have investigated the influence of individualism on the perceived service quality[203], tourists' evaluations of tourist activities at destinations[204], consumers' pro-environmental

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[202] Zici, A., Quaye, E. S., Jaravaza, D. C., & Saini, Y. (2021). Luxury purchase intentions: the role of individualism-collectivism, personal values and value-expressive influence in South Africa. *Cogent Psychology*, *8*(1), 1991728 https://doi.org/10.1080/23311908.2021.1991728

[203] Tsang, N. K.-F., & Ap, J. (2007). Tourists' Perceptions of Relational Quality Service Attributes: A Cross-Cultural Study. *Journal of Travel Research*, *45*(3), 355-363. https://doi.org/10.1177/0047287506295911

[204] Ji, G. M., Cheah, J.-H., Sigala, M., Ng, S. I., & Choo, W. C. (2023). Tell me about your culture, to predict your tourism activity preferences and evaluations: cross-country evidence based on user-generated content. *Asia Pacific Journal of Tourism Research*, *28*(10), 1052-1070. https://doi.org/10.1080/10941665.2023.2283599

behavioral intention[205], tourist satisfaction[206]. It is also interesting when localised webpage content expressing individualism (vs. collectivism) leads to a higher willingness to visit among UK respondents[207]. Furthermore, the individualism of the national culture was significant in influencing the competitiveness of travel and tourism competitiveness of a country[208].

3.2.2.1. National level

Leidner and Kayworth (2006) and Sabiote-Ortiz et al. (2016) stated that individualism/collectivism and uncertainty avoidance are the best suited to studying consumer behaviour from a cross-cultural perspective[209]. Furthermore, findings on individualism–collectivism are probably the most frequently cited aspect of Geert Hofstede's framework[210] that have been productively applied across business disciplines, including extensively in marketing and consumer research[211]. He scored each country using a scale of roughly 0 to 100 for each dimension. The higher the score, the more that dimension is exhibited in society. According to Hofstede, the individualism dimension refers to the extent to which people emphasise their own needs. Indeed, in collectivist cultures in Asia, South America, and Africa, where people depend on each other, their behaviour depends on the social context. A person is part of social networks and

[205] Lin, M.-T. B., Zhu, D., Liu, C., & Kim, P. B. (2022). A meta-analysis of antecedents of pro-environmental behavioral intention of tourists and hospitality consumers. *Tourism Management*, *93*, 104566. https://doi.org/10.1016/j.tourman.2022.104566

[206] Huang, S. S., & Crotts, J. (2019). Relationships between Hofstede's cultural dimensions and tourist satisfaction: A cross-country cross-sample examination [Article]. Ibid., *72*, 232-241. https://doi.org/10.1016/j.tourman.2018.12.001

[207] Mele, E., Kerkhof, P., & Cantoni, L. (2021). Cultural localization in online heritage promotion. *Journal of Heritage Tourism*, *16*(3), 300-316. https://doi.org/10.1080/1743873X.2020.1779731

[208] Kumar, S., & Dhir, A. (2020). Associations between travel and tourism competitiveness and culture [Article]. *Journal of Destination Marketing & Management*, *18*, 11, Article 100501. https://doi.org/10.1016/j.jdmm.2020.100501

[209] Coves-Martínez, Á. L., Sabiote-Ortiz, C. M., & Frías-Jamilena, D. M. (2023). How to improve travel-app use continuance: The moderating role of culture. *Tourism Management Perspectives*, *45*, 101070. https://doi.org/10.1016/j.tmp.2022.101070

[210] Hamamura, T. (2012). Are Cultures Becoming Individualistic? A Cross-Temporal Comparison of Individualism–Collectivism in the United States and Japan. *Personality and Social Psychology Review*, *16*(1), 3-24. https://doi.org/10.1177/1088868311411587

[211] Steenkamp, J.-B. E. M. (2019). Global Versus Local Consumer Culture: Theory, Measurement, and Future Research Directions. *Journal of International Marketing*, *27*(1), 1-19. https://doi.org/10.1177/1069031X18811289

relationships. On the other hand, in individualistic cultures, a person's behaviour depends on that person and is determined by the personality of that person. Individualists make decisions differently from collectivists. Individualists are in control of their decisions, whereas collectivists allow others to make decisions for them. Hofstede's and others like it describe cultures as wholes and do not explicitly describe individual-level differences.

Several comparison studies have investigated the role of individualism in marketing and consumer behaviour in tourism research by defining at least two different nations represented for individualism and collectivism. For instance, Pizam and Jeong (1996) found that Americans preferred socialising with other nationals more than tourists from Japan or Korea, while Sheldon and Fox (1988) found that Japanese tourists were reluctant to try new cuisines.

A tourist's individualism has been used to explain differences in tourists' behaviour, including their travel patterns and preferred tourist activities[212]. For instance, Dybka (1988) found Japanese travelers were more likely to use all-inclusive packages for vacations, while German tourists were more likely to use resorts that included facilities such as beaches, skiing, golf and tennis. In addition, Japanese tourists seem to favour short holidays, while Europeans favour longer holidays. Pizam and Jeong (1996) found Americans preferred socialising with other nationals more than tourists from Japan or Korea. Sheldon and Fox (1988) also found Japanese tourists were reluctant to try new cuisines. Furthermore, the collectivistic tourists prefer entertainment, whereas individualistic tourists emphasize nature, and more frequently participate in hiking[213].

Regarding complain intention, in South Korean (collectivistic) culture, voice complaint-behavior intention was highly interrelated with expectations of distributive and procedural justice and private complaint-behavior intention was correlated with expectations of interactional justice. On the other hand, consumers in individualistic cultures express feelings of dissatisfaction toward managers or sellers, tell friends and families about their dissatisfaction or quit purchasing the products, they can be satisfied by any type of response from the company, whether distributive, procedural or interactional justice[214].

Positive attribute-level experiences exert the greater influence on individualism American tourists' satisfaction, while negative attribute-level experiences affect

[212] Pizam, A., & Sussmann, S. (1995). Does Nationality Affect Tourist Behavior. *Annals of Tourism Research*, *22*(4), 901-917. https://doi.org/10.1016/0160-7383(95)00023-5

[213] Vespestad, M. K., & Mehmetoglu, M. (2010). The relationship between tourist nationality, cultural orientation and nature-based tourism experiences [Article]. *European Journal of Tourism Research*, *3*(2), 87-104.

[214] Park, S. G., Kim, K., & O'Neill, M. (2014). Complaint behavior intentions and expectation of service recovery in individualistic and collectivistic cultures [Article]. *International Journal of Culture Tourism and Hospitality Research*, *8*(3), 255-271. https://doi.org/10.1108/ijcthr-12-2013-0084

collectivism Chinese tourists' satisfaction[215]. Furthermore, feelings of reactance mediate the restriction-based nonphysical rate fence-willingness to book relationship for highly individualistic cultures, but not for highly collectivist cultures[216].

Internet users from individualistic cultural background as compared to collectivistic give more negative reviews[217]. Although Hardeman et al. (2017), Malone et al. (2014), Wehrli et al. (2017) pointed out that individualistic messages are the most persuasive in changing one's behaviour, Shahzalal and Font (2018) showed altruistic messages are more persuasive in collectivistic society[218].

A customer's repurchase intention and engagement in social media customer-to-customer interactions are significantly influenced when their electronic word-of-mouth is challenged by other customers. Compared with individualistic cultures, such a phenomenon is more effective in collectivistic cultures, particularly when a customer shares negative electronic word-of-mouth. Customers in collectivistic cultures are more likely to appreciate consensus with other customers, and they tend to expend more effort toward solving dissonance[219].

Although Zhang et al. (2018) pointed out that effort expectancy impact on app satisfaction among tourists from individualistic, Coves-Martínez et al. (2023) found that if the technology is useful during a trip, tourists from collectivistic (e.g. Spanish) will be satisfied with it regardless of how difficult it is to use. Manrai and Manrai (2011) said that the quality of information influence effort expectancy significantly greater among more collectivistic culture, however, this feature will not be so important, since tourists from individualistic (e.g. the British) cultures seek novel situations and are less concerned about taking the potential risks associated with a tourism experience. In addition, Coves-Martínez et al. (2023) stated that hedonism only has a significant influence on travel app satisfaction among tourists from collectivistic cultures who find enjoyable when using

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[215] Wei, Z., Zhang, M., & Ming, Y. (2023). Understanding the effect of tourists' attribute-level experiences on satisfaction – a cross-cultural study leveraging deep learning. *Current Issues in Tourism*, *26*(1), 105-121. https://doi.org/10.1080/13683500.2022.2030682

[216] Song, M., Noone, B. M., & Mattila, A. S. (2018). A Tale of Two Cultures: Consumer Reactance and Willingness to Book Fenced Rates. *Journal of Travel Research*, *57*(6), 707-726. https://doi.org/10.1177/0047287517713722

[217] Banerjee, S., & Chai, L. (2019). Effect of individualism on online user ratings: Theory and evidence. *Journal of Global Marketing*, *32*(5), 377–398. https://doi.org/10.1080/08911762.2018.1549690

[218] Shahzalal, M., & Font, X. (2018). Influencing altruistic tourist behaviour: Persuasive communication to affect attitudes and self-efficacy beliefs. *International Journal of Tourism Research*, *20*(3), 326-334. https://doi.org/10.1002/jtr.2184

[219] Izogo, E. E., Mpinganjira, M., Karjaluoto, H., & Liu, H. (2022). Examining the Impact of eWOM-Triggered Customer-to-Customer Interactions on Travelers' Repurchase and Social Media Engagement. *Journal of Travel Research*, *61*(8), 1872-1894. https://doi.org/10.1177/00472875211050420

the app more than tourists from individualistic cultures (e.g. the British), who are more familiar with this type of technology. Furthermore, Huang and Crotts (2019) pointed out that people from societies with high levels of individualism are less affected by the opinions of others, they will generate less electronic word-of-mouth on the travel app. It is interesting that Coves-Martínez et al. (2023) figured out that personalization only influences app satisfaction among individualistic tourists who want personalized activities and services tailored to their preferences.

Strength of the relationship between online destination brand experience and destination brand authenticity in the individualistic group is more robust than the collectivist group. It means that online destination brand experience is relatively more capable of determining perceived destination brand authenticity for tourists from individualist cultural backgrounds. Indeed, the observed less role of online destination brand experience for collectivistic culture group could be explained by the 'personal' nature of experiences[220] . This means that, compared to the individualistic, the collectivistic culture group normally shows less admiration for ideas such as having fun and enjoying life. In other words, the enjoyment level of the collectivistic culture group is controlled by the mechanism of strict social norms[221]. The greater effectiveness of online destination brand experience in determining destination brand authenticity for the individualistic culture group could also be interrelated to the 'emotional' nature of experiences. While the individualistic culture motivates to express and uncover emotions, the collectivistic culture backs restricting emotions to maintain harmony[222]. Likewise, Triandis (1995) states that pleasure-seeking is inferior to following social duties in collectivist cultures. Therefore, the greater importance of online destination brand experience for individualistic culture groups might be because experiences better satisfy their emotional expression desire[223].

McKercher & Cros (2003) and O'Leary & Deegan (2003) have suggested that individualism may drive tourist's destination choice. For example, Jackson (2001) found that people from highly individualist countries (such as Australia, Canada, New Zealand,

[220] Shobeiri, S., Mazaheri, E., & Laroche, M. (2018). Creating the right customer experience online: The influence of culture. *Journal of Marketing Communications*, *24*(3), 270-290 https://doi.org/10.1080/13527266.2015.1054859

[221] Han, H., Kiatkawsin, K., Kim, W., & Lee, S. (2017). Investigating customer loyalty formation for wellness spa: Individualism vs. collectivism [Article]. *International Journal of Hospitality Management*, *67*, 11-23. https://doi.org/10.1016/j.ijhm.2017.07.007

[222] Oyserman, D., Coon, H. M., & Kemmelmeier, M. (2002). Rethinking individualism and collectivism: Evaluation of theoretical assumptions and meta-analyses. *Psychological Bulletin*, *128*(1), 3–72. https://doi.org/10.1037/0033-2909.128.1.3

[223] Khan, I., & Fatma, M. (2021). Online destination brand experience and authenticity: Does individualism-collectivism orientation matter? [Article]. *Journal of Destination Marketing & Management*, *20*, 10, Article 100597. https://doi.org/10.1016/j.jdmm.2021.100597

and the United States) visited more culturally similar destinations, while people from highly collectivist countries (such as Colombia, El Salvador, Ecuador and South Korea) visited more culturally distant destinations. Jackson reasoned that this occurred because people from highly individualist countries are less interdependent with their in-groups and, as such, have greater need for affiliation.

3.2.2.2. Individual/ Personal level

Using Hofstede's national-level cultural dimensions as proxies for individual-level cultural differences rather than measuring them directly[224]. With culture operating in the mind and impacting on an individual's psychological processes[225], the unit of analysis should be the individual to attain meaningful results. Dann (1993) have argued that national culture offers only a limited view, as many countries welcome multiculturalism, have strong regional differences, and include people of multiple nationalities (e.g., country of birth, country of residence and country of nationality).

Individualism have been measured at the personal levels applied mainly in the human resources management. There have been several research investigated the effects of customer inspiration on customer citizenship behaviors were stronger for collectivists than individualists[226]. In addition, it was also found that collectivism (individualism) moderated the effect of travel anxiety on staycation intention among Australian respondents[227]. Furthermore, the impact of affect on desire was identified to be only significant in the individualism group but not in the collectivism group. The quality perception of international wellness spa travelers leads to satisfaction only in the collectivism group but not in the individualism group[228].

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[224] Schoefer, K. (2010). Cultural Moderation in the Formation of Recovery Satisfaction Judgments: A Cognitive-Affective Perspective. *Journal of Service Research*, *13*(1), 52-66. https://doi.org/10.1177/1094670509346728

[225] Hong, Y.-y., Morris, M. W., Chiu, C.-y., & Benet-Martínez, V. (2000). Multicultural minds: A dynamic constructivist approach to culture and cognition. *American Psychologist*, *55*(7), 709–720. https://doi.org/10.1037/0003-066X.55.7.709

[226] Izogo, E. E., Mpinganjira, M., & Ogba, F. N. (2020). Does the collectivism/individualism cultural orientation determine the effect of customer inspiration on customer citizenship behaviors? *Journal of Hospitality and Tourism Management*, *43*, 190-198. https://doi.org/10.1016/j.jhtm.2020.04.001

[227] Huang, S. S., Wang, X., Xu, J., & Wang, J. (2024). Effects of protection motivation and travel anxiety on staycation intention: a cross-country examination. *Current Issues in Tourism*, *27*(5), 720-738 https://doi.org/10.1080/13683500.2023.2231605

[228] Han, H., Kiatkawsin, K., Kim, W., & Lee, S. (2017). Investigating customer loyalty formation for wellness spa: Individualism vs. collectivism [Article]. *International Journal of Hospitality Management*, *67*, 11-23. https://doi.org/10.1016/j.ijhm.2017.07.007

In the era of information technology, it is vital for the hospitality and tourism adopted the latest innovations in order to enhance the effective and efficient of the business. In fact, in terms of using blockchain technology for their hotel bookings, Strebinger and Treiblmaier (2022) stated that collectivistic travelers are more willing than individualistic travelers. Blockchain-enabled applications facilitating direct hotel bookings without any additional intermediary services are more readily accepted by travelers with a collectivistic mindset. Blockchain applications addressing individualistic travelers require added services that establish a sense of controllability[229].

Table 3.1. Attributes of cultural orientation of horizontal and vertical individualism and collectivism.

Cultural Orientation	Dimension (Hierarchy)	
	Horizontal	**Vertical**
Individualism	Independent/ autonomous self and similar to other, equality in status.	Independent/ autonomous self and different from others, status differential expected and accepted à inequality, intragroup competition, submission to authority.
Collectivism	Interdependent self and similar to others, equality in status.	Interdependent self and different than others, status differential à inequality is accepted, self-sacrifice for in-group is essential, submission to authority.

Source: Fatehi et al. (2020)[230]

While Hofstede (1980) considered individualism was the opposite of collectivism (uni-dimensionality), Markus and Kitayama (1991), Osyerman (1993), and Singelis (1994) suggested that collectivism and individualism are separate dimensions (bi-dimensionality). Singelis et al. (1995) and Triandis and Gelfand (1998) proposed the application of independent and interdependent self (see Table 11), each of collectivism and individualism consists of two separate forms - horizontal and vertical – (quadra-dimensionality).

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[229] Strebinger, A., & Treiblmaier, H. (2022). Cultural roadblocks? Acceptance of blockchain-based hotel booking among individualistic and collectivistic travelers. *Journal of Hospitality and Tourism Technology*, *13*(5), 891-906 810.1108/JHTT-1110-2021-0293. https://doi.org/10.1108/JHTT-10-2021-0293

[230] Fatehi, K., Priestley, J. L., & Taasoobshirazi, G. (2020). The expanded view of individualism and collectivism: One, two, or four dimensions? *International Journal of Cross Cultural Management*, *20*(1), 7-24. https://doi.org/10.1177/1470595820913077

It was found that vertical individualism has a significantly positive relationship with perceived price fairness[231]. In the other hand, higher levels of horizontal collectivism are associated with higher levels of introjected reward (i.e., pride), identified (i.e., personally important), integrated (self-identity), and intrinsic (i.e., interesting and enjoyable) motivations; and higher levels of horizontal individualism are associated with higher levels of introjected reward, identified, and integrated motivations[232].

3.3. Visit Intention

Behavioral intention has traditionally been conceptualized as a dependent variable, subject to theoretical and statistical influence from various antecedents within the managerial context. The assessment of the success of a tourism destination has increasingly relied upon behavioral intentions as a fundamental strategic metric, thereby maintaining its prominence as a pivotal subject in the fields of marketing and tourism research[233]. According to Ajzen (1991), behavioral intention represents the predisposition to persist in a specific behavior in the future. Conversely, the work of Chen, Lai, Petrick, and Lin (2016) posits that intention or conation is rooted in an individual's cognitive and affective processes, emphasizing a nuanced perspective. Consequently, the conceptualization of behavioral intention as a dependent variable assumes paramount importance in comprehending tourists' destination choices, along with their underlying motives and ensuing behaviors. In light of this, any scholarly pursuit aimed at elucidating the intricacies of behavioral intention stands to make substantive contributions to the evolving knowledge base in the domain of tourism. Exemplary indicators highly esteemed by tourism researchers and managers for gauging both pre-visit and post-visit behavioral intentions include the intention to revisit (Loi, et al., 2017), intention to recommend (Prayag & Ryan, 2012), and intention to visit (Fu, Ye & Xiang, 2016).

Tourism, as a ubiquitous activity in contemporary society, has been a significant driver of economic development over an extended period. However, the escalating competition within various facets of the tourism industry has become particularly pronounced in recent years, leading to challenges for tourism service providers in acquiring and retaining customers (Horng, Liu, Chou, & Tsai, 2012; Litvin, Goldsmith, & Pan, 2008; Echtner & Ritchie, 1991; Ho, 2007). Consequently, there is a heightened

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[231] Beldona, S., & Kwansa, F. (2008). The impact of cultural orientation on perceived fairness over demand-based pricing [Article]. *International Journal of Hospitality Management*, *27*(4), 594-603. https://doi.org/10.1016/j.ijhm.2007.07.024

[232] Walker, G. J. (2009). Culture, Self-Construal, and Leisure Motivations. *Leisure Sciences*, *31*(4), 347-363. https://doi.org/10.1080/01490400902988291

[233] Prayag, G., Hosany, S., & Odeh, K. (2013). The Role of Tourists' Emotional Experiences and Satisfaction in Understanding Behavioral Intentions. *Journal of Destination Marketing & Management*, *2*(2), 118-127. https://doi.org/10.1016/j.jdmm.2013.05.001

focus among researchers, policymakers, and marketers on exploring methodologies for attracting tourists to destinations. Given the intensifying competition for tourist numbers and expenditures, understanding the intricacies of the processes that govern tourists' choices of destinations holds paramount significance for governments, tourism organizations, and operators (The Travel and Tourism Economic Research, 2006; World's Leading Outbound Markets, 2005).

In the tourism context, the strength of one's intention to visit a destination emerges as a decisive factor influencing actual visitation (Lu, Hung, Wang, Schuett, & Hu, 2016). Consequently, it becomes imperative to scrutinize visit intention and comprehend its profound impact on tourists' behavior (Lu et al., 2016; Su & Huang, 2019). The research interest in intention to travel has long persisted within the tourism literature, with a focus on understanding the future behavioral intentions of international travelers gaining prominence as the global tourism industry becomes more competitive (Baloglu 2000; Ng, Lee, and Soutar 2007; Whang, Yong, and Ko 2016; Chen & Tsai, 2007). The decision-making process associated with visiting a destination serves as a common thread in the measurement of behavioral intentions (Zhang, Fu, Cai, & Lu, 2014). The intention to visit, denoting the likelihood of tourists choosing to visit a destination, is shaped through a multifaceted process, with destination marketers strategically aiming to influence this intention. Academic inquiry into visit intention has explored its manifestations in various contexts, including its association with destination image (Chaulagain, Wiitala, & Fu, 2019; Hunt, 1975; Jang & Feng, 2007). Diverse theoretical frameworks and models, such as the theory of planned behavior (Jordan et al. 2017; Shen, Schüttemeyer, and Braun 2009), the theory of cultural distance (Ng, Lee, and Soutar 2007), and the choice set approach (S. Li, McCabe, and Li 2017), contribute to the understanding of tourists' propensities to travel to specific destinations.

An investigation into the existing publications, systematizes the trends in visit intention was conducted. A systematic and bibliometric review approach in collecting and analysing the prominent research directions across the literature pertaining to the topic was employed. The world-leading and competing citation academic database – Web of Science – was chosen for the searching. The only peer-reviewed academic journal articles in English, excluding book chapters, conference proceedings, and non-refereed publications on the topic 'visit intention' or 'intention to visit' was searched. I did not set the specific timeframe for this research. As the year 2024 is incomplete, so all the articles were published in 2024 are excluded in this research.
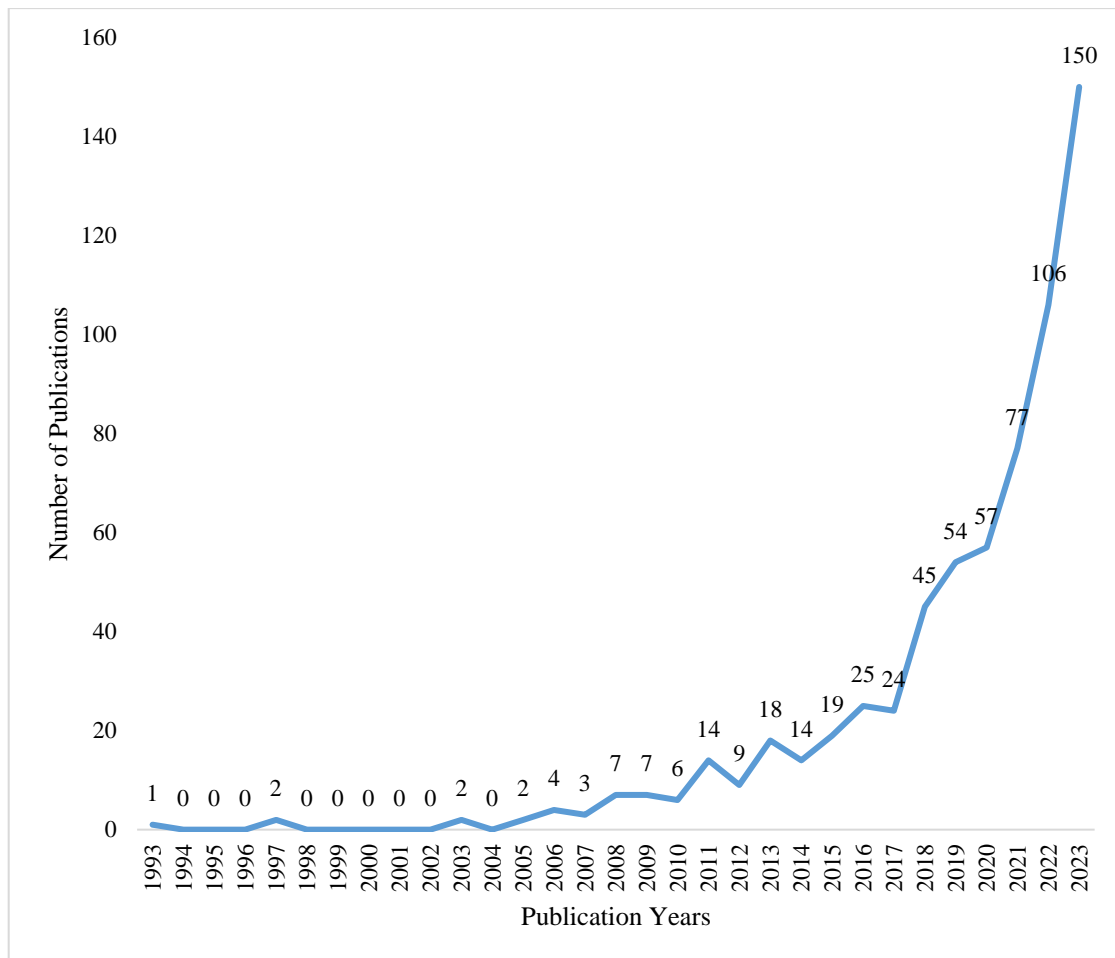
Figure 3.7. Annual Scientific production on 'Visit Intention' topic (Web of Science database).
Source: Own elaboration

According to the search results on the Web of Science, the first article in the topic of 'visit intention' was published in 1993. Between 1993 and 2023, there are 646 articles published on 221 different journals with 1,693 authors contributed to the development of this research area. The number of articles published every year have increased and reached the peak at 150 publications in 2023, though there were tiny drops in 2007, 2010, 2012 and 2017 (see Figure 3.7). Although 'visit intention' was mentioned firstly in 1993, for the first twelve years, the total amount of publication on this topic is only 7, with 2 articles each year in 1997, 2003, and 2005. Last four years, it was witnessed the rocket in the number of the publication on 'visit intention'. Indeed, the amount of published articles of 2021 (77) was 1,35 times of the number of arlicles published in a previous year (57).

Table 3.2. The Journal Impact.

Journal	h_index	g_index	m_index	TC	NP	PY_start

Journal	h-index	g-index	m-index	TC	NP	PY-start
Journal of Travel & Tourism Marketing	18	26	1.059	907	26	2008
Journal of Travel Research	16	19	0.941	1281	19	2008
Tourism Management	16	21	0.842	2603	21	2006
Journal of Destination Marketing & Management	12	21	0.923	1040	21	2012
Sustainability	12	20	1.714	447	40	2018
Asia Pacific Journal of Tourism Research	11	15	1	414	15	2014
International Journal of Contemporary Hospitality Management	11	14	1.222	487	14	2016
Current Issues in Tourism	10	19	1.429	376	21	2018
International Journal of Hospitality Management	10	16	0.625	1661	16	2009
International Journal of Tourism Research	9	11	0.6	301	11	2010
Journal of Hospitality & Tourism Technology	8	11	0.8	144	11	2015
Journal of Vacation Marketing	8	15	0.889	245	17	2016
Tourism Review	8	12	0.8	296	12	2015
Journal of Hospitality Marketing & Management	7	9	0.467	557	9	2010

h-index: an author-level metric which assists to measure both impact of citations and publications productivity.

g-index: based on the distribution of citations received by a researcher's publications.

m-index= h-index/the number of years since the first published paper of the scientist.

TC – Total Citations

NP: number of publications

PY-start: The year when the journal published the first article

Source: Own elaboration

And the volumn of publications in 2022 and 2023 were 1.86 and 2.63 times of the amount of published articles in 2020 (106 and 150) respectively. This is an evidence for the importance of the studies on 'intention to visit' recently when scholars have paid more attention on this research area.

Sustainability is the journal published the largest volume of articles (40) investigating the visit intention since 2017 (see Figure 3.8.) with the surge for 7 years. However, thanks to the highest h-index, the Journal of Travel and Tourism Marketing placed at the first position in the list of the most impact journal in the topic of the intention to visit (see Table 3.2). Other journals have also significantly contributed to this research file can be named as Journal of Travel Research, Tourism Management, Journal of Destination Marketing & Management, etc. Figure 3.8. shows that Tourism Management is the first journal among the top impact journal published the article on the topic of 'intention to visit'. Although the number of publications in Tourism Management has boosted, other sources have taken its place in the race to extend the studies in 'visit intention'. It is interesting that Current issues in tourism and Sustainability started publishing the first articles on 'visit intention' at the same time, but the speed of their acceleration have been different. In 2023, the number of publications on 'visit intention' in Sustainability was doubled the number of articles published in Current issues in Tourism.
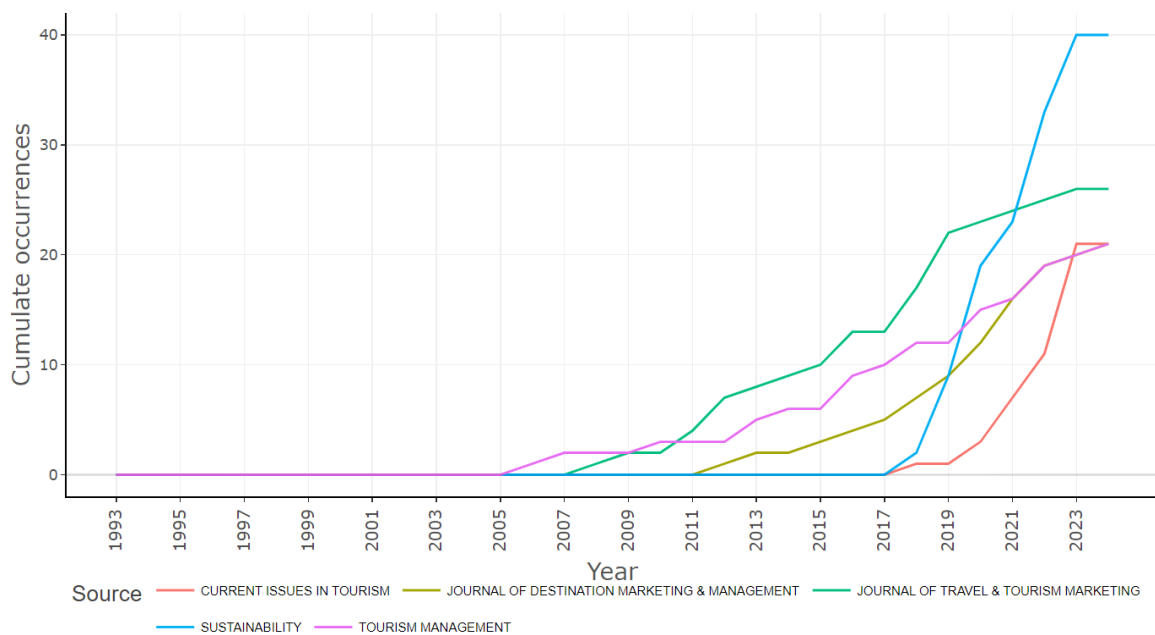
Figure 3.8. Sources' Production over Time.
Source: Own elaboration

'Visit intention' or 'Intention to visit' is the topic considered in a variety of disciplines. Figure 3.9. shows that Hospitality Leisure Sport Tourism is the Web of Science category with the highest number of publication (369 articles), followed by Management (118 articles) and Business (114 articles).
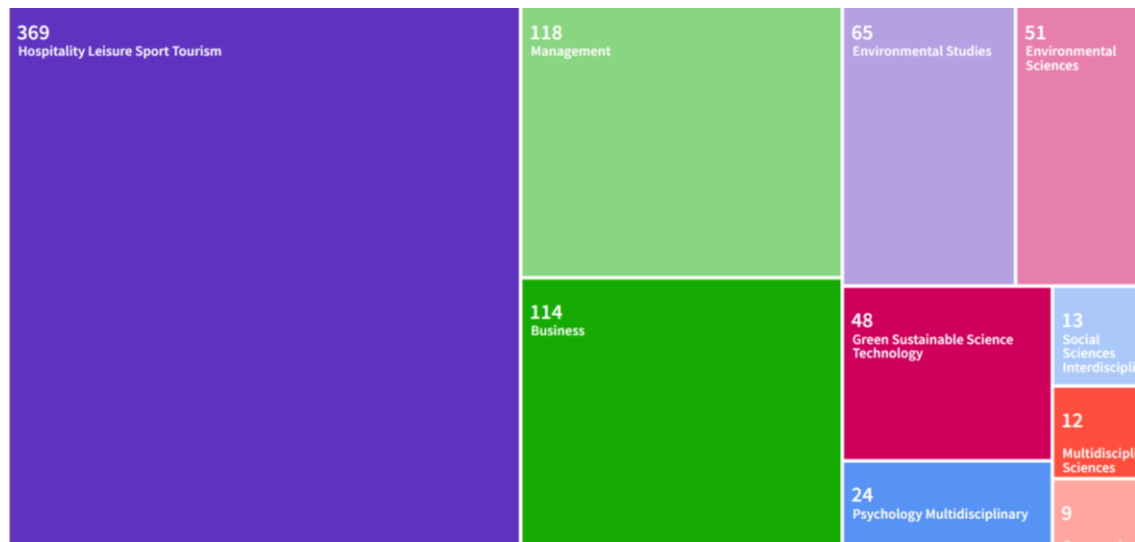
Figure 3.9. Articles on 'Visit Intention' grouped into Web of Science categories.
Source: Web of Science Analysis

Figure 3.10. and Figure 3.11. visualize the productive of top 10 authors who have contributed to the evolution of 'visit intention' research. Kim S. has spent more than 20 years to study on this topic. Although Kim S. and Kim H. published the same number of articles on 'visit intention' (12 publications), Kim H. has worked on this field since 2019. Kim H. has published at least 1 article every year, especially his publications in 2019 and 2021 have significantly contributed to the research on 'visit intention' with high citations.

The third position in the top ten influent authors on the topic of 'visit intention' have been taken by Han H. He published his first article in the field in 2009, then he has been contributed with other publications almost annually. Between 2009 and 2020, he introduced 11 articles on 'visit intention' to the academic community (see Figure 3.11). His publication in Tourism Management in 2010 has had the highest citation (see Figure 3.12), called 'Application of the Theory of Planned Behavior to green hotel choice: Testing the effect of environmental friendly activities'.
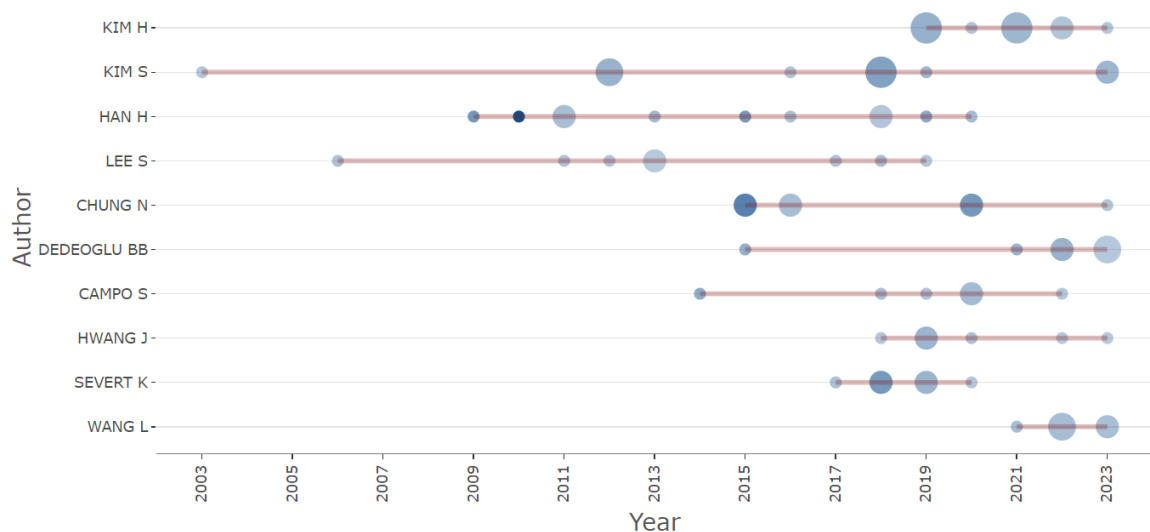
In addition, Han H. and his colleagues published the first article on 'visit intention' in 2009, namely 'Empirical investigation of the roles of attitudes toward green behaviors, overall image, gender, and age in hotel customers' eco-friendly decision-making process' in International Journal of Hospitality Management, has taken third place on the list of top ten highest cited articles.
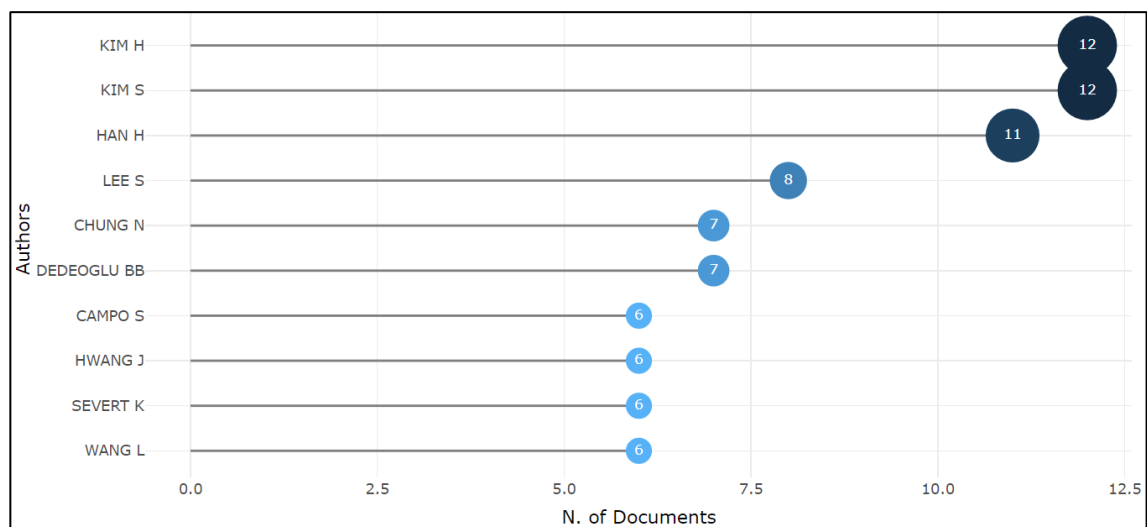
Figure 3.11. Authors' Production over Time.
Source: Own elaboration

Lee S. published 8 articles from 2006 to 2019, while Chung N. and Dedeoglu B. B. have had the same number of publications (7 articles) between 2015 and 2023. Chung N. and his colleagues published 'Tourists' intention to visit a destination: The role of augmented reality (AR) application for a heritage site' in 2015 in Computers in Human Behavior was cited more than 270 times which helped him obtaining the fifth position in the list of top ten highest citation (see Figure 3.12.).
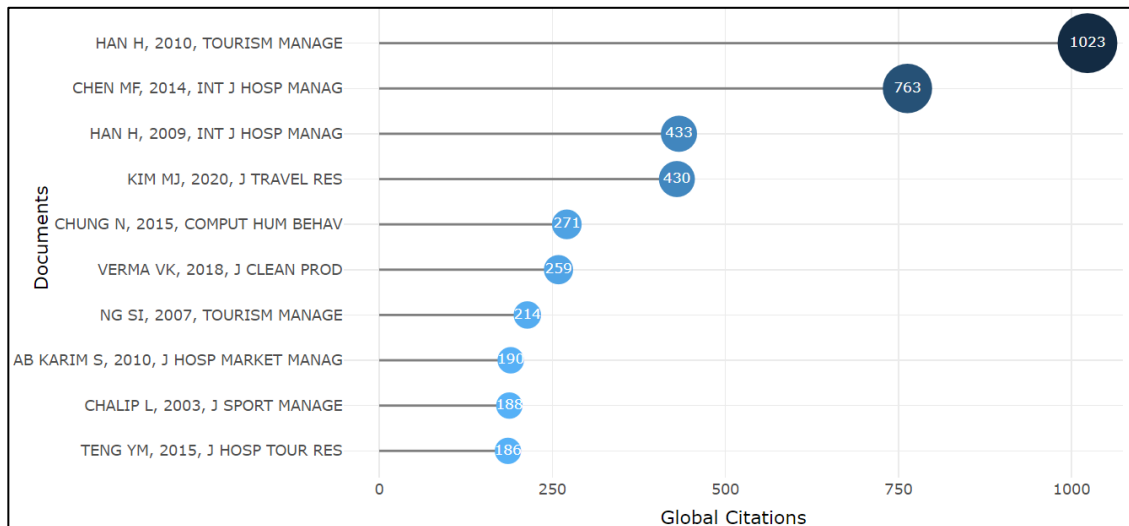
Figure 3.12. Top ten articles regarding the number of citations.

Source: Own elaboration

Although Chen was not in the list of top ten influent authors on the topic of 'visit intention', his article 'Developing an extended Theory of Planned Behavior model to predict consumers' intention to visit green hotels' in 2014 in International Journal of Hospitality Management has been cited more than 760 times. This publication has sat at the second position on the list of top ten highest citation articles on 'visit intention'.

Table 3.3. Top ten publications with the highest citations.

Paper	DOI	Total Citations	TC Per Year	Normalized TC
Han H, 2010, Tourism Management	10.1016/J.Tourman.2009.03.013	1023	68.20	4.13
Chen Mf, 2014, International Journal of Hospitality Management	10.1016/J.Ijhm.2013.09.006	763	69.36	7.17
Han H, 2009, International Journal of Hospitality Management	10.1016/J.Ijhm.2009.02.004	433	27.06	4.80
Kim Mj, 2020, Journal of Travel Research	10.1177/0047287518818915	430	86.00	11.62

Paper	DOI	Total Citations	TC Per Year	Normalized TC
Chung N, 2015, Computer Human Behavior	10.1016/J.Chb.2015.02.068	271	27.10	3.87
Verma Vk, 2018, Journal of Clean Production	10.1016/J.Jclepro.2017.10.047	259	37.00	7.00
Ng Si, 2007, Tourism Management	10.1016/J.Tourman.2006.11.005	214	11.89	2.51
Ab Karim S, 2010, Journal of Hospitality Market Management	10.1080/19368623.2010.493064	190	12.67	0.77
Chalip L, 2003, Journal of Sport Management	10.1123/Jsm.17.3.214	188	8.55	1.72
Teng Ym, 2015, Journal of Hospitality Tourism Research	10.1177/1096348012471383	186	18.60	2.65

Source: Own elaboration

Although several authors have just few publications in 'visit intention' or 'intention to visit', their articles have been cited more than 185 times counted till 2024. It is worth to mention about the publication of Kim M.J. et. al. (2020), namely 'Exploring consumer behavior in virtual reality tourism using an extended Stimulus-Organism-Response Model' in Journal of Travel Research. This article received 430 citations by 2024.
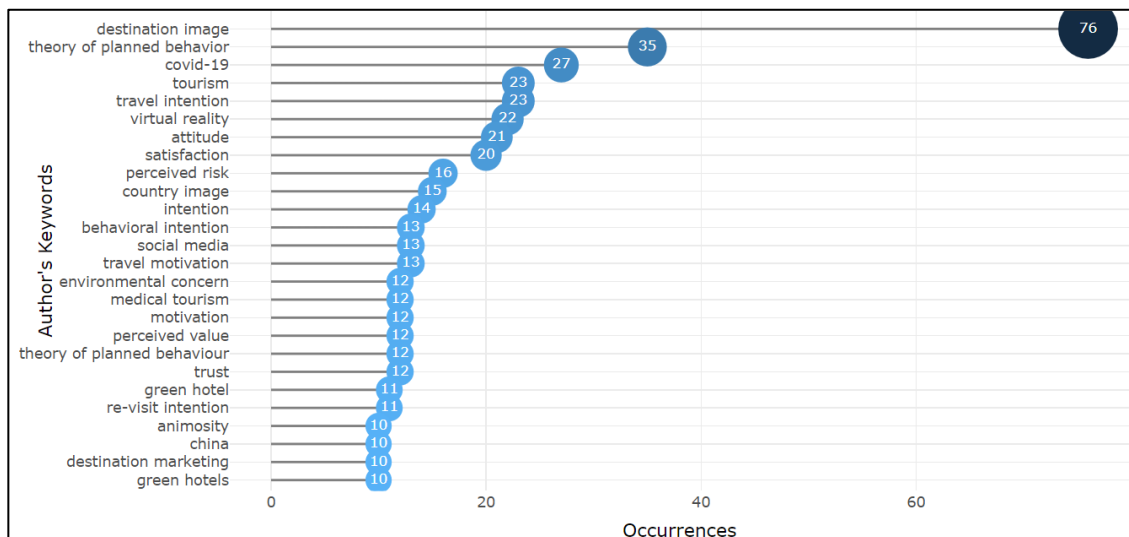
Figure 3.13. Frequency of Authors' Keyword excluded 'Visit Intention' or 'Intention to Visit'

Source: Own elaboration

Figure 3.13 and Figure 3.14 show that 'destination image' is one of the key elements impacts on 'visit intention', there have been 76 articles which their authors defined both concepts as keywords of their articles. Scholars also have paid more attention on the role of 'Theory of Planned Behavior' in understanding 'visit intention' via 47 publications by 2024. It is interesting that several studies have investigated the intention to visit under the influence of 'Covid-19'. Furthermore, 'virtual reality' was also examined in the relationship with 'visit intention' due to the blossom of information technology.

Figure 3.14. Word cloud of Authors' Keyword excluded 'Visit Intention' or 'Intention to Visit'.

Source: Own elaboration

There have been five research directions on the topic of 'visit intention' (see Figure 3.15). Firstly, a large number of research have considered the relationship between

'destination image', 'travel motivation', 'electronic word of mouth', 'destination marketing', 'country image', 'perceived risk', and 'visit intention'. Next, 'theory of planned behavior' has been applied to explain 'visit intention', 'behavioral intention', 'attitude', 'consumer behavior' in the context of 'sustainable tourism', 'smart tourism'. Furthermore, the effect of 'covid-19', 'risk perception', 'virtual reality' on tourists' intention to visit has been investigated. In addition, the relationship between 'visit intention' and 'social media' has been examined. Lastly, the 'satisfaction' of tourist impacts on their 'loyalty' and 'revisit intention'.
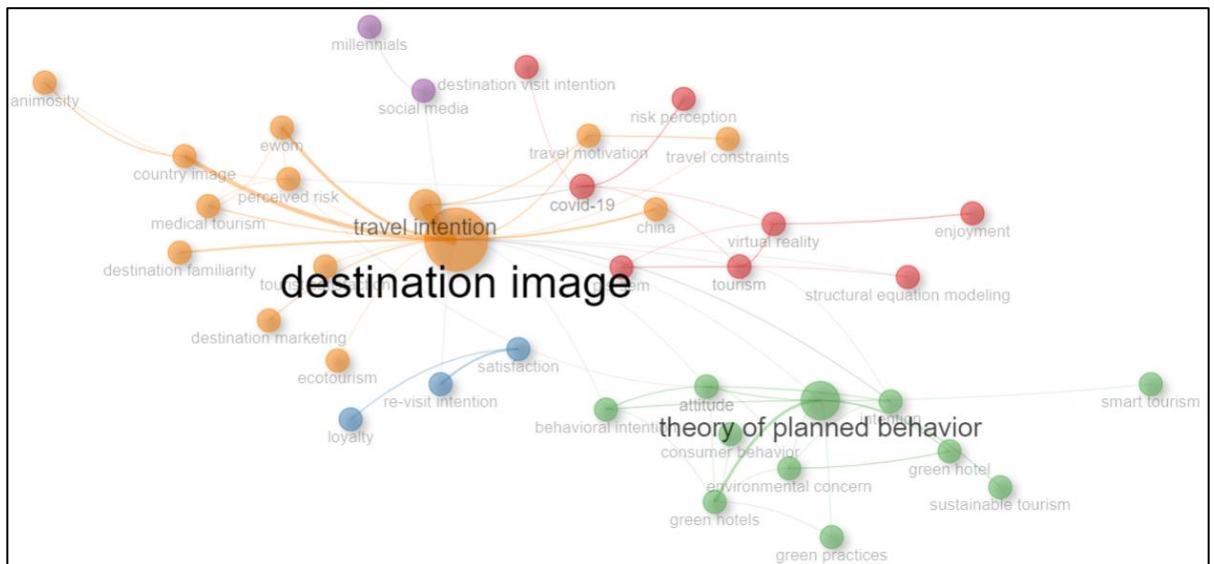
Figure 3.15. Research clusters of 'Visit Intention'.
Source: Own elaboration

The topic of 'visit intention' or 'intention to visit' have attracted the attention of not only scholars but also practitioners due to the competition. Recently, the number of publications has surged with several high-cited articles which have investigated the antecedents influence the intention to visit. Significantly, destination image has a close relationship with visit intention. Furthermore, the robust evolution of information technology and innovations in communication, especially after COVID-19, impacts on the intention to visit.

3.4. Relationships between Self-Place Congruity, Individualism, and Visit Intention

The concept of self plays an important role in the behaviour of an individual. Tourists visit a destination that matches their self-concept, it means that the more similar tourists perceive themselves to be to the destination, the more auspicious their evaluations of the destination should be. However, there are differences in the findings of the relationship between self-congruity and consumer behavior. Indeed, Panath Phucharoen

(2016) stated that self-congruity had strong positive effect on tourists' intention[234], while Yusof et al. (2015) concluded that no direct relationship between self-congruity and consumer behavior[235]. In this research, the relationship between self-place congruity and visit intention has been investigated. Thus, I suggest the following research question:

RQ1: What is the main effect of self-place congruity on visit intention?

I completely agree with De Mooij and Beniflah (2017) that human nature is much more complex[236] and they make decisions differently, however, different tourists may have similar choice of destinations due to their preferences partly based on their common social and cultural values[237]. Through the cross-cultural research, the knowledge of the effects of cultural and its sub-dimensions on travel behavior have been investigated. It was found that the greater the perceived cultural similarity of a destination with the visitor's nation, the higher the probability of visiting that destination will be[238]. Together with personal background and social, political, and economic factors, the cultural dimensions of individualism/ collectivism can help understand the behavior of tourists from different cultures[239]. Turner (2003) stated that individualism/ collectivism is best used to measure tourism behavior since the differences in individualism/ collectivism level are considered to be the greatest. Several research often treated a person's level of individualism/ collectivism as a moderator and examined how it would alter the direct influence of other determinants on behavioral intentions or actual behavior within various contexts[240].

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[234] Phucharoen, P. (2016). *The Effects of Destination Image, Destination Personality, and Self-Congruity on Tourists' Intention* Rajamangala University of Technology Thanyaburi].

[235] Yusof, J. M., Manan, H. A., Kassim, N. A. M., & Karim, N. A. (2015). Impact of actual self-congruity and ideal self-congruity on experiential value and behavioral intention.

[236] de Mooij, M., & Beniflah, J. (2017). Measuring cross-cultural differences of ethnic groups within nations: Convergence or divergence of cultural values? The case of the United States. *Journal of International Consumer Marketing*, *29*(1), 2-10. https://doi.org/10.1080/08961530.2016.1227758

[237] Macleod, D. (2006). Cultural commodification and tourism: a very special relationship. *Tourism Culture and Communication*, *6*(2), 71-84. https://doi.org/10.3727/109830406777410580

[238] Chen, H., & Rahman, I. (2018). Cultural tourism: An analysis of engagement, cultural contact, memorable tourism experience and destination loyalty. *Tourism Management Perspectives*, *26*(April), 153–163. https://doi.org/10.1016/j.tmp.2017.10.006

[239] Meng, F. (2010). Individualism/collectivism and group travel behavior: a cross-cultural perspective. *International Journal of Culture, Tourism and Hospitality Research*, *4*(4), 340-351 https://doi.org/10.1108/17506181011081514

[240] Koon, O., Chan, R. Y. K., & Sharma, P. (2020). Moderating effects of socio-cultural values on pro-environmental behaviors. *Marketing Intelligence & Planning*, *38*(5), 603-618. https://doi.org/10.1108/MIP-10-2019-0534

Most researchers have applied Hofstede's (1983) cultural dimensions to explore the travel-related decision-making, especially individualism is one of the key focuses[241]. While collectivism travelers show more positive attitude toward group travel[242] and international tourism in general[243], individualism ones prefer to new type of tourism[244] such as living with a remote tribe[245]. Because there are no answers to that yet, I suggested the following research questions:

RQ2: What is the main effect of individualism on visit intention?

RQ3: Is there an interaction effect between self-place congruity and individualism on visit intention?

RQ4: Does the interaction effect between self-place congruity and individualism on visit intention depend on methodological approach (whether moderators are manipulated or measured)?
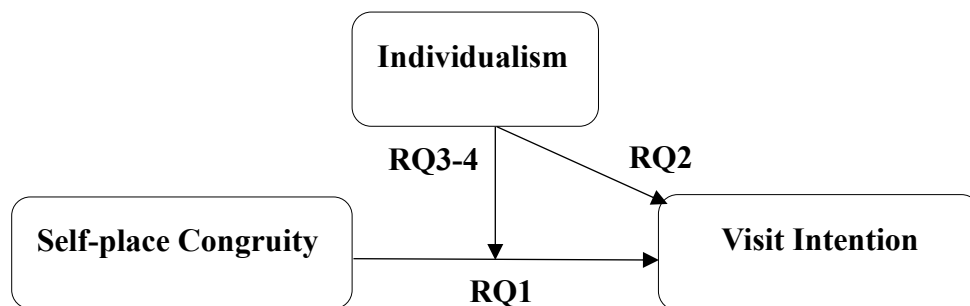
Figure 3.16. Research Model.
Source: Own elaboration.

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[241] Backhaus, C., Heussler, T., & Croce, V. (2023). Planning Horizon in International Travel Decision-Making: The Role of Individual and Cultural Determinants. *Journal of Travel Research*, *62*(2), 432-447. https://doi.org/10.1177/00472875211066112

[242] Meng, F. (2010). Individualism/collectivism and group travel behavior: a cross-cultural perspective. *International Journal of Culture, Tourism and Hospitality Research*, *4*(4), 340-351 https://doi.org/10.1108/17506181011081514

[243] Matzler, K., Strobl, A., Stokburger-Sauer, N., Bobovnicky, A., & Bauer, F. (2016). Brand personality and culture: The role of cultural differences on the impact of brand personality perceptions on tourists' visit intentions [Article]. *Tourism Management*, *52*, 507-520. https://doi.org/10.1016/j.tourman.2015.07.017

[244] Voase, R. (2007). Individualism and the "new tourism": A perspective on emulation, personal control and choice. *International Journal of Consumer Studies*, *31*(5), 541–547 https://doi.org/10.1111/j.1470-6431.2007.00611.x

[245] Stasch, R. (2014). Primitivist tourism and romantic individualism: On the values in exotic stereotypy about cultural others *Anthropological Theory*, *14*(2), 191–214 https://doi.org/10.1177/1463499614534114

In this chapter, I presented systematic and bibliometric reviews on 'self-congruity', 'individualism' and 'visit intention', then their relations. First, the theory of self-congruity was shown in detail with its evolution time over time, the most cited publications and the influent scholars in this topic, the diversity in the roles of self-congruity in the relationships with other brand-related variables. Furthermore, the overall of individualism and collectivism was presented both levels – national and personal/ individual. Next, I reviewed the literature on visit intention. Not only the development in terms of the number of publications, but also the list of highest citation articles, productive authors, and research directions are analyzed. Lastly, the relationships between self-place congruity, individualism, and visit intention are mentioned.

Chapter 4: Research Methodologies

In this chapter, there are two parts included the general description of the used methods in the study, and the description of the methodology of the experiment research process. Indeed, I firstly summarize the overall understanding of systematic and bibliometric review which have been used to in this study. Next, the research design will be presented. It will begin with the evolution, basic understanding of experimental research. I will also mention different types of experiments and the process of conducting the experiment research. Thirdly, the research design for this dissertation will be provided, particularly a conceptual framework, research questions, research instruments, population and sample size.

4.1. Systematic and Bibliometric Research

According to Siddaway et al (2019), it is necessary to conduct some form of literature review due to two key reasons[246]. Firstly, the desire to synthesize a body of evidence on a topic in order to obtain robust and board conclusions and implications[247] since review articles have a power and value that no single study can make[248]. The whole is far greater than the sum of its parts, and high-quality literature reviews involve bringing together and integrating a body of studies to not only draw robust conclusions about the big questions, principles, and issues, but also explain how and why existing studies fit together and what that means for theory and future research. In addition, it is a requirement to conduct some form of literature review to demonstrate a knowledge of a research topic.

There are different methodologies available to conduct a literature review such as structured literature review, systematic literature review, bibliometric analysis, meta-analysis, mixed methods reviews, and critical review. These approaches differ in terms of definition of a research protocol, comprehensive search of the documents analysed, approach used to analyse the material, analysis conducted to draw conclusions, interpretation of the results. In this dissertation, I ran few literature reviews based on

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[246] Siddaway, A. P., Wood, A. M., & Hedges, L. V. (2019). How to do a systematic review: A best practice guide for conducting and reporting narrative reviews, meta-analyses, and meta-syntheses. *Annual Review of Psychology*, *70*, 747–770. https://doi.org/10.1146/annurev-psych-010418-102803

[247] Baumeister, R. F. (2013). Writing a literature review In M. Prinstein & M. Patterson (Eds.), *The Portable Mentor: Expert Guide to a Successful Career in Psychology* (2 ed., pp. 119–132). New York: Springer. , F., B. R. (2013). Writing a literature review In M. Prinstein & M. Patterson (Eds.), *The Portable Mentor: Expert Guide to a Successful Career in Psychology* (2 ed., pp. 119–132). New York: Springer.

[248]Cumming, G. (2014). The new statistics: why and how. *Psychological Science*, *25*(1), 7-29. https://doi.org/10.1177/0956797613504966

systematic and bibliometric analysis. In fact, the systematic review has been used to achieve the comprehensive search of the publications, and bibliometric have been adopted to analyze the collected relevant literature. The details are presented in the following sessions.

4.1.1. Systematic Review

Systematic review is one of essential tools for summarizing evidence accurately and reliability[249]. Liberati et al. (2009) stated "a systematic review attempts to collate all empirical evidence that fits pre-specified eligibility criteria to answer a specific research question. It uses explicit, systematic methods that are selected with a view to minimizing bias, thus providing reliable findings from which conclusions can be drawn and decisions made" (pp.2). A Systematic Review is defined as "[a] review of a clearly formulated question that uses systematic and explicit methods to identify, select, and critically appraise relevant research, and to collect and analyse data from the studies that are included in the review. Statistical methods (meta-analysis) may or may not be used to analyze and summarize the results of the included studies" (The Cochrane Collaboration, 2005).

A well-designed systematic review represents the latest and most complete information available on a particular topic or intervention[250]. Koelemay and Vermeulen (2016) said that systematic reviews use explicit, structured, predefined methods to identify all relevant literature and to minimize risk of bias[251]. Some characteristics of systematic reviews are methodical, comprehensive, transparent, and replicable[252]. The involvement of a systematic search process to locate all relevant published and unpublished work addressed ones or more research questions, and a systematic presentation and synthesis of the characteristics and findings of the results of that search.

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[249] Liberati, A., Altman, D. G., Tetzlaff, J., Mulrow, C., Gøtzsche, P. C., Ioannidis, J. P. A., . . . Moher, D. (2009). The PRISMA Statement for Reporting Systematic Reviews and Meta-Analyses of Studies That Evaluate Health Care Interventions: Explanation and Elaboration. *PLoS Medicine*, *6*(7), e1000100. https://doi.org/10.1371/journal.pmed.1000100

[250] Baker, K. A., & Weeks, S. M. (2014). An Overview of Systematic Review. *Journal of Perianesthenia Nursing*, *29*(6), 454-458. https://doi.org/10.1016/j.jopan.2014.07.002

[251] MacMillan, F., McBride, K. A., George, E. S., & Steiner, G. Z. (2019). Conducting a Systematic Review: A Practical Guide In P. Liamputtong (Ed.), *Handbook of Research Methods in Health Social Sciences*. Springer, Singapore. https://doi.org/10.1007/978-981-10-5251-4_113

[252] Siddaway, A. P., Wood, A. M., & Hedges, L. V. (2019). How to do a systematic review: A best practice guide for conducting and reporting narrative reviews, meta-analyses, and meta-syntheses. *Annual Review of Psychology*, *70*, 747–770. https://doi.org/10.1146/annurev-psych-010418-102803

Systematic reviews are becoming increasingly popular because of some reasons[253]. Firstly, due to its nature of high quality, more comprehensive, less bias, and novel and important substantive contribution to knowledge, a systematic review is more likely to be published and to have an impact. Next, the high quality and transparency of systematic reviews mean that they are a relatively safe bet with academic markets and journal peer reviewers. Lastly, it is simply far less stressful and far more manageable to conduct a systematic review because the systematic structure and methodology are apparent throughout the systematic review process impose discipline and a focus that make the take of conducting and presenting the review tangible and digestible.

In three first chapters of this dissertation, I ran several systematic methodologies for each relevant concepts as dominant topic. Different terms were used in the topic or sometimes authors' keyword. The search was limited to articles containing the keyword which is included in quotation marks to obtain all documents containing that combination of words in the document and also containing the possible combinations with the terms. The search was not limited by year of publication in order to portray the most systematic and accurate representation of the progression of research. The database of Web of Science was selected as it is an increasingly significant scientists in different ways to answer scientific questions[254], particularly, it not only has quality indexes such as Journal Citation Reports (JCR), covers a long time period, but also allows a considerable number of stored references to be downloaded simultneously. Personally, I prefer to the literature in Tourism, hence I chosen Web of Science because it offers the specific category, namely Hospitality Leisure Sport Tourism. Furthermore, only articles and review articles written in English are collected for the further analysis with bibliometric research. It means that meetings papers, editorials, books, chapters, proceedings, news, and other types of documents found in the databases were excluded. The following session presents the overall review on bibliometric research since bibliometric analysis is an analytical technique that is often employed in systematic literature reviews—it involves the quantitative analysis of scholarly works[255].

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[253] Ibid.

[254] Li, K., Rollins, J., & Yan, E. (2018). Web of Science use in published research and review papers 1997–2017: a selective, dynamic, cross-domain, content-based analysis. *Scientometrics*, *115*, 1–20. https://doi.org/10.1007/s11192-017-2622-5

[255] Donthu, N., Kumar, S., Mukherjee, D., Pandey, N., & Lim, W. M. (2021). How to conduct a bibliometric analysis: An overview and guidelines. *Journal of Business Research*, *133*, 285–296. https://doi.org/10.1016/j.jbusres.2021.04.070

4.1.2. Bibliometric Review

Bibliometric methods involve a large volume of bibliographic material and have been used for the analysis of different topics (Blanco-Mesa et al., 2017), Journals (Martínez- López et al., 2018), Countries (Mas-Tur et al., 2019) and others. Fundamental building blocks (i.e., key components) of a bibliometric analysis are defined included performance analysis and science mapping[256]. In fact, bibliometric analysis is an approach that uses a set of quantitative methods to measure, track, and analyze scholarly literature to evaluate the productivity (i.e., publications) and impact (i.e., citations) of research (e.g., articles) and contributors (e.g., authors, institutions, countries/territories, funders, subject areas) in the field—this relates to 'performance analysis' which is one of the two major components in a bibliometric analysis. Additionally, through bibliometric analysis, the key themes and topics can also be uncovered along with the noteworthy trends (e.g., topical evolution) and gaps in the field—this relates to 'science mapping' which is the other major component in a bibliometric analysis.

Thanks to technology, bibliometric analysis leverages algorithms and quantitative techniques in software (e.g., Bibliometrix in R, VOSviewer) to handle, organize, analyze, and report bibliometric big data in an objective manner[257] and present the "big picture" (e.g., nomological network of themes and topics, temporal evolution and trends) in meaningful ways (e.g., established nuances, key trends, knowledge gaps, implications, future directions)[258]. Bibliometric analysis is a common and thorough technique for examining and interpreting vast quantities of scientific data such as a specific field's evolutionary dynamics and offer insights into its emerging areas.

There are various tools available to perform bibliometric analysis, including tools for data acquisition, performance analysis, science mapping, and visualization. In this dissertation, the Bibliometrix R package and its user-friendly web based Biblioshiny platform have been used because they provide the most comprehensive set of techniques and are commonly used for bibliometric analysis. In fact, the biblioshiny software is a tool which analyzes all the data identified in the body of literature and identifies the main themes.

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[256] Mukherjee, D., Lim, W. M., Kumar, S., & Donthu, N. (2022). Guidelines for advancing theory and practice through bibliometric research. Ibid., *148*, 101–115. https://doi.org/10.1016/j.jbusres.2022.04.042

[257] Kraus, S., Breier, M., Lim, W. M., Dabić, M., Kumar, S., Kanbach, D., . . . Ferreira, J. J. (2022). Literature reviews as independent studies: guidelines for academic practice. *Review of Managerial Science*, *16*, 2577–2595. https://doi.org/10.1007/s11846-022-00588-8

[258] Mukherjee, D., Lim, W. M., Kumar, S., & Donthu, N. (2022). Guidelines for advancing theory and practice through bibliometric research. *Journal of Business Research*, *148*, 101–115. https://doi.org/10.1016/j.jbusres.2022.04.042

In previous chapters, I presented the publication trends in different topics that are important and relevant to each other in this dissertation. I did not set the specific period of collecting materials, but 2024 is not yet completed, so 2023 is the last year of considered time frame. The number of annual publications of each concept have been visualized with the overview of the trends in the knowledge structure. Regarding performance analysis, the main procedure for research performance evaluation is citation analysis, which means the more citations of an articles, the greater its influence in the field. The h-index is considered a suitable measure of the quantity and impact of the scientific output of the publications of a researcher. Indeed, the top contributing authors in the field have been mentioned based on their global citations. In addition, topmost cited contributing authors during the study time with their productive have been analyzed in terms of their publications. Next, top contributing journals based on articles published have been listed. Furthermore, the words which occur with the highest frequency in the dataset have been shown. However, I have not always conducted scientific mapping analysis which included co-citation and bibliographic coupling for all research variables.

4.2. Experimental Research

4.2.1. The evolution of Experimental Research

Over the last 25 years, the importance of experimentation has steadily grown within design research. A basic analyze of the search findings on Web of Science data for the articles (included review articles) written in English in the topic of 'behavior* intention*' or 'behaviour* intention*' and 'experiment*' published by 2024 was conducted. Figure 4.1. shows the first publication investigating the 'behavior* intention*' by 'experiment*' research found in 1977. Lutz R. J. introduced his study 'Experimental Investigation of causal relations among cognitions, affects, and behavioral intention' in the Journal of Consumer Research. According to the search findings on Web of Science database, the number of articles in this topic increased and reached the peak in 2022 with 265 publications.
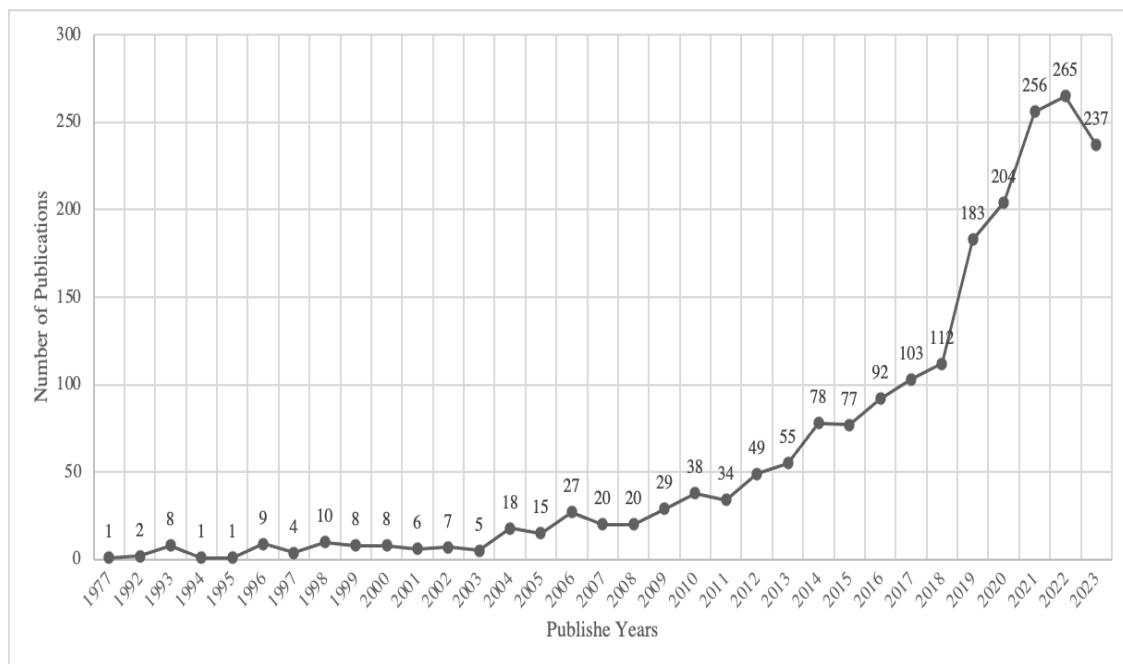
Figure 4.1. 1982 articles on 'experiment*' and 'behavior* intention*' published from 1977 to 2023 on Web of Science database.
Source: Own elaboration.

There was a downward trend in the volume of publications in 2023, 237 articles examined the 'behavior* intention*' using the 'experiment*'design. Between 2018 and 2022, it is witnessed a surge in the number of publications on the topic of 'behavior* intention*' and 'experiment*'.
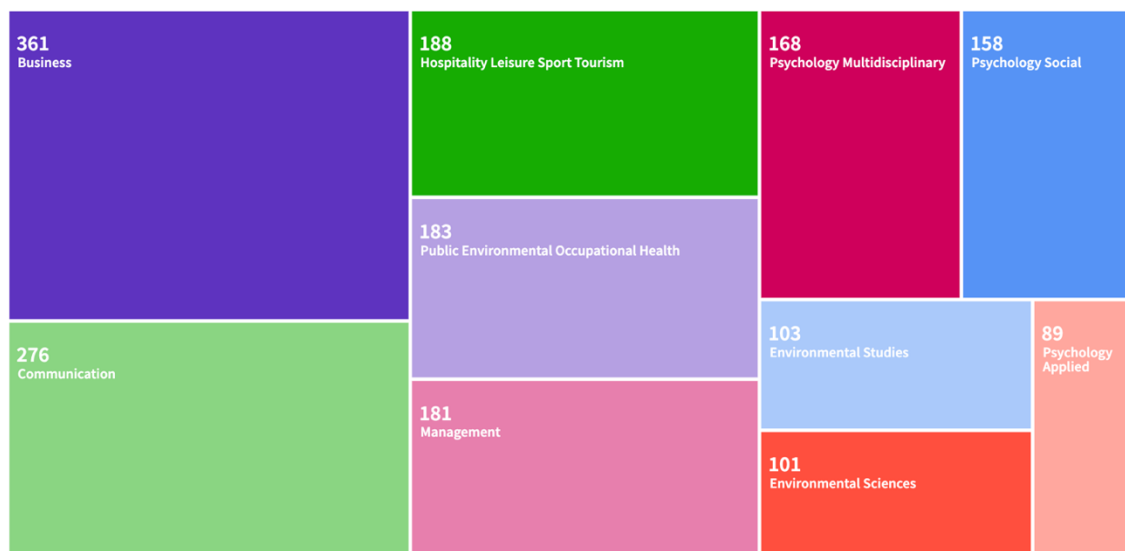
Figure 4.2. Number of publications on 'behavior* intention*' and "experiment*" regarding Web of Science categories.
Source: Web of Science result analysis.

The volume of articles published in 2020 (204) almost doubled the number of publications in 2018 (112). And the year after that, the number is 2.5 times, particularly 256 articles published in 2021.

'Experiment*' research in 'behavior* intention*' have been utilized in Business field, Communication, Hospitality Leisure Sport Tourism, Public Environmental Occupational Health, Management, and so on (see Figure 4.2.). It is clear that experimental design is widely used to examine social science theories, particularly in the disciplines of psychology and marketing[259]. While experimental design has been widely adopted in the disciplines such as psychology, education, behavioral economics, and marketing, it remains relatively under-utilized in studying tourism-related phenomena[260].
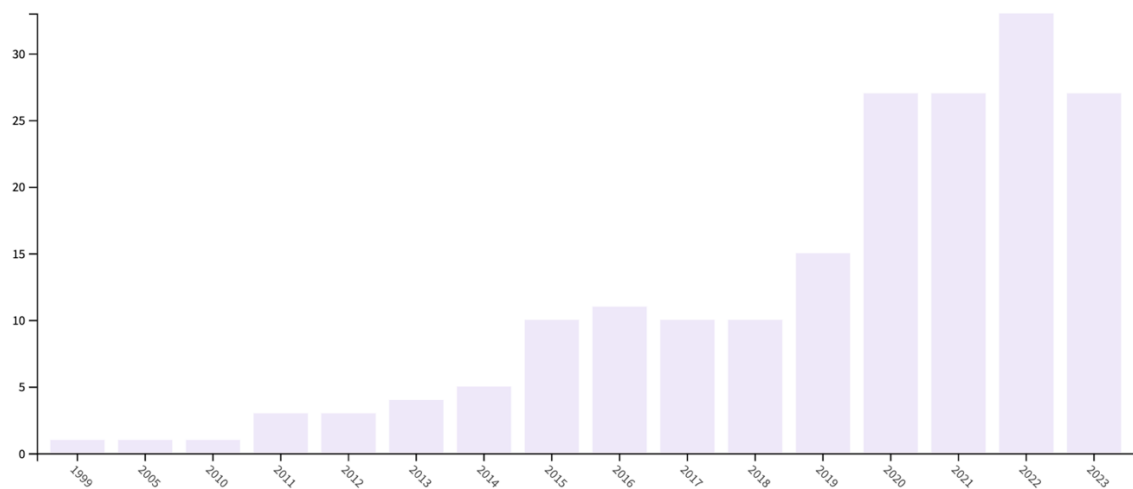
Figure 4.3. 188 English articles in Hospitality Leisure Sport Tourism (by 2024) in the topic of 'Behavior* Intention*' and 'Experiment*'.
Source: Web of Science result analysis.

The first article in Hospitality Leisure Sport Tourism studied about 'behavior* intention*' with 'experiment*' methodology is 'Influencing future behavior by priming past behavior: A test in the context of Petrified Forest National Park' of Trafimow D. and Borrie W.T. (1999) in National-Recreation-and-Parks-Association Leisure Research Symposium. Before 2011, the method of experiment has not been adopted popularly in investigating the 'behavior* intention'. Figure 4.3. shows that there was only 1 article published in 2005, and 5 years later, only one more publication was introduced. In 2011 and 2012, 3 articles were published per year, and the number of publications increased slightly for the next two years, particularly 4 and 5 perspectives. Then, there is an upward

[259] Oh, H., Kim, B. Y., & Shin, J. H. (2004). Hospitality and tourism marketing: Recent developments in research and future directions. *International Journal of Hospitality Management*, *23*(5), 425-447.

[260] Fong, L. H. N., Law, R., Tang, C. M. F., & Yap, M. H. T. (2016). Experimental research in hospitality and tourism: a critical review. *International Journal of Contemporary Hospitality Management*, *28*(2), 246-266.

trend in the number of publications between 2015 and 2019. Indeed, 10 articles were published per year in 2015, 2017, and 2018 while 11 and 15 publications were recorded in 2016 and 2019 respectively. I can say that the next period is from 2020 and 2023, for these 4 years, 27 articles were published per year, except the peak 33 publications in 2022.
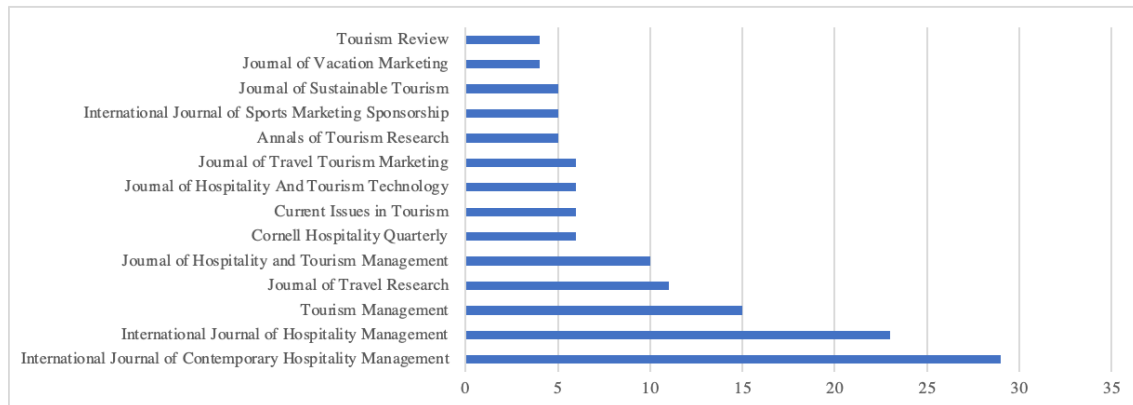
Figure 4.4. Top journals published articles on 'Behavior* Intention*' and 'Experiment*' in terms of number of publications.
Source: Own elaboration.

Fugure 4.4. visualizes the number of publications in terms of publication titles. In fact, the International Journal of Contemporary Hospitality Management has published the highest number of articles (29) on 'behavior* intention' experimentally, followed by the International Journal of Hospitality Management with 23 publications. One of the most influent journals in Tourism, Tourism Management, has published 15 articles which investigated the 'behavior* intention' in 'experiment*' studies. Other journals contribute to this topic can be listed such as Journal of Travel Research, Journal of Hospitality and Tourism Management, Cornell Hospitality Quarterly, and so forth.

Hospitality and tourism literature are overwhelmed by marketing research[261], yet the use of experimental design in this field remains a niche[262]. The attention of hospitality and tourism researchers must be delegated to experimental design to arouse their interest in performing experimental research.

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[261] Xiao, H., & Smith, S. L. J. (2006). The making of tourism research: Insights from a social sciences journal. *Annals of Tourism Research*, *33*(2), 490-507.

[262] Line, N. D., & Runyan, R. C. (2012). Hospitality marketing research: Recent trends and future directions. *International Journal of Hospitality Management*, *31*(2), 477-488.

4.2.2 Advantages and Disadvantage of Experimental Research

Kirk (1995) defined experiments as "a plan for assigning experimental units to treatment levels and the statistical analysis associated with the plan"[263] (pp.1). An experiment is a procedure that supports, refutes, or validates a theory or proposed hypothesis[264]. Experimental design is well-recognized as a method to study causality[265] by demonstrating how the outcome changes as a function of one or more manipulated factors, and oftentimes reveals the psychological mechanism underlying such effects (that is, showing the process evidence). The examination of causal effects not only benefits theory development, but also provides important implications for real-world practices[266].

In order to accurately capture causality, it is vital to (i) manipulate the independent variable by having at least one manipulated group exposed to the treatment and one control group not exposed to the treatment, (ii) have a randomized design where participants are assigned randomly to the conditions, (iii) make sure that the independent variable is manipulated before the measurement of the dependent variables, and (iv) test for differences in one (or more) dependent variables among conditions[267]. It is clear that randomization avoids respondents' 'selection' into treatment so that the only difference between groups is the intervention. The control tells what would have happened without intervention (counterfactual). Since respondents are randomly assigned to the two groups (or more in case of several treatment groups or several control groups) and respondents' characteristics are assumed to be normally distributed, it can be expected that one group would be different than the other, or in other words, the effect of the treatment is causal on the dependent variable[268]. Furthermore, Viglia et al. (2021) emphasized that individual characteristics that make one respondent different from the other are spread across the groups, not allowing for these aspects to affect the whole treatment or control group producing biased differences.

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[263] Kirk, R. E. (1995). *Experimental design: Procedures for the behavioral sciences* (3rd ed.).

[264] Dyussembayeva, S., Q. Liu, S., & Viglia, G. (2022). Chapter 10: Experimental design and tourist experiences. In D. Agapito, M. Ribeiro, & K. W. Woosnam (Eds.), *Handbook on the Tourist Experience*. Cheltenham, UK: Edward Elgar Publishing. https://doi.org/10.4337/9781839109393.00016

[265] Viglia, G., & Dolnicar, S. (2020). A review of experiments in tourism and hospitality. *Annals of Tourism Research*, *80*, 102858. https://doi.org/https://doi.org/10.1016/j.annals.2020.102858

[266] Leung, R., & Law, R. (2007). Information technology publications in leading tourism journals: a study of 1985 to 2004. *Information Technology & Tourism*, *9*, 133-144.

[267] Kirk, R. E. (2013). *Experimental design: Procedures for the behavioral sciences*. Thousand Oaks, CA: SAGE Publications, Inc. https://doi.org/10.4135/9781483384733

[268] Viglia, G., Zaefarian, G., & Ulqinaku, A. (2021). How to design good experiments in marketing: Types, examples, and methods. *Industrial Marketing Management 98*, 193-206. https://doi.org/10.1016/j.indmarman.2021.08.007

One more advantage of experimental design can be mentioned is that of controlling for – and ruling out – alternative explanations that may cause the effect of one variable onto the other. If there are other factors which could be responsible for changes in the dependent variable, it is not able to be confident that the presumed cause-effect relationship is correct[269].

Although cross-sectional survey has been the prevailing method in tourism research, the findings only exhibit correlations or predictive relationships between variables, but not causal relationships[270]. In this regard, experimental design has the advantage because of the controlled setting which allows minimizing or ruling out the extraneous effect of other variables. Through the control of extraneous effect, experimental design is useful for researchers to test theories and compare relations between variables under different settings. In this vein, experimental design is ideal for drawing theoretical and practical implications. It refines and expands theories, while it also provides useful practical guidelines to professionals on how to design and implement business practices for achieving optimal results under different settings. Definitely, when applying the implications, practitioners need to take into consideration of the limitations in experimental design, especially if the experiments are low in realism. Nonetheless, experimental research is very useful in supporting and expanding the role of tourism research for providing implications for practitioners and contributing to theory. The strength of experimental design in theory testing lends credence to extend its adoption in addressing tourism-related research questions. Recent behavioral research literature has witnessed suggestions on using innovative approaches in experimental design and data analytical methods in experimentation, for examples, single case experimental design[271], recording physiological responses[272], single-paper meta-analysis[273], Bayesian

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[269] Ibid.

[270] Fong, L. H. N., Gursoy, D., & Sigala, M. (2020). Experimental research in tourism. *Asia Pacific Journal of Tourism Research*, *25*(7), 707-709. https://doi.org/10.1080/10941665.2020.1775277

[271] Bentley, K. H., Kleiman, E. M., Elliott, G., Huffman, J. C., & Nock, M. K. (2019). Real-time monitoring technology in single-case experimental design research: Opportunities and challenges. *Behaviour Research and Therapy*, *117*, 87–96. https://doi.org/10.1016/j.brat.2018.11.017

[272] Morales, A. C., Amir, O., & Lee, L. (2017). Keeping it real in experimental research – understanding when, where, and how to enhance realism and measure consumer behavior. . *Journal of Consumer Research*, *44*(2), 465–476   https://doi.org/10.1093/jcr/ucx048

[273] McShane, B. B., & Böckenholt, U. Ibid.Single-paper meta-analysis: Benefits for study summary, theory testing, and replicability. *43*(6), 1048–1063   https://doi.org/10.1093/jcr/ucw085

ANOVA[274], Multiple Indicator Multiple Causes model and Structured Means Model[275]. These contentions signal that experimental design in behavioral research is evolving. It is imminent to create the momentum of experimental research in tourism, given the fact that corresponding publications have remained the minority. The momentum will allow tourism research to keep pace with the evolvement of experimental design in behavioral research.

The experimenter's interest in the effect of environmental change, referred to as "treatments," demanded designs using standardized procedures to hold all conditions constant except the independent (experimental) variable. This standardization ensured high internal validity (experimental control) in comparing the experimental group to the control group on the dependent or "outcome" variable. That is, when internal validity was high, differences between groups could be confidently attributed to the treatment, thus ruling out rival hypotheses attributing effects to extraneous factors. Traditionally, experimenters have given less emphasis to external validity, which concerns the generalizability of findings to other settings, particularly realistic ones[276].

4.2.3. Types of Experimental Designs

There are different types of experiments, and different authors have divided into different groups. In this dissertation, I have mentioned some of them. Viglia et al. (2021) categorized experimental design in terms of the different between internal and external validity, since they are often understood to be opposing forces or completing with each other[277]. While internal validity refers to the extent to which it can reliably be concluded that the independent variable is the main variable responsible for the changes in the dependent variable(s), external validity refers to the extent to which the results can be generalized across populations[278].

Table 4.1. Types of experiment.

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[274] Wedel, M., & Dong, C. (2020). BANOVA: Bayesian analysis of experiments in consumer psychology. *Journal of Consumer Psychology*, *30*(1), 3–23. https://doi.org/10.1002/jcpy.1111

[275] Breitsohl, H. (2019). Beyond ANOVA: An introduction to structural equation models for experimental designs. *Organizational Research Methods*, *22*(3), 649–677 https://doi.org/10.1177/1094428118754988

[276] Geuens, M., & De Pelsmacker, P. (2017). Planning and Conducting Experimental Advertising Research and Questionnaire Design [Article]. *Journal of Advertising*, *46*(1), 83-100. https://doi.org/10.1080/00913367.2016.1225233

[277] Schram, A. (2005). Artificiality: The tension between internal and external validity in economic experiments. *Journal of Economic Methodology*, *12*(2), 225–237. https://doi.org/10.1080/13501780500086081

[278] Kirk, R. E. (2013). *Experimental design: Procedures for the behavioral sciences*. Thousand Oaks, CA: SAGE Publications, Inc. https://doi.org/10.4135/9781483384733

Type of experiment	Characteristics
Conventional laboratory experiment	High internal control for the experimenter; Generally, it presents an abstract framing; Imposed set of rules; Primarily homogenous subject pools
Experiment with increased behavioral realism	Experiment conducted in the lab or online, measuring some form of real behavior (e.g., simulating a real negotiation process in a lab, using game theory simulations online, or choosing real products online)
Field experiment	The experimenter wants to investigate the field context. Subjects may (vs. not) be aware of their participation in an experiment. Because of the field aspects, the researcher has less internal control.
Quasi experiments/Natural data	Same as natural field experiments except there is no intervention by an experimenter, but there is, however, some kind of external intervention that has occurred (e.g., a change in legislation, a natural disaster, etc.). Data is completely organic.
Conjoint analysis	Participants elicit their preferences on a series of manipulated factors (i.e., the attributes). This allows researchers to measure how much stakeholders value specific product features.

Internal Validity ⟷ *External Validity*

Source: Viglia et al. (2021)[279]

Table 4.1. presents the types of experiments in a continuum that goes from the maximum level of the internal validity to the maximum level of external validity. While a field experiment allows for observing outcomes in a natural setting in order to provide higher levels of external validity, a laboratory the experiment is conducted in an artificial, highly controlled environment. Laboratory study settings help to control the experimental conditions with more precision and certainty to increase the experiment's internal validity.

It is clear that compared to conventional laboratory experiments and field experiments, experiments with increased behavioral realism are an intermediate category where there is a lower level of internal validity and a higher level of external validity. Quasi experiments/ natural data encompasses situations where data are organic, it is impossible to randomly allocate to treatment and control conditions, and there is no intervention by the experimenter, while conjoint analysis includes studies where participants have to express their evaluation and/or ranking order for a number of carefully designed attributes. Zellmer-Bruhn et al. (2016) stated that longitudinal experiments are a type of quasi-experiments where the same participant is repeatedly examined over time, investigating possible changes in the dependent variable at any point in time or detecting trends[280].

[279] Viglia, G., Zaefarian, G., & Ulqinaku, A. (2021). How to design good experiments in marketing: Types, examples, and methods. *Industrial Marketing Management 98*, 193-206. https://doi.org/10.1016/j.indmarman.2021.08.007

[280] Zellmer-Bruhn, M., Caligiuri, P., & Thomas, D. C. (2016). From the editors: Experimental designs in international business research. *Journal of International Business Studies 47*, 399–407. https://doi.org/10.1057/jibs.2016.12

Table 4.2. An overview of basic types of experimental design.

Type	Summary description
Randomised or true experiment	Participants are randomly assigned to treatment conditions including a control (see also *randomised controlled trial*)
Means of control	Extraneous variables controlled via random assignment and comparison with a *control condition*
Capable of demonstrating	Cause and effect, high quality of evidence
Quasi-experiment (*natural experiment*)	Participants are non-randomly assigned to treatment conditions (participants can also be assigned by forces beyond the experimenters control in the case of *natural experiments*)
Means of control	Extraneous variables controlled via comparison with a *control condition*
Capable of demonstrating	Correlation
Pre-experiment or pseudo-experiment	Follows experimental design conventions, but no control condition is used. Sometimes called a *pseudo-experiment*
Means of control	Extraneous variables mitigated via comparison with a no-treatment group (i.e. a group that receives no intervention at all) or using a single group pre-design versus post-design
Capable of demonstrating	Correlation, weak generalisability, low quality of evidence

Source: Cash et al. (2016)[281]

Horvath (2016) stated that different types of experimental research can be designed depending on (i) the manner of sampling units of subjects and specimen, (ii) the environment of conducting the studies, and (iii) the extent of intervention taken into consideration in the study. Table 4.2. presents four research designs are distinguished based on these factors. Quasi-experimental research designs differ from true-experimental ones in that they do not use random selection and assignment and they typically take less time and requires less logistical support than truly experimental ones (see Figure 4.5.).

Sun et al. (2020) emphasized that researchers need to check whether the purpose of the study is to examine the perceptions of the same group members under different situations (i.e. within-subjects experimental design), those of different groups under randomly assigned situations (i.e. between-subjects experimental design) or the interaction between different variables (i.e. factorial experimental design) before designing the experiment[282]. Nearly every experiment involves either between-subjects

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[281] Cash, P., Stanković, T., & Štorga, M. (2016). An Introduction to Experimental Design Research. In P. Cash, T. Stanković, & M. Štorga (Eds.), *Experimental Design Research*. Springer, Cham. https://doi.org/10.1007/978-3-319-33781-4_1

[282] Sun, S., Law, R., & Zhang, M. (2020). An updated review of tourism-related experimental design articles. *Asia Pacific Journal of Tourism Research*, *25*(7), 710-720. https://doi.org/10.1080/10941665.2019.1699128

design or within-subjects design, and there is no ultimate agreement among scholars on which approach is the most suitable[283]. In a between-subjects design, participants are exposed to only one of the conditions, while in a within-subject design the same participants are assigned to more than one conditions of the experiment[284]. Within-subjects design has advantages of more power since it reduces errors associated with individual differences, each individual serves as their 'own' control, so that individual differences will not distort the results, the reduced variability in individuals directly increases power, often significantly lead to advantageous for those studies that test the change of an outcome over time[285].
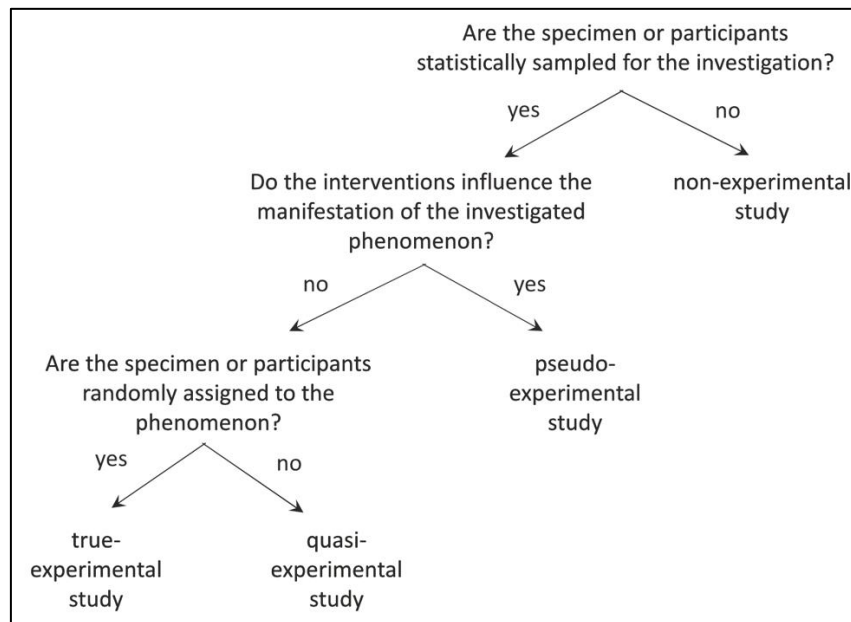
Figure 4.5. Logic of reasoning about the types of Experimental Designs.
Source: Horvath (2016)

Using within-subjects design may lead to carryover effects where the latter measure is adversely influenced by the earlier measures[286]. Seltman (2012) stated that

[283] Dyussembayeva, S., Q. Liu, S., & Viglia, G. (2022). Chapter 10: Experimental design and tourist experiences. In D. Agapito, M. Ribeiro, & K. W. Woosnam (Eds.), *Handbook on the Tourist Experience*. Cheltenham, UK: Edward Elgar Publishing. https://doi.org/10.4337/9781839109393.00016

[284] Viglia, G., & Dolnicar, S. (2020). A review of experiments in tourism and hospitality. *Annals of Tourism Research*, *80*, 102858. https://doi.org/https://doi.org/10.1016/j.annals.2020.102858

[285] Seltman, H. J. (2018). *Experimental Design and Analysis* https://www.stat.cmu.edu/~hseltman/309/Book/Book.pdf.

[286] Vercruyssen, M., & Hendrick, H. W. (2011). *Behavioral Research and Analysis: An Introduction to Statistics within the Context of Experimental Design* (4 ed.). CRC Press. https://doi.org/10.1201/9781439897515

carryover effect could be dealt with by allowing a sufficient amount of time for the effect of the first study to 'fade', however, sometimes this approach may not be as effective because it will require a significant amount of time for the effects of the experience, to which individual subject were exposed, to fade. Or using counterbalancing – testing different participants in different orders – is used to mitigate the carryout effects. According to Seltman (2012), complete counterbalancing assumes the equal number of participants exposed to each possible order of conditions (e.g. an experiment with 3 conditions A, B, C) would produce 6 different combinations (ABC, ACB, BAC, BCA, CAB, CBA). Vercruyssen and Hendrick (2011) said that counterbalancing is not always possible because as the number of conditions increase, the number of possible combinations will also increase. Cost of data collection and risk of revealing the real purpose of an experiment using a within-subjects design are relatively high, while between-subjects design is conceptually more straightforward compared to with-subject design and requires less testing time per participant[287]. In between-subjects design, participants are randomly exposed to the conditions, the possibility still exists that fundamental differences may be present between the groups that could affect the experiment's results. Hence, between-subject design is one of the most used approaches in studies.

4.2.4. Elements of Experimental Design

The essential elements of experimental design are an independent variable and a dependent variable. The independent variable is assumed to have a direct effect on the dependent variable and typically is controlled or changed by the researcher. The dependent variable is being measured and tested in the study, and changes in response to the independent variable. An experiment, by itself, might provide some evidence of whether there is a relationship between the independent variable and the dependent variable. However, a simple experiment cannot explain why the observed effect had occurred and under what conditions its magnitude changes.

Both mediator and moderator are related to the impact of the treatment on the outcome. A mediator is an underlying mechanism that explains the relationship, while a moderator is a boundary condition that affects the size or valence of that relationship[288]. Therefore, mediation analysis seeks to understand the underlying mechanism that

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[287] Dyussembayeva, S., Q. Liu, S., & Viglia, G. (2022). Chapter 10: Experimental design and tourist experiences. In D. Agapito, M. Ribeiro, & K. W. Woosnam (Eds.), *Handbook on the Tourist Experience*. Cheltenham, UK: Edward Elgar Publishing. https://doi.org/10.4337/9781839109393.00016

[288] Ro, H. (2012). Moderator and mediator effects in hospitality research. *International Journal of Hospitality Management*, *31*(3), 952-961. https://doi.org/10.1016/j.ijhm.2011.11.003

engenders the treatment effects, moderation analysis aims to shed light on a boundary condition that affects the magnitude or valence of the treatment effect.

A mediator is a potential mechanism by which the independent variable creates changes in the dependent variable. More complicated forms of mediation, such as 'moderated mediation', 'mediated moderation' and 'serial mediation' (with or without moderation), are also common and useful statistical models for understanding mechanisms behind an observed phenomenon. While experimental design studies with mediation analyses are widely used in the field of psychology and consumer behavior, they have gain increasing popularity in tourism and hospitality research. This recent uptake depends on their ability to uncover the intriguing psychological processes behind the black box between treatment and outcome.

A moderator is a feature of the experimental study that might change the size or valence of the effect of the treatment. Moderated mediation, conditional indirect effects, occurs when the treatment effect of an independent variable on the outcome variable via a mediator depends on levels of a moderating variable. The mediation effect comes after the moderation effect, making it a moderated mediation. The mediation effect can come before the moderation effect, making it a mediated moderation when the independent variable has an effect on the mediator, but the effect of the mediator on the outcome variable depends on levels of a moderating variable that is less common, can reveal important psychological processes driven by cultural or individual characteristics, so that the impact of a treatment on an outcome via a mediator depends on the level of a moderator. Serial mediation occurs when there is a causal chain linking more than one mediator between treatment and outcome. Serial mediation can have boundary conditions, making it a moderated serial mediation.

In this study, I proposed the research model included one independent variable, one dependent variable, and one moderator (see Figure 3.16). Thanks to the advantages of technology, online between-subjects experiments are appropriate and have high practical relevance when studying tourists' online experiences. Online experiments often utilize a scenario-based approach where participants are instructed to imagine themselves in a hypothetical tourism situation the experimenters have written featuring either a service encounter experience or a decision task. As moderator power is a continuous variable, the floodlight analysis (Johnson & Neyman technique) is utilized as an advanced statistical approach that reports ranges of significance at each value of the continuous moderator.

Besides testing for main effects of independent variable on the dependent variable, this research also tests for moderation (boundary conditions). The moderator can affect the main relationship between the independent and the dependent variable, it means that the effect of the manipulated independent variable is stronger or weaker depending on the moderator. It is necessary to analyze the differences in means between conditions and the overall interaction effect by ANOVA. When one of the variables in the interaction is continuous and the other is categorical, the spotlight and analysis and floodlight analysis

are needed. While the spotlight analysis provides an estimate of the effect of one of the variables in the interaction – the categorical one - at specific values of the other variable in the interaction - the continuous one, the floodlight analysis provides an estimate of the effect of the categorical variable in the interaction at all values of the continuous variable. The PROCESS macro for SPSS provides an efficient means to test these relationships.

<p style="text-align:center">***</p>

In sum up, research methodologies were used in this dissertation presented in this chapter. I started the chapter by showing the methods were utilized to review the literature. While the systematic searches were conducted in the database Web of Science to collect the relevant materials, the bibliometric analysis provided the visualization of the summary of the literature. I used the Biblioshiny() package in R to analyze the collected data from Web of Science for each research variables. The results of these analysis were presented in previous chapters. Next, the main method used in this research is experiment was shown. In fact, the understanding of the experimental design was mentioned with its evolution trends, the reason to utilize this method in doing research, types of experiments, and remarkable considers.

Chapter 5: The Effects of Self-Place Congruity and Individualism on Visit Intention - Experimental Research

The last chapter of this dissertation describes the experimental research with the research design, procedure, sample, stimuli, measurement instruments, findings and discussions of each study. In particular, the first session of the chapter presents the way I measured self-place congruity and manipulated individualism with the results of data analysis of the first experiment. I ran the pre-test to check the manipulation of the designed advertisements for the experiment. With the success of pre-test, the study which manipulated individualism, measured self-place congruity was conducted. Furthermore, the second experiment was also conducted to replicate the effects from the study 1 with the manipulated self-place congruity and measure individualism. The findings of the relationship between self-place congruity, individualism (both national and personal levels), and visit intention are presented.

5.1. Study 1

5.1.1.. Research design

The objective of this study is to explore research questions for measured self-place congruity and manipulated individualism. Indeed, my aims are to investigate:

RQ1: What is the main effect of self-place congruity on visit intention?

RQ2: What is the main effect of individualism on visit intention?

RQ3: Is there an interaction effect between self-place congruity and individualism on visit intention?

RQ4: Does the interaction effect between self-place congruity and individualism on visit intention depend on methodological approach (whether moderators are manipulated or measured)?

I conducted an online experiment in which I manipulated one factor (individualism) and measured self-place congruity. The primary source of quantitative data used for this research was collected from the sample from 15/6/2023 to 3/7/2023. In order to achieve the research objectives through SPSS software, a methodology strategy based on descriptive indicators and cause-effect indicators has been adopted. The details of developing the stimuli, measurements, sample, and data collection were presented in the following points.

5.1.2. Procedure, Sample, and Stimuli

Regarding sample arrangement, the number of participants depends on how large the treatment effect (i.e., how much the treatment moves the outcome and on the standard deviation of the dependent variable. The larger the treatment effect is, the fewer people are needed in the experiment. By running a pilot study before conducting the actual experiment and comparing the mean outcome in the treatment group versus the control group, the researchers are able to know the treatment effect[289]. Researchers aims to run multiple, highly complementary studies. The number of studies and recruited participants mostly depends on the budget and funding sources of the study.

There is a variety of opinions regarding minimum sample size. One rule of thumb is that the minimum sample size is have at least five times as many cases as the number of variables to be analyzed. The more acceptable sample size would have a 10:1 ratio[290]. Hoyle (1995) recommended a sample size of at least 100-200 while Schumacker and Lomax (2004) surveyed the literature and found the sample sizes of 250-500 to be used in most of articles. Hair et al. (1977) recommended sample size is 200, as they think 200 would provide a sound basis for estimation. Garver and Mentzer (1999) and Hoelter (1983) also agreed that the minimum sample size to provide sufficient statistical power for data analysis is above 200. Moreover, they suggested that as the sample size becomes larger than 400, the test becomes more sensitive and almost any difference is detectable. As a result, sample sizes in the range of 150 to 400 are suggested. In this dissertation, I set the target sample size is 200 for each tested condition. Indeed, 600 for the first experiment and 400 for the second study.

I developed two advertisements for two fictitious destinations, each embodying different set of traits: Romance Island projected an emotional personality, while Adventure Island represented an active personality (see Figure 5.1.). In creating these stimuli, I adapted the concept of brand personality traits from Geuens, Weijters, and De Wulf (2009). Following the procedure from previous research, I manipulated destination personalities by adding characteristics associated with 'active', 'dynamic', 'innovative' (for the active personality) and 'romantic', 'emotional', 'sentimental' (for the emotional personality)[291]. This choice was made according to the suggestion of Plog (1990, 2002) on the difference between collectivists and individualists. In fact, while collectivists are

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[289] Viglia, G., & Dolnicar, S. (2020). A review of experiments in tourism and hospitality. *Annals of Tourism Research*, *80*, 102858. https://doi.org/https://doi.org/10.1016/j.annals.2020.102858

[290] Stern, B. L., Bush, R. F., & Hair, J. F. J. (1977). The Self-Image/Store Image Matching Process: An Empirical Test. *The Journal of Business, University of Chicago Press*, *50*(1), 63-69. https://doi.org/10.1086/295906

[291] Geuens, M., Weijters, B., & De Wulf, K. (2009). A new measure of brand personality. *International Journal of Research in Marketing*, *26*(2), 97-107. https://doi.org/https://doi.org/10.1016/j.ijresmar.2008.12.002

less adventurous, recreational pleasure comfort seekers; individualists are, in general, more adventurous, high activation, wanderlust, non-institutionalized (explorers, drifters), off-beaten-track, eco-tourists.

The advertisements were structured in such a way that they consisted of three main parts. The first title was the name of the fictitious 'Adventure Island' (versus 'Romantic Island'). The text described the destination emphasizing the personality traits and offered to help the participants imagine and feel those personalities. The footer of the ad was an image of a fictitious island (the same in both conditions). In these stimuli, I changed only those elements that were needed for manipulation and kept the rest of the ad the same in all conditions. Indeed, Adventure Island was promoted for thrill seekers and explorers with timeless adventures, lived dynamically, unforgettable experience (exhilarating & memorable) by offering dynamic playground to keep tourists are active and explore endless activities such as hiking, skydiving, rock or mountain climbing, bungee jumping, ziplining, white water rafting, scuba diving, high-speed roller coasters, wildlife safaris, and experience the latest advanced virtual reality, augmented reality, and other interactive 4D exhibits from space travel to underwater adventures. On the other hand, Romance Island was promised to satisfy the people who look for cherished and loved feelings by offering a serene and breathtakingly beautiful location for relaxing and creating romantic moments. Not only the charming, cozy, and intimate accommodations for comfort and privacy but also unforgettable experience from strolling along pristine white sand beaches to snorkeling or diving in crystal clear turquoise water, relaxing with a glass of champagne in a private cabana, walk through botanical gardens where exotic plants and flowers bloom at every turn, take a sunset sail, watch the sun dip below the horizon, enjoy romantic candlelit dinners on the beach, moonlit walks along the shore, and indulge in emotional stargazing under the clear night sky.

(a) Advertisement of activity-related traits   *(b) Advertisement of emotionality-related traits*

Figure 5.1. Stimuli used in the experiment.
Source: Own elaboration

5.1.3. Measures

A quantitative approach of this study has used questionnaires as research instruments. The surveys included several elements arranged in different sequences depend on the purpose of the experiments (see the Appendixes). Internet surveys were utilized to collect the data since it allows researchers to reach a large participants and secure confidential answers quickly and cost-effectively[292]. There are several online survey platforms can assist with free access like Qualtrics, SurveySparrow, QuestionPro, and SurveyMonkey. In this dissertation, I have used Qualtrics that I can put the survey components into different blocks, such as an informed-consent form, screening questions, experimental manipulations or survey questions.

The first one was the introduction of the study included the purpose of the study, the information that the participants need to know to decide whether they want to take part in the study, and a question to confirm their willingness to participant in the survey. One of the important parts of the surveys is the stimuli of the study. In order to understand the effect of the independent variable on the dependent variable better, I used several manipulation checks - quantitative questions that are used to make sure that the treatment was perceived as intended. I asked for self-reported answers after the exposure of participants to the manipulation[293]. The position of the manipulation checks in the study is also considered, and one solution is run separate pre-tests before conducting the main study[294]. In this part, the participants were asked to imagine that suddenly they see the advertisement, they read it carefully and answer questions on the content appeared on the ads. The experimental manipulations are the essential part of an experimental design study, and oftentimes involve random assignments. I created two blocks on Qualtrics to store the two scenarios representing the experimental conditions, then used the 'Randomised' function in Survey Flow to randomly present one of the two blocks to a participant, choose the 'Evenly present elements' function so that each experimental condition would end up with a similar number of participants. Manipulation checks asked the participants to rate their level of agreement with each trait, which refers to their feelings, actions, or perceptions in general, is characteristic of the brand of this Island using a scale from 1 to 7. The respondents tried as much as possible to describe their

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[292] Zikmund, W. G. (2003). *Business Research Methods* (7 ed.). Mason, OH : Thomson/South-Western.

[293] Ejelov, E., & Luke, T. J. (2020). "Rarely safe to assume": Evaluating the use and interpretation of manipulation checks in experimental social psychology. *Journal of Experimental Social Psychology*, *87*, 103937. https://doi.org/10.1016/j.jesp.2019.103937

[294] Hauser, D. J., Ellsworth, P. C., & Gonzalez, R. (2018). Are manipulation checks necessary? . *Frontiers in Psychology*, *9*. https://doi.org/10.3389/fpsyg.2018.00998

patterns and attitudes of habitual behaviour by marking one of the seven alternatives, where 1 indicates that the trait is 'Not at all characteristic of this island', 2 – 'Not characteristic of this island', 3- 'Somewhat not characteristic of this island', 4 – 'Neutral', 5 – 'Somewhat characteristic of this island', 6 – 'Characteristic of this island' while 7 indicates that the trait is "Very characteristic of this island".

In the survey, I also used two questions for attention checks which help to see whether participants are paying attention to the provided instructions. They vary from reserve scaled questions, to more content-related questions, to timing response times in online-operated studies[295]. It is recommended to use multiple attention checks (logical statements, directed queries, open-ended queries, infrequency, response time, memory recall, and reverse scaling) especially if the study is lengthy. Particularly, in my surveys, I designed one logical statement and one open-ended question. Participants were asked to rate their agreement with the statement "I currently don't pay attention to the questions I'm being asked in the survey" using a scale from 1 to 7 where 1 indicates 'strongly disagree', 2 indicates 'disagree', 3 indicates 'somewhat disagree', 4 indicates 'neither agree nor disagree', 5 indicates 'somewhat agree', 6 indicates 'agree', and 7 indicates 'strongly agree'. Only the responses of 'strongly disagree', 'disagree', 'somewhat disagree', or 'neither disagree nor agree' are accepted. Furthermore, I asked the participants to type their answer for the question "Responding to the survey questions without reading them or randomly selecting answers could result in data of low quality. Do you believe that your answers in this study should be considered of low or high quality?". The answers were 'high' or 'medium' accepted.

In this study, regarding the visit intention, a total of three statements were utilized adapting from the scale used by Wang et al. (2022) and Tong et al. (2023). Besides, a 6-statement scale developed by Sirgy & Su 2000; Usakli & Baloğlu 2011 was used to measure self-place congruity. As a consequence, a total 9 statements were applied using a 7-point Likert (1=strongly disagree, 7=strongly agree). The personality traits of the tourists and destinations were adapted from Geuen et al. (2009), as mentioned earlier.

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[295] Abbey, J. D., & Meloy, M. G. (2017). Attention by design: Using attention checks to detect inattentive respondents and improve data quality. *Journal of Operations Management*, *53*, 63–70. https://doi.org/10.1016/j.jom.2017.06.001

Figure 5.2. The result of Hofstede's country comparison tool.
Source: https://www.hofstede-insights.com/country-comparison-tool. Accessed in 2023.

Furthermore, the manipulation of individualism involved recruiting participants from three distinct countries that differ significantly in terms of their individualistic tendencies, as indicated by Hofstede's country comparison tool. According to Alcántara-Pilar and del Barrio-García (2016), there is a general consensus that Hofstede's approach is the most suitable approach for cross-cultural research. I selected three nationalities that represented high (the US – 91 points on a scale of 0-100), medium (Poland – 60 points), and low (Mexico – 30 points) levels of individualism (see Figure 5.3.). This approach allowed to treat individualism as a continuous variable because the selected countries exhibit equal intervals between their individualism scores on the scale.

Furthermore, the demographics included several questions concerning to the age, gender, married status, place born, and place of living. The last part of the surveys presented the debriefing statement and the thank-you note to the participants.

This dissertation used an on-demand platform that enables large-scale data collection by connecting researchers to participants around the globe, namely Prolific to recruit and distribute the questionnaires. Although some survey platforms like Qualtrics have their own online panel to use, they might be more expensive than using participants on crowdsourcing marketplaces such as Amazon Mechanical Turk (MTurk) or Prolific. Hence, I set up my surveys on Qualtrics and then post the Qualtrics survey link on Prolific with information on the estimated time required and payment amount to recruit participants. I also created criteria for eligibility, such as the location and approval rate of the participants. Once participant accepts the task, he or she needs to click the survey link to complete the questionnaire on Qualtrics, and then return to Prolific to confirm completion to receive payment. Research has shown that Prolific features a diverse

nationwide pool of consumers and provides high-quality data[296]. Data collection is relatively fast on Prolific as long as a fair payment amount is provided based on the estimated length of the task.

Furthermore, compared to the traditional pen-and-paper data collection method in field research, online experiments and data collection have their advantages in significantly shortening the time needed for data entry and coding. In fact, Qualtrics survey responses can be directly exported into other programs, such as SPSS statistics, Excel, Google Drive, and so on. However, for online surveys with an experimental design setup (random assignments to experimental conditions), it is necessary to pay special attention to make sure the randomization was reordered in the download. When downloading the survey data, it is required to choose 'Export viewing order data for randomized surveys' in the Advanced option. In addition, it is vital to carefully check the coding of scales (by clicking 'record value' on the left side of each scale) used in the survey to ensure the numbers are correct, before attempting to download the data. It is also offered to choose to download the data as numeric values or choice text, adding more flexibility to meet the needs of various research questions and data analysis methods.

I recruited participants from Mexico, Poland, and the United States through the research company Prolific. I randomly assigned each person to one of two ads. I asked them to imagine that they were browsing their social media, and suddenly the ad appeared. They were requested to carefully read the advertisement and answer subsequent questions measuring the dependent variable, moderator, manipulation, and attention checks, as well as basic demographic items. The study was conducted in English on Prolific. In order to recruit the appropriate participants, the pre-screen included several criteria such as respondents are fluent in English, their approval rate on Prolific are between 98% and 100%, and their nationality and country of birth are the same.

The study was carried out in 18 days (between 15/6/2023 and 3/7/2023) through the Prolific platform. There were 699 people accessed the survey link, however 631 participants completed the questionnaire. I discarded responses from 7 participants who spent less than 100 seconds completing the survey. Moreover, in the middle of the study, I asked respondents to rate how much they agreed or disagreed with the statement "I currently do not pay attention to the questions being asked in the survey" and I removed 4 participants who agreed or strongly agree or neither disagree nor agree with that statement. In addition, the second attention check question was: "Responding to the survey questions without reading them or randomly selecting responses could result in low quality. Do you think that your answers to this study should be considered low- or

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[296] Buhrmester, M., Kwang, T., & Gosling, S. D. (2011). Amazon's Mechanical Turk: A New Source of Inexpensive, Yet High-Quality, Data? *Perspectives on Psychological Science 6*(1), 3-5. https://doi.org/10.1177/1745691610393980

high-quality?" There were 2 participants who defined their responses as low quality, I removed them from the data.

Furthermore, even though I defined specific place of birth and place of living in the US, Poland, and Mexico at the pre-screen of the recruitment stage, there were 11 participants said that they were born in Belarus, China, Dominican Republic, Nigeria, Russia, the UK, and Ukraine, and 1 people gave the answer 'nineteen eighty five' for this question. In addition, 2 respondents answered their place of living is EU and the Netherlands. Moreover, there was 1 participant was born in Poland, 2 respondents were born in Mexico but currently living in the US; and 1 participant was born in the US but living in Mexico. I decided to exclude them from the final (600 response) data set which were used to analyze.

5.1.4. Results and Discussion

The main purpose of the pretest was to validate the research instruments. The pretest was designed and conducted to evaluate whether participants could distinguish destination advertising type in the experimental stimuli in the manner I anticipated. To avoid potential confounding effects of existing destination images or real destination experience, fictitious destinations called Romantic Island and Adventure Island was used in the experimental scenario. The two types of destination advertisements were similar in layout and execution elements, excepts for the differences in personality traits. Participants read a general destination description at the beginning of the questionnaire as follow: "Imagine you are browsing through your social media, and suddenly this advertisement pops up. Please read it carefully and respond honestly to all of the following questions".

The questionnaire of the pretest was designed on an online survey platform Qualtrics. The sample consisted of participants who were randomly assigned into two experimental groups that read the Adventure Island and Romantic Island advertisement. Both groups were asked to complete a scale that checked the manipulation of destination advertisement type, with a 6-item, 7-point Likert scale (1=strongly disagree, 7= Strongly Agree) adapted from Geuens et al. (2009).

Table 5.1. Questionnaire items included in the pretest, reliability test.

To what extent do you think that the following traits are characteristic of the brand of this Island?	Min	Max	Mean	Std. Deviation	Cronbach's Alpha	Adopted from
Active	1	7	4.81	1.94	.90	Geuens, Weijters, and De
Dynamic	1	7	4.19	1.94		
Innovative	1	7	3.97	1.91		

Romantic	1	7	5.00	2.08	.92	Wulf (2009)
Sentimental	1	7	4.78	2.24		
Emotional	1	7	5.42	1.71		

Source: Own elaboration

To check whether I correctly manipulated the active (vs. emotional) personality of a destination, I pre-tested the advertisements with a sample of participants. Specifically, each participant was randomly assigned one of two advertisements and asked to assess the personality traits of an advertised destination. In fact, participants were asked to rate their level of agreement with each trait (see Table 5.1.), which refers to their feelings, actions, or perceptions in general, is characteristic of the brand of each Island using a scale from 1 to 7. The respondents tried as much as possible to describe their patterns and attitudes of habitual behaviour by marking one of the seven alternatives, where 1 indicates that the trait is 'Not at all characteristic of this island', 2 indicates 'Not characteristic of this island', 3 indicates 'Somewhat not characteristic of this island', 4 indicates 'Neutral', 5 indicates 'Somewhat characteristic of this island', 6 indicates 'Characteristic of this island' while 7 indicates that the trait is 'Very characteristic of this island'.

Before proceeding to the stage of collecting the actual data of the research, an online pilot test was conducted in order to provide the intelligibility of the research questionnaire and determine the validity and reliability tests. The pilot study was carried out in 24 days (between 28/3/2023 and 20/4/2023) through my personal contacts.

There were 242 people accessed the survey link, however only 89 participants completed the questionnaire, and 65 of them confirmed that they read the ads carefully. If the participants spent less 100 seconds and more than 600 seconds, they (23 respondents) have been excluded in the list. I asked the participants specifying the country where they were born, however, several respondents provided the name of provinces or states. Hence, I considered these people were not concentrated on the content of the survey, so I crossed 6 responses out of the data. Finally, there were 36 responses which were used to analyze (see Table 5.2.).

Table 5.2. The demographics of the participants who participated in the pre-test.

Gender	36
Male	21
Female	14
Non-binary	0
Prefer not to say	1

Age range	36
19 - 26	13
27 - 42	21
43 - 50	2
Nationality	**36**
Vietnam	12
Poland	17
Iran	1
India	1
Belarus	1
Turkey	1
Ukraine	1
UK	1
El Salvador	1

Source: Own elaboration

Reliability and validity are two essential issues in the measurement of constructs. While reliability deals with how consistently similar measures produce similar results, validity refers to how well the measurement captures what it is intended to measure[297]. Reliability has two dimensions: repeatability and internal consistency. In this dissertation, the dimension of internal consistency refers to the ability of a scale item to correlate with other items of the scale that are intended to measure the same construct was discussed. Fornell and Larcker (1981) developed a formula to calculate Cronbach's alpha which can assess the internal reliability. Nunnally (1978) stated that a Cronbach's alpha of 0.70 or higher indicated that the measurement scale is moderately reliable.

Table 5.3. The descriptive of the pre-test data.

		N	Mean	Std. Deviation	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
$M_{Adventure\ Island}$	Romance Island	23	3.52	1.52	2.86	4.18
	Adventure Island	13	5.74	1.20	5.02	6.47
	Total	36	4.32	1.77	3.73	4.92
	Romance Island	23	6.00	1.32	5.43	6.57

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[297] Zikmund, W. G. (2003). *Business Research Methods* (7 ed.). Mason, OH : Thomson/South-Western.

$M_{\text{Romance Island}}$	Adventure Island	13	3.41	1.56	2.47	4.35
	Total	36	5.06	1.88	4.43	5.70

As can be seen from the Table 5.1., the Cronbach's alpha coefficients are higher than 0.90, it means that the scale I adopted to measure the destination personality is excellent reliable.

Finally, the participants provided their demographics, such as sex, age, and nationality (see Table 5.2.). They are fluent in English, in different range of age (between 19 and 50), from different countries such as Vietnam, Poland, Iran, India, Belarus, Turkey, Ukraine, the UK, and El Salvador.

Table 5.4. ANOVA of the pre-test data.

		Sum of Squares	df	Mean Square	F	Sig.
$M_{\text{Adventure Island}}$	Between Groups	41.00	1	41.00	20.44	<.001
	Within Groups	68.22	34	2.01		
	Total	109.22	35			
$M_{\text{Romance Island}}$	Between Groups	55.70	1	55.70	28.11	<.001
	Within Groups	67.37	34	1.98		
	Total	123.07	35			

More than half of them is male (21 respondents) while there are 14 female and 1 people not prefer to share about their gender.

I created two blocks on Qualtrics to store the two scenarios representing the experimental conditions, then used the 'Randomised' function in Survey Flow to randomly present one of the two blocks to a participant, choose the 'Evenly present elements' function so that each experimental condition would end up with a similar number of participants. However, the number of participants completed the surveys in the acceptable time frame on each stimulus are not equal. In fact, there were 13 and 23 respondents on Adventure Island and Romance Island respectively.
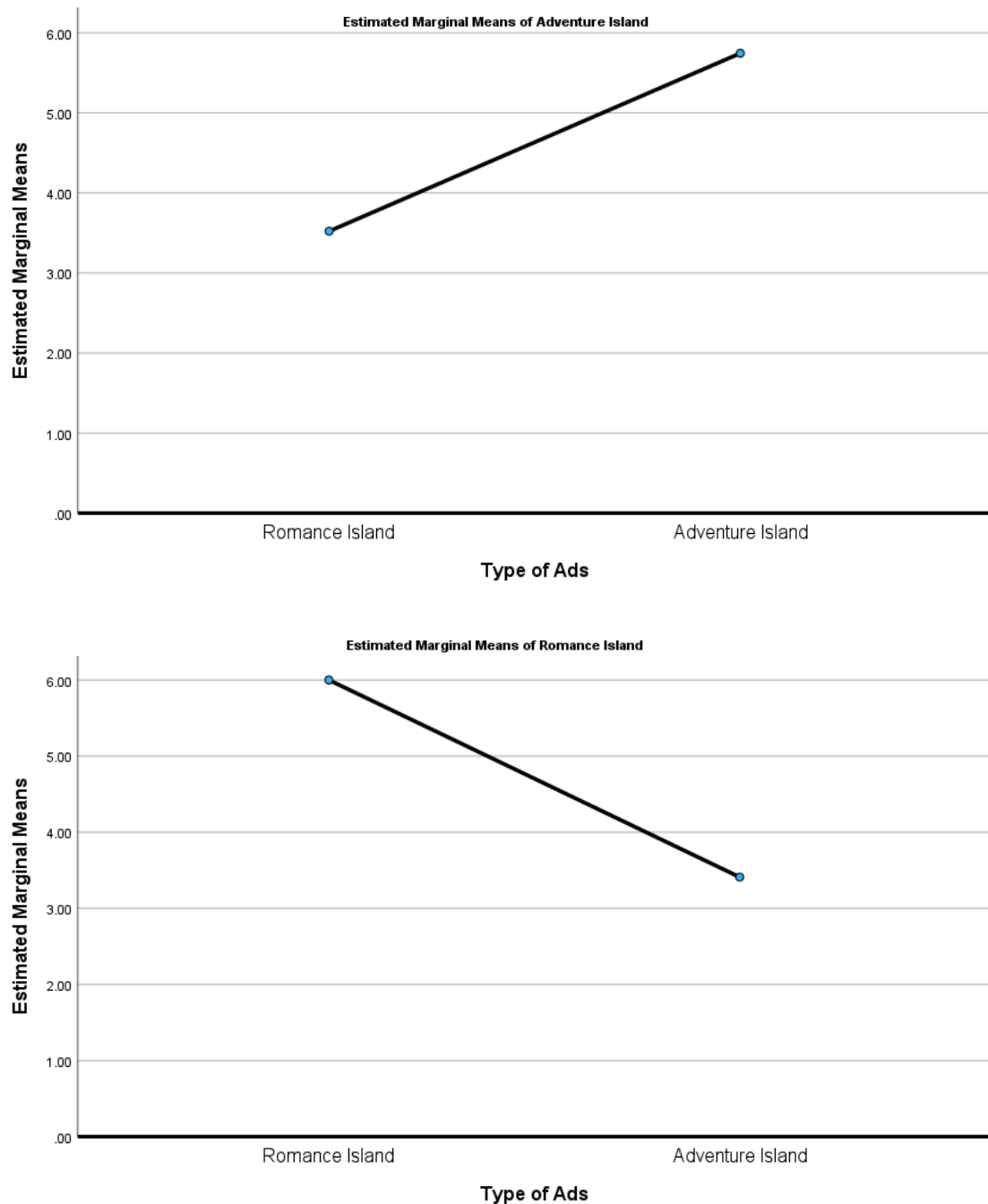
Figure 5.3. Mean Plots of the pre-test data.
Source: Own elaboration

I used analysis of variance (ANOVA) to check whether both ads communicated the intended personalities of a destination. According to Table 5.3., Table 5.4., and Figure 5.2., I found that Adventure Island was perceived as more active than Romantic Island ($M_{Adventure\ Island} = 5.74$, $SD = 1.20$ vs. $M_{Romantic\ Island} = 3.52$, $SD = 1.52$, $F(1,34) = 20.44$, $p < 0.001$), Romantic Island was perceived as more emotional than Adventure Island ($M_{Adventure\ Island} = 3.41$, $SD = 1.56$ vs. $M_{Romantic\ Island} = 6.00$, $SD = 1.32$, $F(1,34) = 20.11$, $p < 0.001$). These results indicate that the manipulation was successful, and participants perceived the personalities of the Islands as intended.

The final sample included 600 valid responses with 299 participants assigned for the Adventure Island ad and 301 participants for the Romantic Island one. Detail demographic data of respondents can be found in Table 5.5.

Table 5.5. The demographics of the participants who participated in the main experiment.

	Total	The US	Poland	Mexico
Gender	**600**	**198**	**203**	**199**
Male	325	93	134	98
Female	264	102	65	97
Non-Binary	11	3	4	4
Age	**598**	**196**	**203**	**199**
18-27	302	42	142	118
28-43	213	85	54	74
44-59	63	50	6	7
60-76	20	19	1	0
Marital Status	**600**	**198**	**203**	**199**
Single	237	65	92	80
Married	138	83	29	26
In a serious relationship/ engaged	212	48	75	89
Others	13	2	7	4

Source: Own elaboration

There were 198, 203, 199 participants who came from the US, Poland, and Mexico respectively. While the number of male respondents from Poland is double the quantity of female (134 and 65 participants), the difference between the number of men and women from the United States and Mexico who participated in this study is not too big, 93 and 102; 98 and 97 participants respectively. In total, there were more male respondents (325 people) took part in this research compared to female (264 people). Merely 1.83% of participants (11) are non-binary, 4 of them came from Mexico, 3 from the US, and 4 from Poland.

Table 5.6. Questionnaire items of Study 1 with reliability test.

	Min	Max	Mean	Std. Deviation	Cronbach's Alpha	Adopted from
Visit Intention					0.93	Tong et al. (2023); Wang et al. (2022)
(1) I would like to visit this Island.	1	7	5.08	1.59		
(2) I feel a high attraction to visiting this Island.	1	7	4.68	1.69		
(3) I'm willing to visit this Island in the future.	1	7	4.84	1.60		
Self-place Congruity					0.96	Sirgy and Su (2000); Usakli and Baloglu (2011)
(1) This Island is consistent with how I see myself.	1	7	3.82	1.55		
(2) My personality is similar to the personality of this Island.	1	7	3.75	1.66		
(3) The personality of this Island is congruent with how I see myself.	1	7	3.77	1.59		
(4) This Island is consistent with how I would like to see myself.	1	7	4.27	1.72		
(5) I would like to be perceived as similar to the personality of this Island.	1	7	4.18	1.67		
(6) The personality of this Island is congruent with how I would like to see myself.	1	7	4.23	1.67		

Source: Own elaboration

Regarding the age of the respondents, the majority of participants (302) were between 18 and 27, which means that generation Z are dominant on the online platform. While the majority of participants were youngest Polish and Mexican groups with 142 and 118 respondents respectively, only 42 American participants were between 18 and 27. The largest group of American respondents (85 people) were from 28 to 43. The number of Generation Y or Millennials of Poland and Mexico took part in this study via the Prolific platform were 54 and 74 respectively. Only 6 and 7 participants from Poland and Mexico respectively were between 44 and 59 while 43.37% of American participants (85 people) were in this group.

Table 5.7. The descriptive of data set of the Study 1.

	N	Mean	95% Confidence Interval for Mean

		N	Mean	Std. Deviation	Lower Bound	Upper Bound
M$_{Adventure}$ Island	Romance Island	301	4.45	1.34	4.30	4.60
	Adventure Island	299	6.24	.91	6.13	6.34
	Total	600	5.34	1.45	5.22	5.46
M$_{Romance}$ Island	Romance Island	301	6.23	1.03	6.11	6.35
	Adventure Island	299	3.40	1.45	3.24	3.57
	Total	600	4.82	1.89	4.67	4.97

Source: Own elaboration

There was no Mexican over 60 years old took part in this study. And only 1 over-60-year-old Polish gave their respond for the survey while 19 participants from the US were between 60 and 76 years old.

Table 5.8. ANOVA of the data of the Study 1.

		Sum of Squares	df	Mean Square	F	Sig.
M$_{Adventure}$ Island	Between Groups	480.64	1	480.64	368.01	<.001
	Within Groups	781.01	598	1.31		
	Total	1261.65	599			
M$_{Romance}$ Island	Between Groups	1197.64	1	1197.64	759.34	<.001
	Within Groups	943.17	598	1.58		
	Total	2140.82	599			

Source: Own elaboration

Due to the age of the participants, the status of their marriage was different. Indeed, while 39.5% participants were single (237 people), 23% participants got married (138 people), 35.33% participants were in a serious relationship or engaged (212 people), and only 2.17% participants defined they were in others married status (13 people). The highest percent of American participants (83 people) got married, the married respondents from Poland and Mexico were about 3 times less than that number (29 and 26 respectively). While the larger number of Polish participants are single with 92 respondents, 89 Mexican participants in this study are in the serious relationship or got engagement.
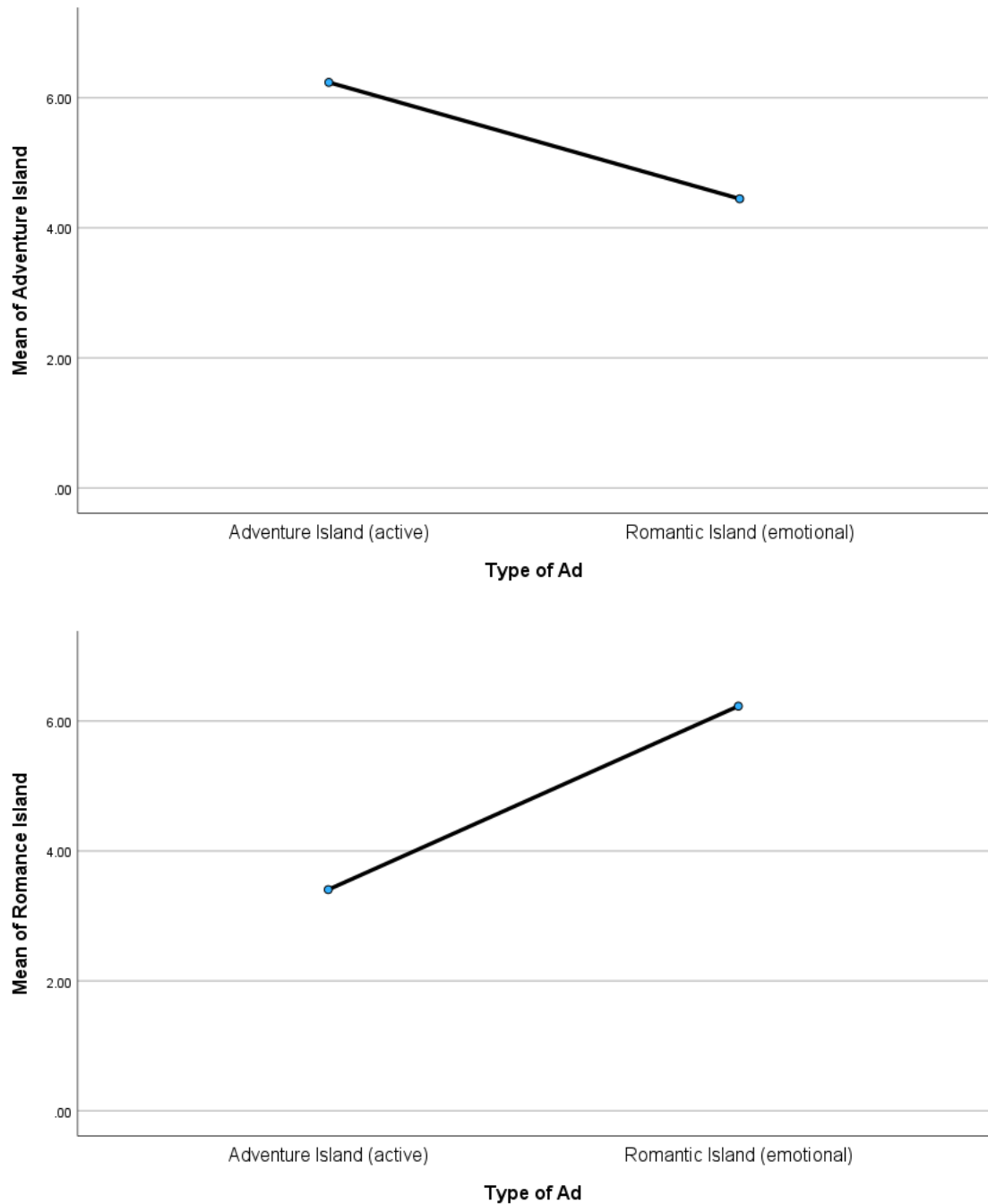
Figure 5.2. Mean Plots of the Manipulation Checks of the Study 1.
Source: Own elaboration

As can be seen from Table 5.6., the Cronbach alpha coefficients of visit intention and congruity are greater than 0.93, which means that the scales I used to measure these variables were excellently reliable.

First, I performed the analysis of variance (ANOVA) to check whether both ads communicated the intended personalities of a destination (see Table 5.7. and Table 5.8.). I found that Adventure Island was perceived as more active than Romantic Island

($M_{\text{Adventure Island}}$ = 6.24, SD = 0.91 vs. $M_{\text{Romantic Island}}$ = 4.45, SD = 1.34, F (1, 598) = 368.01, p < 0.001), Romantic Island was perceived as more emotional than Adventure Island ($M_{\text{Adventure Island}}$ = 3.40, SD = 1.45 vs. $M_{\text{Romantic Island}}$ = 6.23, SD = 1.03, F (1, 598) = 759.34, p < 0.001).

These results indicate that the manipulation was successful, and participants perceived the personalities of the Islands as intended.

Table 5.9. Model Summary.

	Coeff	se	t	p	LLCI	ULCI
Constant	2.61	.32	8.21	.00	1.99	3.24
Self-place congruity Individualism	.62	.07	8.66	.00	.48	.77
	-.40	.14	-2.83	.00	-.68	-.12
Int_1	.07	.03	2.16	.03	.01	.13

Source: Own elaboration

Second, I conducted a regression analysis with PROCESS Macro (Hayes, 2018). I built a model with individualism as an independent variable, the self-place congruity index as a moderator, and the visit intentions as a dependent variable. According to the result of the country comparison (see Figure 5.3), in the further analysis, the responses of the Mexican participants were coded as 1 (representing low individualism), responses of the Poles as 2 (representing medium individualism), and the responses of the Americans as 3 (representing high individualism).

Table 5.10. Conditional effect of focal predictor at values of the moderator (Study 1).

Individualism	Coeff	se	t	p	LLCI	ULCI
Mexico	.69	.04	15.90	.00	.61	.78
Poland	.77	.03	28.00	.00	.71	.82
The US	.84	.04	20.23	.00	.75	.92

Source: Own elaboration

I found a significant main effect of self-place congruity (B= .62, SE = .07, t = 8.66, p < .00) on visit intention (see Table 5.9.), and individualism significantly impact on visit intention (B = -.40, SE = .14, t = -2.83, p < .00). It means that there is a positive relationship between the measured self-place congruity and visit intention, and a negative relationship between individualism and intention to visit a destination. In the other words,

measured self-place congruity has a positive effect on visit intention, manipulated individualism has negative effect on visit intention. This is the answer for the research question 1 and 2.
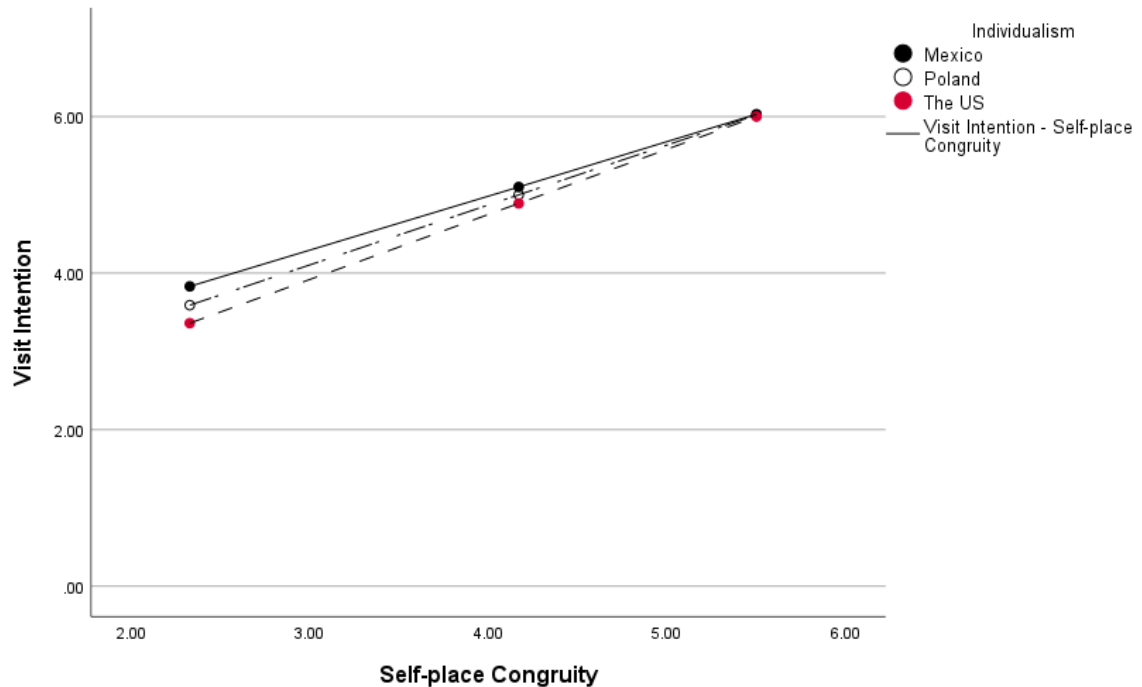
Figure 5.3. A visualize of the relationship between measured self-place congruity, manipulated individualism, and visit intention.
Source: Own elaboration

Furthermore, when the self-place congruity is high, individualism have no impact on visit intention, and the higher manipulated individualism, the more positive effect of self-place congruity (see Table 5.10. and Figure 5.5.). In the other words, when self-place congruity is low, manipulated individualism lowers visiting intention; when self-place congruity is high, manipulated individualism has no effect on visiting intention.

5.2. Study 2

5.2.1. Research Design

The objective of study 2 is to replicate the effects from study 1 with regard to explore research questions for manipulated self-place congruity and measured individualism. Indeed, my aims are to investigate:

RQ1: What is the main effect of self-place congruity on visit intention?

RQ2: What is the main effect of individualism on visit intention?

RQ3: Is there an interaction effect between self-place congruity and individualism on visit intention?

RQ4: Does the interaction effect between self-place congruity and individualism on visit intention depend on methodological approach (whether moderators are manipulated or measured)?

This experiment explored the effect of self-place congruity on visit intention when there is or not a congruity between the personality of a tourist and the personality of a destination. Furthermore, individualism was measured at personal levels since several scholars have concerned about using of an average score of culture dimensions across a whole population tends to product inaccurate, narrow, and arbitrary results[298]. Ahn and McKercher (2018) stated that applying an average culture in tourism research may be unreliable or even invalid.

5.2.2. Procedure, Sample, and Stimuli

I manipulated the self-place congruity (yes or no congruity) and measured individualism. I used the stimuli which are textual advertisements (see Figure 5.6.). The advertisements were structured in such a way that they consisted of two main parts. The first title was the name of the fictitious 'Active Island' (versus 'Quiet Island'). The text described the destination emphasizing the personality traits and offered to help the participants imagine and feel those personalities. In these stimuli, I changed only those elements that were needed for manipulation and kept the rest of the ad the same in all conditions. In this experiment, I removed the image in order to encourage the participants concentrated to read carefully the content of the stimuli, and not extracted by visualized elements.

5.2.3. Measures

I used the 7-point agreement type scale (1=strongly disagree, 7=strongly agree) throughout the questionnaire (see Table 5.12 for details). Specifically, visit intentions were measured with a scale adapted from Wang et al. (2022) and Tong et al. (2023). Individualism was measured by 4 items adopted the scale of Hofstede (1993).

First, I used a binary question to ask about the personality of a participant. The binary variable where participants in an incongruity condition are coded as 0, and those in a congruity condition are coded as 1. Next, half of the sample (n = 200) is assigned to advertisement of the Island that is incongruent with their personality, and half of the

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[298] McSweeney, B. (2002). Hofstede's model of national cultural differences and their consequences: A triumph of faith - a failure of analysis [Article]. *Human Relations*, *55*(1), 89-118. https://doi.org/10.1177/0018726702551004

sample (n= 200) is assigned to an advertisement that is congruent with their personality. In total, there are 400 different participants. I asked them to imagine that they were browsing their social media, and suddenly the ad appeared. They were requested to carefully read the advertisement and answer subsequent questions measuring the related research variables, manipulation, and attention checks, as well as basic demographic items.

Active Island
Ready to live life in the **fast** lane?

Revitalize your **adventurous** spirit at ACTIVE ISLAND!
For **energetic** and **dynamic** individuals, picture **heart-pounding** hikes and **thrilling** zip lines against **breathtaking** landscapes. Dive into a world of **quick-paced** adventures, from **heart-racing** trails to **dynamic outdoor** escapades designed for the bold and spirited ones.
Your ultimate playground for igniting your inner **thrill-seeker** is here at ACTIVE ISLAND.

Let the **action-packed** journey of a lifetime begin!

Quiet Island
Ready to embrace the **art of leisure**?

Unwind in the lap of **serenity** at QUIET ISLAND!
For those who savor a **leisure**ly pace, imagine strolls through **picturesque** gardens, where **time seems to stand** still. Immerse yourself in a tapestry of **calm**ing vistas and **unhurried** activities, from **laid-back** spa sessions to **lazy** afternoons by the **tranquil** pool. Your haven of **relaxation** awaits at QUIET ISLAND.

Embrace **slow exploration** and **tranquility**!

Figure 5.4. Stimuli used in the experiment 2.
Source: Own elaboration

I recruited participants from English native-speaker countries through the research company, Prolific.com, in. The study was conducted in English. In order to recruit the

appropriate participants, the pre-screen included several criteria such as respondents are from the US, Canada, Australia, New Zealand, the UK, and Ireland; and their approval rate on Prolific are between 100% and 100%.

In terms of the experiment of congruence, 207 participants took part in the experiment that shown the congruity stimuli with their personality, however, there were 202 qualified responses can use for analyzing. In fact, 3 respondents replied 'Agree' and 'Strongly Agree' for the first attention check question "I currently do not pay attention to the questions being asked in the survey", and no participants clearly gave their response for the second attention check question "Responding to the survey questions without reading them or randomly selecting responses could result in low quality. Do you think that your answers to this study should be considered low- or high-quality?" is low. Moreover, there are 2 respondents gave the answers did not be appropriate for the question of their place of birth, they filled the year of birth '1966' and '1971', so I also crossed them out of the sample. All participants spent more than 115 seconds completing the survey.

Regarding the experiment of incongruence, 202 participants took part in the experiment that shown the congruity stimuli, however, one participant are removed because she spent only 96 seconds completing the survey. Furthermore, there were one respondent gave the answers did not be appropriate for the question of their place of birth (the provided answer was '1986'), I also crossed them out of the sample. Moreover, there was one participant did the survey twice, so I deleted two responds from them. Finally, there are 198 qualified responses can use for analyzing. All of them spent at least 120 minutes to complete the survey, passed two attention checks, and provided required demographic information.

5.2.4. Results and Discussion

Detail demographic data of respondents can be found in Table 5.11. In particular, 249 female (62.25%), 144 male (36%), 6 non-binary (1.5%) participants took place in this experiment while 1 respondent (0.25%) prefers not to say about their gender. It is clear that the number of women who attended in this survey via Prolific is almost double the amount of men participants.

Table 5.11. The demographics of the participants who participated in the second experiment.

Gender	400
Female	249 (62.25%)
Male	144 (36%)
Non-binary/ Third gender	6 (1.5%)

Prefer not to say	1 (0.25%)				

Age	**400**				
19-27 (Z)	59 (14.75%)				
28-44 (Y)	184 (46%)				
45-60 (X)	111 (27.75%)				
Over 60 (Baby Boomers)	46 (11.5%)				

Marial Status	**400**				
Single	114 (28.15%)				
Married	171 (42.75%)				
In a serious relationship/ engaged	110 (27.5%)				
Others	5 (1.25%)				

Source: Own elaboration.

Regarding the age of participants, 184 respondents are between 28 and 44, accounted for 46% of total participants. Followed by 27.75% participants are from 45 to 60 years old. Group of participants who are under 28 years old is 59 (14.75%) participants, while those are over 60 years old took part in the experiment are 46 (11.5%) respondents.

Table 5.12. Questionnaire items and reliability test of the second experiment.

	Min	Max	Mean	Std. Deviation	Cronbach's Alpha	Adopted from
Visit Intention					0.96	Tong et al. (2023); Wang et al. (2022)
(1) I would like to visit this Island.	1	7	4.47	1.86		
(2) I feel a high attraction to visiting this Island.	1	7	4.09	1.90		
(3) I'm willing to visit this Island in the future.	1	7	4.60	1.75		
Individualism (recoded)					0.82	Hofstede (1993)
(1) Individual rewards are not as important as group welfare.	1	7	3.60	1.30		
(2) Group success is more important than individual success.	1	7	3.49	1.35		

(3) Being accepted as a member of a group is more important than having autonomy and independence.	1	7	4.48	1.32
(4) Being loyal to a group is more important than individual gain.				
	1	7	3.76	1.32

Table 5.11. also shows that 171 participants (42.75%) got married, while 114 respondents (28.15%) are single. There are 110 participants (27.5%) are in a serious relationship or engaged. Only 5 respondents (1.25%) said that they are in other types of relationship.

Table 5.13. Model Summary of Study 2.

	Coeff	se	t	p	LLCI	ULCI
Constant	3.38	.42	8.09	.00	2.56	4.20
Self-place congruity Individualism	2.82	.56	5.05	.00	1.72	3.92
	.01	.10	.08	.93	-.20	.21
Int_1	-.24	.14	-1.69	.09	-.51	.04

In the further analysis, the responses of participants took part in the congruency experiment were coded as 1 (representing congruity), and responses from those participated in the incongruence experiment as 0 (representing incongruity).
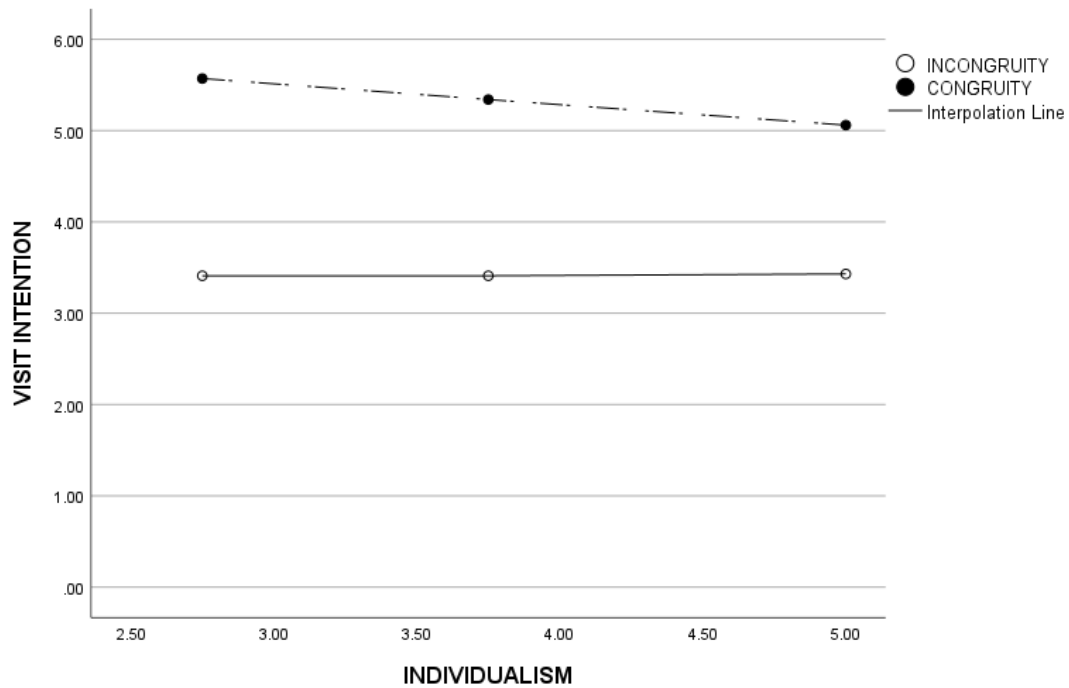
Figure 5.5. A visualize of the relationship between measured Individualism,
manipulated Self-place Congruity, and Visit Intention.
Source: Own elaboration

Due to Hofstede scale shows higher values for collectivism, so before analyzing,
I recoded it in a way to show proper values for individualism. As can be seen from Table
5.12., the Cronbach alpha coefficient of visit intention was equal to 0.96, which means
that the scales I used to measure these variables were excellently reliable, while the
Cronbach alpha coefficient of individualism was 0.82, which means that this scale was
good reliable.

I conducted a regression analysis with PROCESS Macro (Hayes, 2018). The
model 1 with individualism (measured with Hofstede's (1993) scale) as a moderator, the
self-place congruity index as an independent variable, and the visit intentions as a
dependent variable. According to Table 5.13., I found a significant main effect of self-
place congruity on visit intention (B= 2.82, SE = .56, t = 5.05, p < .001). Therefore, the
answer for the research question 1 is that manipulated self-place congruity has a positive
effect on visit intention.

In addition, measured individualism had no effect on visit intention (B = .01, SE
= .10, t = .08, p = .93). This is the answer for the research question 2. Furthermore, Figure
5.7. shows that the higher measured individualism, the less positive effect of self-place
congruity. When congruity is high, individualism lowers visiting intentions.

In brief, when self-place congruity is high, measured individualism lowers visiting intentions; when self-place congruity is low, individualism has no effect on visit intention.

<p style="text-align:center">***</p>

In this chapter, I described in detailed the research design, procedure, sample, stimuli, measures, findings, and discussions of each experimental study. In order to check the manipulation of the designed advertisements for the first experiment, the pre-test was conducted. With the success of pre-test, the study 1 which manipulated individualism (national level), measured self-place congruity, and visit intention was conducted. The second experiment measured individualism (personal level) and visit intention while manipulated self-place congruity versus incongruity. The findings of the relationship between self-place congruity, individualism, and visit intention are analyzed. Especially, the moderation effect of congruity is also investigated on the relationship between individualism (both national and personal levels) and tourist's intention to visit.

Conclusions

After six decades of extraordinary growth, travel and tourism had already been badly hit by the COVID-19 pandemic, as lockdowns restricted people to travel around their homes and neighborhoods rather than around the world. Nearly four years later, optimism has returned to this sector. There had been an almost uninterrupted rise in the global tourism industry between 1990 and 2019, although the two largest crises of SARS (in 2003) and the global financial crisis (in 2009) were a minor drop compared to the COVID-19 pandemic. According to the UNWTO World Tourism Barometer, international tourism is expected to fully recover pre-pandemic levels in 2024, with initial estimates pointing to 2% growth above 2019 levels. In addition, the pandemic has changed the way we live, work and travel. Steve Kaufer, Co-Founder and CEO of Tripadvisor, said 'Data shows that the majority of travelers want to explore destinations in a more immersive and experiential way'. It is vital for destination managers and marketers to be aware of changes in tourist mindset and understand well the behavior of tourists post-pandemic to design the right strategies to attract them to the destination.

Tourist decision-making processes have become increasingly complex and non-rational due to the abundant travel-related information. It is a great challenge for travel marketers and Destination Management Organisations (DMOs) to differentiate their destination from the others in the fast-paced changing era of consumer sentiments, technological advances, and environmental consciousness. Destination branding is a necessary marketing tool used to connect deeply and authentically with the audience. The key responsibility of destination marketers and managers is creating a holistic brand experience that resonates with consumers on a personal and emotional level. In order to be successful in the promotion and marketing strategies of a destination, it is necessary to understand about the personalities, motivations, wishes, and perceptions of tourists, which play vital roles in shaping tourism behaviours. Among them, personality is the key antecedent, since personality is the unique characteristic patterns of thoughts, feelings, and behaviours that distinguish a person from others. It is obvious that people who have different personality traits would visit a different destination. And each destination can also be identified by the set of human characteristics. The tourist perceives the personality of the destination in different ways, when they communicate with the destination through the marketing products of the destination, (electronic) word-of-mouth on the destination, etc. Therefore, through advertising, marketers intentionally imbue their brands with personality traits that focus on descriptive characteristics (that is, patterns of behaviour in a range of situations).

There is much evidence to support the findings of Usakli and Baloglu (2011) that consistency between the self-concept of a tourist and the image/personality of a destination produces a favourable attitude toward the destination and consequently affects the intention. The self- place congruity has been effective in explaining why tourists visit a destination that reflects their self-concept. Several studies have found that greater

perceived self-congruity with the personality of the destination leads to more positive travel outcomes[299], in other words, the greater the personality of the match between the destination and the visitor's self-concept, the more likely the visitor will have a favourable attitude towards that destination. It means that personality congruity is defined as a driver of visit intention[300] since the congruence of the values is associated with intentions to visit a destination[301]. However, Yusof and his colleagues (2015) stated that there is no significant relationship between congruity and behavioural intention. Therefore, in this study, the findings shed light on the relationship between self-place congruity and the intention to visit. In fact, the (both measured and manipulated) self-place congruity always has a positive impact on the visit intention.

Moreover, tourists often experience a vacation with others, so people who are more autonomous and independent will react differently in making the decision to visit a tourist destination. Previous research claims that one of the crucial predictors of tourist behaviour intentions is individualism[302]. However, limited scholarly attention has been paid to the effects of individualism and personalities congruity on travelling intentions. The only existing study by Matzler and his colleagues (2016) shows that individualism negatively moderates the relationship of self-place congruity and visit intention[303]; it means that, for those who are from individualistic countries, the effect of congruity on visit intention is not as strong as for people from rather collectivistic countries. However, there is no research using experimental methods to discover how and whether the congruity between tourist personalities and their perceptions of the personalities of a tourist destination impacts their intentions to visit the destination.

General Discussion

Although Yusof et al. (2015) stated that there is no direct relationship between self-congruity and consumer behaviour, Panath Phucharoen (2016) found that self-

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congruity had a strong positive effect on the intention of tourists. In my research, I confirmed the significant influence of the self-place congruity (both measured and manipulated) on the intention to visit. The more the personality of a tourist matches the personality of a destination, the more the tourist intends to visit the destination.

Sung and Choi (2012) expressed that consistency is more important in individualistic cultures, it means self-congruity has stronger effects for those who are from the higher individualism (e.g. the US) than people who are collectivism (e.g. Korea). Through my experiments, I found that depending on whether individualism was manipulated or measured, different results were found.

Matzler et al. (2016) determined that individualism negatively moderates the relationship of self-congruity and visit intention, which means that for people from individualistic countries, the effect of self-congruity on visit intention is not as strong as for people from collectivistic countries. This agrees with the results of the study by Sung and Choi (2012). It can be explained that a holiday is rarely a solely individualistic experience, means people spent time with others, so the relationship between self-congruity and visit intention is stronger for individuals from collectivism countries. And they also suggested measuring at the individual level to get better results. My research findings found that manipulated individualism has a negative effect on visit intentions; the higher the manipulated individualism (national level), the more positive the effect of self-place congruity; the higher the self-place congruity, the less negative the effect of manipulated individualism (national level). Furthermore, measured individualism (at individual level) has no effect on visit intention; the higher measured individualism (at individual level), the less positive effect of self-place congruity; and when congruity is high, measured individualism (at individual level) lowers visit intention.

Contributions

There is no doubt that international tourism has expanded significantly in the last decade. International tourism has also been forecast to reach unprecedented numbers in the coming years. The consequences of such increased international travel can be very diverse. The question arises whether international tourism enhances understanding among people and the level of their enjoyment or increases the likelihood of cultural misunderstanding and conflict. For the tourism industry to be successful in the future, managers and marketers need to be aware and sensitive to the differences between international tourist markets. Learning about, understanding, and respecting the differences of others can prevent potential misunderstanding and conflict in international tourism, significantly improve social contact between international tourists and local hosts, improve tourist satisfaction with travel products, and generate repeat visits. However, consumer research is not limited to understanding acquisitive processes. Recent research has been primarily based on a distinction between individualism and collectivism. As individualism is the most relevant in the context of brand personification

and brand self-congruity, I focused on these dimensions in the relationship with visit intention.

This dissertation systematised the influence of the personality of tourists on their travel behaviour. There are different personality traits of visitors that have been studied among 50 publications in the period 1999 and 2023. In fact, the personality of the tourists has affected their intention to revisit, the evaluation of interpretive services, satisfaction, environmental concern and attitudes towards activities, online purchase, online involvement, motivation to give tips and negotiating limitations.

I also identified the evolution of the concept of 'destination personality'. Although the first article on destination personality was published in 1991, researchers have paid more attention to this research field since 2004. The number of publications on 'destination personality' has increased in the 16-year period between 2005 and 2020. However, there was a significant drop in the volume of publications on 'destination personality' between 2021 and 2022. Optimally, the number of publications on this topic recovered last year.

In addition, in this dissertation, the evolution of the theory of self-congruity since the first introduction in 1992 was identified. Despite the lower attraction of this concept in the first 20 years, a remarkable soak was observed since 2013 and reached its peak in 2023 with 13 publications. This topic was the most popular in the business field, followed by hospitality leisure sport tourism area. And brand personality was found to be the most relevant variable to self-congruity theory.

Furthermore, the study determined the effect of individualism on tourism research from both a national and personal perspective. Indeed, at the national level, the individualism of a tourist has been used to explain differences in tourist behaviour, including their travel pattern, preferred tourist activities, complaint intention, repurchase intention, engagement in social networks, satisfaction, brand experience, brand authenticity, and destination choice. In terms of personal level, scholars have agreed that individualism measured at personal level is more accurate in the era of globalisation.

This dissertation also summarized the antecedents of the intention to visit, including the image of the destination (country), travel motivation, electronic word of mouth, destination marketing, perceived risk. The number of publications on visit intention has been increased gradually but expanded rapidly for last 4 years and reached the peak at 150 publications in 2023. The intention to visit is the most popular topic in the research field of hospitality sports leisure tourism.
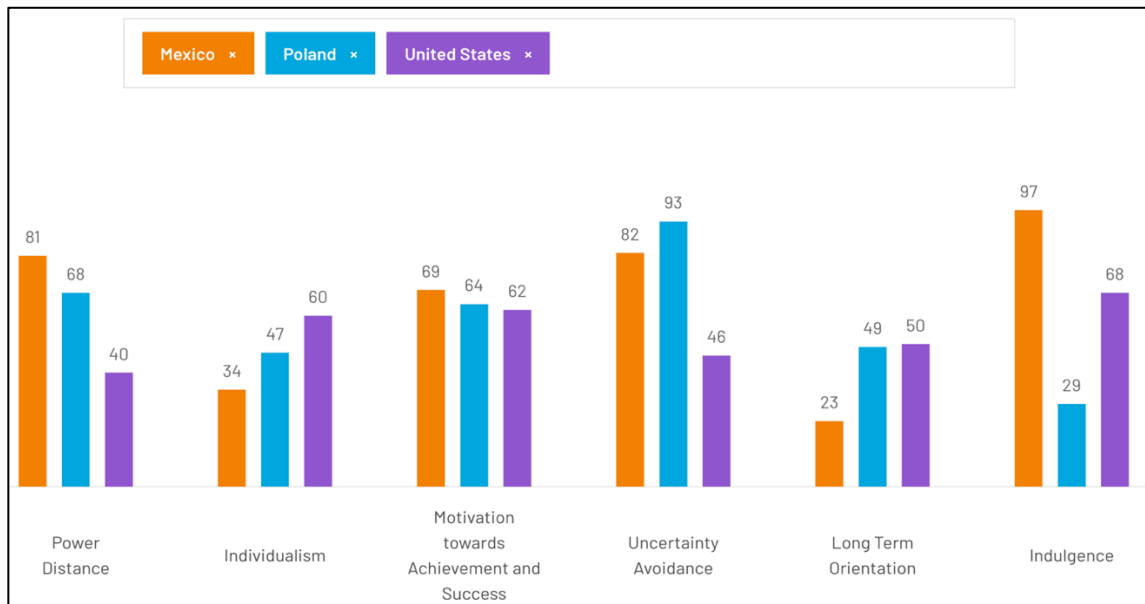
Figure 6.1. The result of Hofstede's country comparison tool.
Source: https://www.hofstede-insights.com/country-comparison-tool?countries=mexico%2Cpoland%2Cunited+states. Accessed in 2024

One of the best contributions of this dissertation is the introduction of a theoretical model within which dynamic interactions occur between the congruence between the personality of a tourist and a destination and the intention of the visit at different levels of individualism. After reviewing the literature, the lack of research on the relationship between individualism, congruity, and the intention of visiting motivated me to work on this study.

According to the reviewed literature, I realised not only the advantage of experimental design but also the lack of study in examining the cause-effect relationship. Therefore, in this dissertation, I decided to adopt experimental research to investigate the cause-and-effect relationship between individualism, congruity, and visiting intention.

This study tested the main effect of congruity between the personality of a tourist and the personality of a destination on the intention to visit and concluded that measured and manipulated self-place congruity has a positive effect on the intention to visit. In other words, tourists are highly inclined to visit a destination characterised by the personality that matched their personality.

Additionally, I also tested the relationship between individualism, self-place congruity on the intention of visiting a tourist destination. It is interesting that depending on whether researchers manipulated or measured individualism, they can get different results. When comparing Figure 47 and Figure 44, it is clear that the individualism values for the three chosen representatives changed year after year, which means that the results found based on the national level may be less appropriate. I completely agree with Matzler et al. (2016) that measuring individualism at the individual level provides better

results. In this dissertation, two experiments considered individualism at both levels of national and personal referred to the similar source (Hofstede), so the results were more valid with large samples, solid research design, and trusted scales.

Theoretical implications

First, the key theoretical contribution of this study is that it enhances the understanding of visit intention in tourism and destination research. Self-place congruity is crucial in destination branding, marketing, and management strategies. Previous studies have focused on the relationship between self-place congruity and post-trip behaviors such as revisit intention, willingness to recommend, (electronic) word of mouth, and so on. This can be explained by the ideas that tourists perceived the personality of the destination after they visit the place. However, in the Internet era, with the mouse click, tourists are able to have overall image and perceived personality of the tourist destinations through their advertisement or promotion and marketing campaigns or reading the shared points of views of reviewers such as internet influencers, famous figures, friends and relatives. Hence, it is vital to investigate the effect of self-place congruity to the pre-trip behavior as visit intention. The literature shows the lack of research focused on the relationship between self-place congruity and visit intention. Only a few studies have explored this issue, but there are some differences in their findings. In fact, although Yusof et al. (2015) stated that there is no direct relationship between self-congruity and consumer behaviour, Panath Phucharoen (2016) found that self-congruity had a strong positive effect on the intention of tourists. In my research, I confirmed the relationship between self-place congruity and the intention to visit.

Furthermore, by conducting two experiments, this research investigated the significant positive influence of self-place congruity (both measured and manipulated) on the intention to visit. Specifically, the research findings show that the more the personality of a tourist matches the personality of a destination, the more the tourist intends to visit the destination. This research contributes to the growing body of knowledge about tourist visit intentions by fortifying the correlation with self-place congruity and individualism.

Second, the moderated conceptual model developed and tested in this study enriches the theory of destination personality and the theory of self-congruity by adding an antecedent: (measured and manipulated) individualism. My findings provided evidence that while manipulated individualism lowers visit intention when self-place congruity is low, measured individualism lowers visit intention when self-place congruity is high, and when self-place congruity is high, manipulated individualism has no effect on visit intention, while measured individualism has no effect on visit intention when self-place congruity is low. This study found the different results when individualism was manipulated and measured. It highlights the importance of studying more about the effect of individualism in destination marketing and management.

Managerial Implications

This study provides valuable insights and practical suggestions for destination marketing and management in today's competitive market environment. First, confirming previous research, the research indicates that some human personality traits could be ascribed to destinations. The findings added more evidence for the conclusion that the more similar a personality of the place to the personality of the tourist, the higher the tourist intends to visit a destination. In other words, this research found that the congruity of the personality of a tourist and the personality of a destination explained the tourist behaviour. This provides crucial implications for destination managers and marketers in planning strategic marketing programmes. In fact, it is necessary to emphasise the specific personality traits of the destination in the promotion campaigns, especially in the trend of internationalization. This would attract certain market segments, including tourists whose individual personality is fixed to the personality of the destination. More importantly, destinations should create and maintain their unique personality that appeals to their target markets. Destination managers and marketers are able to conduct studies to identify their own unique personality traits and then continue to use them in their promotion materials and advertising messages.

Individualism plays an important role in tourism decision making. Destination managers and marketers must be aware of the individualism that could influence the intention to visit their target market segment to launch the most effective personification strategies for their destination. Since individualism is a complex variable, cross-cultural research has suggested that tourists from individualistic and collectivist countries have different behavioural intentions in visiting a destination. My study provided evidence that the effect of individualism was manipulated and measured differently in the intention of the visit. Therefore, destination managers and markets should develop a short online survey to better understand each target customer thanks to the advantages of innovation technology. It is clear that the personalization of the experience for each tourist is going to be the key in marketing strategies.

Limitations and Future Research

Boksberger et a. (2011) examined that people who only take one major vacation a year seek a higher level of congruity, while those who take more vacations may seek more variety and be willing to deviate from self-congruity in search of new experiences. Future research can consider how often tourists go on vacation annually.

There is a lack of education measurement in this study. Daab (1991) stated that those who were more educated in Poland were more individualistic than the less educated, and those who lived in cities were more individualistic than rural samples. The research did not include these factors, so if future research is possible to consider participants'

education levels and urban vs. rural residential areas, some more interesting things could be found in the findings of the effects of individualist cultures on personality congruity and intention.

Moreover, the mixing of background and experience increases in the modern world; it is better to know the culture of people with whom they are interacting. This leads to changes in the levels of individualism versus collectivism of people who are from a specific culture. For example, a 33-year-old Japanese businessman with a Harvard MBA who spent three years in France is more individualist than a 55-year-old Japanese who owns a small business and never left Japan (Triandis & Singelis, 1998). In another case, Americans who married Chinese and spent four years in Taiwan are more collectivist than Americans who live exclusively in Wyoming, a state in the Western United States (Triandis & Singelis, 1998). It is recommended that future research take into account the cultural background and experiences of the participants.

Clearly, when the economy grows steadily day by day, individuals become more independent in finance, and the level of individualism also changed (Hamamura, 2012). Because of modernisation, it has been witnessing the members of represented collectivist cultures shift themselves to individualism. Future research could measure related financial issues such as income, to have broader points of view on the effects of individualism on the relationship between personality congruity and visit intention.

The study of Triandis and Singelis (1998) also claimed that subjective individualism is related to having travelled, having travelled overseas alone, having lived abroad for more than six months, etc. This means that the past travel behaviour or experience of the participants reflects their level of individualism. I suggest that this element could be included in future research.

Additionally, various different moderators can be included in the model that can affect the relationship between self-place congruity and visit intention in future studies. In fact, the security perception of a destination can play a moderating role among the related variables. With the evolution of the sustainability in travel and tourism trends, I think the environmental, social, and economic awareness of the tourists and the place could be considered to enhance the understating of the effect of self-place congruity on visit intention.

Furthermore, more comprehensive evaluations can be made by conducting research in which qualitative or mixed methods (quantitative and qualitative) are used. Future research can design the study that combines the two types of quantitative and qualitative data to achieve a more complex understanding of the research problems related to self-place congruity, individualism, and visit intention.

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QUESTIONNAIRE

INTRODUCTION PAGE + CONSENT FORM

What is this study about?

We want to examine how people make judgments about various ads of tourist places and destinations. For this study, first you will be asked to read the advertisement (please read carefully and do not hurry). Next, we will ask you a few questions about it.

What else do you need to know to decide if you want to take part in this study?

1. Anonymity, privacy and data protection

Your responses will be kept confidential and will be used for academic research purposes only. We will NOT collect your personal data regarding e.g. your address or name. The information you provide will NOT be released to any third party.

2. Voluntarism

Your decision about participating in this study is voluntary. You can stop at any moment and your decision about discontinuing participation will be respected without question.

3. Risks

To the best of our knowledge, taking part in this study does not involve any risk to the respondents. We don't know of any risks to you from being in the study that are greater than the risks you encounter in everyday life.

4. Other

The study should take you around 4-5 minutes to complete.

If you have any questions, please contact me via email luong.nguyet.tran@edu.uni.lodz.pl

Are you happy to take part?

□ Yes

□ No

NEW PAGE

Imagine you are browsing through your social media, and suddenly this advertisement pops up. Please read it carefully and respond honestly to all of the following questions. Your responses will be treated confidentially and anonymously

Adventure Island

Welcome to Adventure Island, the perfect destination for thrill seekers and explorers looking for timeless adventures. Our brand personality is built on three core traits: **ACTIVE, DYNAMIC**, and **INNOVATIVE.**

At Adventure Island, we believe that life is meant to be lived **dynamically** to the fullest, and our mission is to provide you with an **unforgettable** experience that is both **exhilarating** and **memorable.**

Our island is the perfect **dynamic** playground for those who love to be **active** and explore, with endless activities such as hiking, skydiving, rock or mountain climbing, bungee jumping, ziplining, white water rafting, scuba diving, high-speed roller coasters, and wildlife safaris, you'll be physically **active** challenged and engaged all day long.

At Adventure Island, we combine natural beauty with **innovative** technology to create an experience that's truly **dynamic** and **exciting**. Our tropical island features hiking trails, waterfalls, and beaches, while our advanced virtual reality, augmented reality, and other interactive 4D exhibits transport you to another world. From space travel to underwater adventures, our rides will take you on an **exceptional** journey. We are constantly evolving and updating our services to ensure that every time you visit Adventure Island, you'll **dynamically** experience something **latest** and **innovative**.

So what are you waiting for? Come visit Adventure Island today and discover the **active, dynamic**, and **innovative** destination that you have been dreaming of!

To what extent do you agree or disagree with the following statements about the advertisement? Please rate your level of agreement with each statement using a scale from 1 to 7, where 1 indicates "I strongly disagree", while 7 indicates "I strongly agree".

Use the numbers in between to indicate varying levels of agreement (for example, if you strongly disagree, indicate 1; if you neither agree nor disagree, indicate 4; if you strongly agree, indicate 7).

I would like to visit this Island

Strongly disagree	1	2	3	4	5	6	7	Strongly agree

I feel a high attraction to visiting this Island

Strongly disagree	1	2	3	4	5	6	7	Strongly agree

I'm willing to visit this Island in the future

Strongly disagree	1	2	3	4	5	6	7	Strongly agree

Attention Check

To what extent do you agree or disagree with the statement below?

I currently don't pay attention to the questions I'm being asked in the survey.

- o *Strongly disagree*
- o *Disagree*
- o *Somewhat disagree*
- o *Neither disagree nor agree*
- o *Somewhat agree*
- o *Agree*
- o *Strongly agree*

NEW PAGE

Please indicate below, to **what extent you think that the following traits are characteristic for you?** The following traits refer to your feelings, actions, or perceptions in general. Please try as much as possible to describe your habitual behavior patterns and attitudes by marking one of the seven alternatives. Please rate your level of agreement with each trait using a scale from 1 to 7, where 1 indicates that the trait is "Not at all characteristic of me" while 7 indicates that the trait is "Very characteristic for me".

Use the numbers in between to indicate varying levels of agreement.

Active

Not at all characteristic for me	1	2	3	4	5	6	7	Very characteristic for me

Dynamic

Not at all characteristic for me	1	2	3	4	5	6	7	Very characteristic for me

Innovative

Not at all characteristic for me	1	2	3	4	5	6	7	Very characteristic for me

Romantic

Not at all characteristic for me	1	2	3	4	5	6	7	Very characteristic for me

Sentimental

Not at all characteristic for me	1	2	3	4	5	6	7	Very characteristic for me

NEW PAGE

Please indicate below, to **what extent you think that the following traits are characteristic for the brand of this Island**?

Active

Not at all characteristic for this Island	1	2	3	4	5	6	7	Very characteristic for this Island

Dynamic

Not at all characteristic for this Island	1	2	3	4	5	6	7	Very characteristic for this Island

Innovative

Not at all characteristic for this Island	1	2	3	4	5	6	7	Very characteristic for this Island

Romantic

Not at all characteristic for this Island	1	2	3	4	5	6	7	Very characteristic for this Island

Sentimental

Not at all characteristic for this Island	1	2	3	4	5	6	7	Very characteristic for this Island

NEW PAGE

To what extent do you agree or disagree with the following statements about the advertisement? Please rate your level of agreement with each statement using a scale from 1 to 7, where 1 indicates "I strongly disagree", while 7 indicates "I strongly agree".

Use the numbers in between to indicate varying levels of agreement.

This Island is consistent with how I see myself

Strongly disagree	1	2	3	4	5	6	7	Strongly agree

My personality is similar to the personality of this Island

Strongly disagree	1	2	3	4	5	6	7	Strongly agree

The personality of this Island is congruent with how I see myself

Strongly disagree	1	2	3	4	5	6	7	Strongly agree

This Island is consistent with how I would like to see myself

Strongly disagree	1	2	3	4	5	6	7	Strongly agree

I would like to be perceived as similar to the personality of this Island

Strongly disagree	1	2	3	4	5	6	7	Strongly agree

The personality of this Island is congruent with how I would like to see myself

Strongly disagree	1	2	3	4	5	6	7	Strongly agree

Demographics

What is your age? _____

What is your gender? (1) male (2) female (3) non-binary (4) prefer not to say

What kind of relationship are you currently in?

(1) Single (2) In a serious relationship/ engaged (3) Married (4)Others

Where were you born (please specify the country)? _____

Where do you live now? _____

Responding to the survey questions without reading them or randomly selecting answers could result in data of low quality. Do you believe that your answers in this study should be considered of low or high quality? _____

Debriefing Statement + Thank-You Note:

Thank you for taking the time to participate in our research study. Your insights and perspectives were incredibly valuable and will help us to better understand how people respond to various advertisements.

We truly appreciate your willingness to share your experiences with us, and we hope that you found the study to be interesting.

If you have any further questions or comments, please do not hesitate to contact us at luong.nguyet.tran@edu.uni.lodz.pl. Once again, thank you for your participation and contributions to our research.

Best regards,

Research team

QUESTIONNAIRE

What is this study about?

We want to examine how people make judgments about various ads of tourist places and destinations. For this study, first you will be asked to read the advertisement (please read carefully and do not hurry). Next, we will ask you a few questions about it.

What else do you need to know to decide if you want to take part in this study?

1. Anonymity, privacy and data protection

Your responses will be kept confidential and will be used for academic research purposes only. We will NOT collect your personal data regarding e.g. your address or name. The information you provide will NOT be released to any third party.

2. Voluntarism

Your decision about participating in this study is voluntary. You can stop at any moment and your decision about discontinuing participation will be respected without question.

3. Risks

To the best of our knowledge, taking part in this study does not involve any risk to the respondents. We don't know of any risks to you from being in the study that are greater than the risks you encounter in everyday life.

4. Other

The study should take you around 4-5 minutes to complete.

If you have any questions, please contact me via email luong.nguyet.tran@edu.uni.lodz.pl

Are you happy to take part?

□ Yes

□ No

NEW PAGE

Imagine you are browsing through your social media, and suddenly this advertisement pops up. Please read it carefully and respond honestly to all of the following questions. Your responses will be treated confidentially and anonymously

Romance Island

Welcome to Romance Island, the perfect destination for people looking for **cherished** and **loved** feelings. Our brand personality is built on three core traits: **ROMANTIC, EMOTIONAL**, and **SENTIMENTAL.**

At Romance Island, we believe that love is the most powerful **emotional** force in the universe and our mission is to help you create **unforgettable romantic** moments that will stay with you for a lifetime.

Our island is a serene and breathtakingly beautiful location that provides the perfect **emotional** backdrop for **romance** and relaxation for those who are **sentimental**. Our accommodation, from **luxurious** beachfront villas to **charming** cottages, is carefully designed to create a **cosy** and **intimate** atmosphere that is ideal for your **emotional** comfort and privacy.

At Romantic Island, you experience all the **romantic, emotional,** and **sentimental** moments from strolling along pristine white sand beaches to snorkeling or diving in crystal clear turquoise waters. Relax with a glass of champagne in a **private** cabana, walk through botanical gardens where exotic plants and flowers bloom at every turn, take a sunset sail, watch the sun dip below the horizon, enjoy **romantic** candlelit dinners on the beach, moonlit walks along the shore, and indulge in **emotional** stargazing under the clear night sky.

So what are you waiting for? Come visit Romance Island today and discover the **romantic, emotional** and **sentimental** paradise you have been dreaming of!

NEW PAGE

To what extent do you agree or disagree with the following statements about the advertisement? Please rate your level of agreement with each statement using a scale from 1 to 7, where 1 indicates "I strongly disagree", while 7 indicates "I strongly agree".

Use the numbers in between to indicate varying levels of agreement (for example, if you strongly disagree, indicate 1; if you neither agree nor disagree, indicate 4; if you strongly agree, indicate 7).

I would like to visit this Island

Strongly disagree	1	2	3	4	5	6	7	Strongly agree

I feel a high attraction to visiting this Island

Strongly disagree	1	2	3	4	5	6	7	Strongly agree

I'm willing to visit this Island in the future

Strongly disagree	1	2	3	4	5	6	7	Strongly agree

Attention Check

To what extent do you agree or disagree with the statement below?

I currently don't pay attention to the questions I'm being asked in the survey.

- o ***Strongly disagree***
- o ***Disagree***
- o ***Somewhat disagree***
- o ***Neither disagree nor agree***
- o ***Somewhat agree***
- o ***Agree***
- o ***Strongly agree***

Please indicate below, to **what extent you think that the following traits are characteristic for you?** The following traits refer to your feelings, actions, or perceptions in general. Please try as much as possible to describe your habitual behavior patterns and attitudes by marking one of the seven alternatives. Please rate your level of agreement with each trait using a scale from 1 to 7, where 1 indicates that the trait is "Not at all characteristic of me" while 7 indicates that the trait is "Very characteristic for me".

Use the numbers in between to indicate varying levels of agreement.

Active

Not at all characteristic for me	1	2	3	4	5	6	7	Very characteristic for me

Dynamic

Not at all characteristic for me	1	2	3	4	5	6	7	Very characteristic for me

Innovative

Not at all characteristic for me	1	2	3	4	5	6	7	Very characteristic for me

Romantic

Not at all characteristic for me	1	2	3	4	5	6	7	Very characteristic for me

Sentimental

Not at all characteristic for me	1	2	3	4	5	6	7	Very characteristic for me

Please indicate below, to **what extent you think that the following traits are characteristic for the brand of this Island**?

Active

Not at all characteristic for this Island	1	2	3	4	5	6	7	Very characteristic for this Island

Dynamic

Not at all characteristic for this Island	1	2	3	4	5	6	7	Very characteristic for this Island

Innovative

Not at all characteristic for this Island	1	2	3	4	5	6	7	Very characteristic for this Island

Romantic

Not at all characteristic for this Island	1	2	3	4	5	6	7	Very characteristic for this Island

Sentimental

Not at all characteristic for this Island	1	2	3	4	5	6	7	Very characteristic for this Island

NEW PAGE

To what extent do you agree or disagree with the following statements about the advertisement? Please rate your level of agreement with each statement using a scale from 1 to 7, where 1 indicates "I strongly disagree", while 7 indicates "I strongly agree".

Use the numbers in between to indicate varying levels of agreement.

This Island is consistent with how I see myself

Strongly disagree	1	2	3	4	5	6	7	Strongly agree

My personality is similar to the personality of this Island

Strongly disagree	1	2	3	4	5	6	7	Strongly agree

The personality of this Island is congruent with how I see myself

Strongly disagree	1	2	3	4	5	6	7	Strongly agree

This Island is consistent with how I would like to see myself

Strongly disagree	1	2	3	4	5	6	7	Strongly agree

I would like to be perceived as similar to the personality of this Island

Strongly disagree	1	2	3	4	5	6	7	Strongly agree

The personality of this Island is congruent with how I would like to see myself

Strongly disagree	1	2	3	4	5	6	7	Strongly agree

Demographics

What is your age? _____

What is your gender? (1) male (2) female (3) non-binary (4) prefer not to say

What kind of relationship are you currently in?

(1) Single (2) In a serious relationship/ engaged (3) Married (4)Others

Where were you born (please specify the country)? _____

Where do you live now? _____

Responding to the survey questions without reading them or randomly selecting answers could result in data of low quality. Do you believe that your answers in this study should be considered of low or high quality? _____

Debriefing Statement + Thank-You Note:

Thank you for taking the time to participate in our research study. Your insights and perspectives were incredibly valuable and will help us to better understand how people respond to various advertisements.

We truly appreciate your willingness to share your experiences with us, and we hope that you found the study to be interesting.

If you have any further questions or comments, please do not hesitate to contact us at luong.nguyet.tran@edu.uni.lodz.pl. Once again, thank you for your participation and contributions to our research.

Best regards,

Research team

QUESTIONNAIRE

INTRODUCTION PAGE + CONSENT FORM

What is this study about?

We want to examine how the content of commercial information influences travel decision-making. For this study, first, you will be asked to read the **content** that we intend to use for our travel agency leaflet (please read carefully and do not hurry). Next, we will ask you a few questions about the content we mentioned.

What else do you need to know to decide if you want to take part in this study?

1. Anonymity, privacy and data protection

Your responses will be kept confidential and will be used for academic research purposes only. We will NOT collect your data regarding e.g. your address or name. The information you provide will NOT be released to any third party.

2. Voluntarism

Your decision to participate in this study is voluntary. You can stop at any moment and your decision about discontinuing participation will be respected without question.

3. Risks

To the best of our knowledge, participating in this study does not involve any risk to the respondents. We don't know of any risks to you from being in the study that are greater than the risks you encounter in everyday life.

4. Other

The study should take you around 4 minutes to complete.

If you have any questions, don't hesitate to get in touch with me via email luong.nguyet.tran@edu.uni.lodz.pl

Are you happy to take part? □ Yes □ No

Please rate your level of agreement with each statement using a scale from 1 to 7, where 1 indicates "strongly disagree", 2 indicates "disagree", 3 indicates "somewhat disagree", 4 indicates "neither agree nor disagree", 5 indicates "somewhat agree", 6 indicates "agree", and 7 indicates "strongly agree".

To what extent do you agree or disagree with the following statements **about yourself**?

1	2	3	4	5	6	7
Strongly disagree	Individual rewards are not as important as group welfare. Group success is more important than individual success. Being accepted as a member of a group is more important than having autonomy and independence. Being loyal to a group is more important than individual gain.					Strongly agree

Now, we kindly ask for information regarding your personality because it will enable us to present materials that are most relevant and relatable to you. We understand that the options provided below may not fully encompass your personality, but we encourage you to select the option that best aligns with your self-concept:

Do you consider yourself:

- ○ ***A bit more active, dynamic, and hasty***
- ○ ***A bit more quiet, reflective, careful***

We are creating content for the leaflet of a travel agency, and we would like to hear your opinion. Please READ it CAREFULLY and respond honestly to all the following questions RELATED TO the CONTENT of the BELOW TEXT. Your responses will be treated confidentially and anonymously.

Active Island

Ready to live life in the **fast** lane?

Revitalize your **adventurous** spirit at ACTIVE ISLAND! For **energetic** and **dynamic** individuals, picture **heart-pounding** hikes and **thrilling** zip lines against **breathtaking** landscapes. Dive into a world of **quick-paced** adventures, from **heart-racing** trails to **dynamic outdoor** escapades designed for the bold and spirited ones. Your ultimate playground for igniting your inner **thrill-seeker** is here at ACTIVE ISLAND.

Let the **action-packed** journey of a lifetime begin!

Please rate your level of agreement with each statement using a scale from 1 to 7, where 1 indicates "strongly disagree", 2 indicates "disagree", 3 indicates "somewhat disagree", 4 indicates "neither agree nor disagree", 5 indicates "somewhat agree", 6 indicates "agree", and 7 indicates "strongly agree".

To what extent do you agree or disagree with the following statements after you read the **above content**?

1	2	3	4	5	6	7
Strongly disagree	I would like to visit this Island					Strongly agree
	I feel a high attraction to visiting this Island					
	I'm willing to visit this Island in the future					

Attention Check

To what extent do you agree or disagree with the statement below?

I currently don't pay attention to the questions I'm being asked in the survey.

- o ***Strongly disagree***
- o ***Disagree***
- o ***Somewhat disagree***
- o ***Neither disagree nor agree***
- o ***Somewhat agree***
- o ***Agree***
- o ***Strongly agree***

Demographics

What is your age? _____

What is your gender? (1) male (2) female (3) non-binary (4) prefer not to say

What kind of relationship are you currently in?

(1) Single (2) In a serious relationship/ engaged (3) Married (4)Others

Where were you born (please specify the country)? _____

Where do you live now? _____

Responding to the survey questions without reading them or randomly selecting answers could result in data of low quality. Do you believe that your answers in this study should be considered of low or high quality? _____

Debriefing Statement + Thank-You Note:

Thank you for taking the time to participate in our research study. Your insights and perspectives were incredibly valuable and will help us to better understand how people respond to various advertisements.

We truly appreciate your willingness to share your experiences with us, and we hope that you found the study to be interesting.

If you have any further questions or comments, please do not hesitate to contact us via the email luong.nguyet.tran@edu.uni.lodz.pl.

Once again, thank you for your participation and contributions to our research.

Best regards,

Research team

Appendix D: The questionnaire of the second experiment (2)

<div align="center">

QUESTIONNAIRE

</div>

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INTRODUCTION PAGE + CONSENT FORM

</div>

What is this study about?

We want to examine how the content of commercial information influences travel decision-making. For this study, first, you will be asked to read the **content** that we intend to use for our travel agency leaflet (please read carefully and do not hurry). Next, we will ask you a few questions about the content we mentioned.

What else do you need to know to decide if you want to take part in this study?

1. Anonymity, privacy and data protection

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4. Other

The study should take you around 4 minutes to complete.

If you have any questions, don't hesitate to get in touch with me via email luong.nguyet.tran@edu.uni.lodz.pl

Are you happy to take part? □ Yes □ No

Please rate your level of agreement with each statement using a scale from 1 to 7, where 1 indicates "strongly disagree", 2 indicates "disagree", 3 indicates "somewhat disagree", 4 indicates "neither agree nor disagree", 5 indicates "somewhat agree", 6 indicates "agree", and 7 indicates "strongly agree".

To what extent do you agree or disagree with the following statements **about yourself**?

1	2	3	4	5	6	7
Strongly disagree	Individual rewards are not as important as group welfare. Group success is more important than individual success. Being accepted as a member of a group is more important than having autonomy and independence. Being loyal to a group is more important than individual gain.					Strongly agree

Now, we kindly ask for information regarding your personality because it will enable us to present materials that are most relevant and relatable to you. We understand that the options provided below may not fully encompass your personality, but we encourage you to select the option that best aligns with your self-concept:

Do you consider yourself:

- ***A bit more active, dynamic, and hasty***
- ***A bit more quiet, reflective, careful***

We are creating content for the leaflet of a travel agency, and we would like to hear your opinion. Please READ it CAREFULLY and respond honestly to all the following

questions RELATED TO the CONTENT of the BELOW TEXT. Your responses will be treated confidentially and anonymously.

Quiet Island

Ready to embrace the **art of leisure**?

Unwind in the lap of **serenity** at QUIET ISLAND!
For those who savor a **leisure**ly pace, imagine strolls through **picturesque** gardens, where **time seems to stand** still. Immerse yourself in a tapestry of **calm**ing vistas and **unhurried** activities, from **laid-back** spa sessions to **lazy** afternoons by the **tranquil** pool. Your haven of **relaxation** awaits at QUIET ISLAND.

Embrace **slow exploration** and **tranquility**!

NEW PAGE

Please rate your level of agreement with each statement using a scale from 1 to 7, where 1 indicates "strongly disagree", 2 indicates "disagree", 3 indicates "somewhat disagree", 4 indicates "neither agree nor disagree", 5 indicates "somewhat agree", 6 indicates "agree", and 7 indicates "strongly agree".

To what extent do you agree or disagree with the following statements after you read the **above content**?

1	2	3	4	5	6	7
Strongly disagree	I would like to visit this Island					Strongly agree
	I feel a high attraction to visiting this Island					
	I'm willing to visit this Island in the future					

NEW PAGE

Attention Check

To what extent do you agree or disagree with the statement below?

I currently don't pay attention to the questions I'm being asked in the survey.

- ○ ***Strongly disagree***
- ○ ***Disagree***
- ○ ***Somewhat disagree***

- *Neither disagree nor agree*
- *Somewhat agree*
- *Agree*
- *Strongly agree*

Demographics

What is your age? _____

What is your gender? (1) male (2) female (3) non-binary (4) prefer not to say

What kind of relationship are you currently in?

(1) Single (2) In a serious relationship/ engaged (3) Married (4)Others

Where were you born (please specify the country)? _____

Where do you live now? _____

Responding to the survey questions without reading them or randomly selecting answers could result in data of low quality. Do you believe that your answers in this study should be considered of low or high quality? _____

Debriefing Statement + Thank-You Note:

Thank you for taking the time to participate in our research study. Your insights and perspectives were incredibly valuable and will help us to better understand how people respond to various advertisements.

We truly appreciate your willingness to share your experiences with us, and we hope that you found the study to be interesting.

If you have any further questions or comments, please do not hesitate to contact us via the email luong.nguyet.tran@edu.uni.lodz.pl.

Once again, thank you for your participation and contributions to our research.

Best regards,

Research team

Measurement Scale of research Variables

Variable	Study 1	Study 2	Resource
Visit Intention	(1) I would like to visit this Island. (2) I feel a high attraction to visiting this Island. (3) I'm willing to visit this Island in the future.	(1) I would like to visit this Island. (2) I feel a high attraction to visiting this Island. (3) I'm willing to visit this Island in the future.	Tong et al. (2023) Wang et al. (2022)
Self-place Congruity	(1) This Island is consistent with how I see myself. (2) My personality is similar to the personality of this Island. (3) The personality of this Island is congruent with how I see myself. (4) This Island is consistent with how I would like to see myself. (5) I would like to be perceived as similar to the personality of this Island. (6) The personality of this Island is congruent with how I would like to see myself.	(1) This Island is consistent with how I see myself. (2) My personality is similar to the personality of this Island. (3) The personality of this Island is congruent with how I see myself. (4) This Island is consistent with how I would like to see myself. (5) I would like to be perceived to similar as the personality of this Island. (6) The personality of this Island is congruent with how I would like to see myself.	Sirgy & Su (2000) Usakli & Baloglu (2011)
Individualism		(1) Individual rewards are not as important as group welfare. (2) Group success is more important than individual success. (3) Being accepted as a member of a group is more important than having autonomy and independence. (4) Being loyal to a group is more important than individual again.	Hofstede (1993)

Title, summary and keywords in Polish

Wpływ indywidualizmu oraz dopasowania osobowości turysty do osobowości miejsca na zamiar podróży

Nguyet Luong Tran

Menagerowie odpowiedzialni za kreowanie marek miejsc i ich wizerunku zaobserwowali, że turyści chętniej zwiedzają takie miejsca turystyczne, które odzwierciedlają ich samoocenę i są do nich podobne osobowościowo. Dlatego, jeśli marketerzy byliby w stanie lepiej zrozumieć powiązania pomiędzy dopasowaniem osobowości turysty do osobowości miejsca a zamiarem podróży do danej destynacji, mogliby przyciągnąć więcej odwiedzających. Podjęte przeze mnie w niniejszej rozprawie badanie miało na celu eksplorację związku między zgodnością osobowości miejsca i turysty a zamiarem odwiedzenia danego miejsca. Ponadto, przetestowałam czy i jak dopasowanie osobowości turysty oraz miejsca wchodzi w interakcję z kolejną kluczową dla zachowań turystycznych zmienną: indywidualizmem. Dotychczasowa literatura sugeruje, że jednym z istotnych predyktorów zamiaru podróży jest właśnie indywidualizm, jednak przeprowadzono bardzo ograniczoną liczbę badań na temat skutków interakcji indywidualizmu i dopasowania osobowości turysty do osobowości miejsca na zamiar podróży. Jedyna istniejąca praca empiryczna (Matzler et al. 2016) pokazuje, że indywidualizm negatywnie wpływa na związek pomiędzy dopasowaniem osobowości turysty i miejsca a zamiarem podróży. Jednakże badanie to przeprowadzono w oparciu o metodę sondażową i nie dostarczono jednoznacznych wyników. Dlatego podjęłam tę tematykę i dogłębniej ją zbadałam wykorzystując formułę eksperymentów laboratoryjnych.

W ramach prac empirycznych do niniejszej rozprawy przeprowadziłam szereg studiów literaturowych, zarówno tych systematycznych, jak i bibliometrycznych, w odniesieniu do kluczowych pojęć wykorzystywanych w pracy. Były to takie pojęcia, jak: branding destynacji, osobowość miejsca turystycznego, dopasowanie osobowości, indywidualizm i zamiar podróży. Odnotowałam wysoką dynamikę popularności tych terminów w publikacjach naukowych, zwłaszcza po roku 2000. Wyniki mojej pracy mogą pomóc lepiej zrozumieć problematykę zachowań turystycznych oraz ukazują nowe interesujące obszary do dalszej eksploracji naukowej. Ponadto, w ramach prac empirycznych, przeprowadziłam dwa eksperymenty, aby lepiej zrozumieć związek pomiędzy indywidualizmem, dopasowaniem osobowości turysty i miejsca oraz zamiarem podróży. Odkryłam, że zarówno zmierzona (Eksperyment 1), jak i zmanipulowana (Eksperyment 2) zgodność osobowości turysty i miejsca ma pozytywny wpływ na zamiar odwiedzenia danej destynacji turystycznej. Jednakże, w zależności od tego, czy indywidualizm został zmanipulowany (Eksperyment 1), czy zmierzony (Eksperyment 2), oddziaływanie tej zmiennej jest bardzo zróżnicowane. Jeśli zgodność osobowości jest niska, zmanipulowany indywidualizm obniża zamiar podróży; kiedy zgodność

osobowości jest wysoka, zmanipulowany indywidualizm nie ma wpływu na zamiar podróży. Natomiast, gdy zgodność osobowości jest wysoka, mierzony indywidualizm obniża zamiar podróży; kiedy zgodność osobowości jest niska, mierzony indywidualizm nie ma wpływu na zamiar podróży. Rezultaty moich eksperymentów pokazują, że różne sposoby badania destynacji turystycznych i zachowań turystów mogą przynosić całkowicie przeciwstawne wyniki empiryczne. Dlatego menedżerowie marek i marketerzy, korzystając z wyników badań, powinni dokładnie analizować metodologię oraz kontekst przeprowadzonych badań przed podejmowaniem strategicznych decyzji dotyczących zarządzania miejscem turystycznym. W rezultacie, odkryte przeze mnie zależności mogą wymiernie pomóc osobom odpowiedzialnym za promocję destynacji turystycznych w lepszym zrozumieniu zachowania turystów, a tym samym wesprzeć je w procesie wypracowywania konkurencyjnych strategii marketingowych.

Słowa kluczowe: osobowość turysty, osobowość miejsca turystycznego, dopasowanie osobowości turysty i miejsca, indywidualizm, zamiar podróży, badania eksperymentalne.

Title, summary and keywords in English

The Effect of Self-Place Congruity and Individualism on Visit Intention

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Based on the metaphor of the brand as a person, marketers intentionally imbue their brands with human characteristics through advertising. Destination marketers have observed that tourists prefer to visit destinations reflecting their self-esteem and being congruent with their personality. Therefore, if marketers could better understand the relationship between the alignment of tourist personality with the personality of the place (i.e. self-place congruity) and visiting intentions, they could attract more visitors. Therefore, the current study aimed to explore the relationship between self-place congruity and visit intentions. Additionally, I examined whether and how the congruity between personalities of a tourist and a place interacts with another key variable for tourist behaviors: individualism. Existing literature suggests that individualism is one of the significant predictors of travel propensity; however, there has been a very limited number of studies on the individualism negatively influences the relationship between self-place congruity and effects of individualism and self-place congruity on tourists' behavior. The only existing empirical study by Matzler and his colleagues (2016) indicates that propensity to travel. However, this study was based on survey methodology and did not provide conclusive results. Therefore, I addressed this issue and thoroughly investigated it using experimental design.

As part of the empirical work for this dissertation, I conducted a series of literature reviews, both systematic and bibliometric, regarding key concepts used in the study, such as destination branding, destination personality, self-place congruity, individualism, and intention to visit. I observed a growing popularity of these terms in scientific publications, especially after 2000. The results of my work can contribute to a better understanding of tourist behavior issues and highlight new interesting areas for further scientific exploration.

Furthermore, I conducted two experiments to better understand the relationship between individualism, self-place congruity, and visit intentions. I found that both measured (Study 1) and manipulated (Study 2) self-place congruity has a positive impact on the intention to visit a tourist destination. However, depending on whether individualism was manipulated (Study 1) or measured (Study 2), the effects of this variable vary significantly. When the self-place congruity is low, manipulated individualism reduces visit intentions; when the self-place congruity is high, manipulated individualism has no effect on the propensity to travel. Conversely, when the self-place congruity is high, measured individualism reduces visiting intentions; when the self-place congruity is low, measured individualism has no effect on the propensity to travel. The results of my experiments show that the way tourist destinations and tourist behaviors are studied can bring completely opposite empirical outcomes. Therefore, place brand managers and marketers should carefully analyze the research methodology and context of conducted studies before making strategic decisions regarding the management of tourist destinations. In summary, the relationships that I discovered can tangibly assist those persons who are responsible for promoting tourist destinations and help better understand tourist behaviors, as well as provide support in developing competitive marketing strategies.