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**The Influence of Personality Traits On Memorable Tourism
Experiences and Behavioral Intentions**

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I have written this master's thesis independently. All viewpoints of other authors, literary sources and data from elsewhere used for writing this paper have been referenced.

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Abstract

The purpose of this study is to find out whether personality traits influence significantly memorable tourism experiences (MTEs) which in turn impact significantly on behavioral intentions (BI). The study uses a convenient sample of 242 tourists returning back home from international Larnaca airport in Cyprus. Linear regression analysis, frequencies and nonparametric tests of independent samples are utilized in the analysis of data. The findings reveal that most relationships between the five dimensions of personality traits and the seven dimensions of memorable tourism experiences are not statistically significant except the relationships of agreeableness and openness with memorable tourism experiences. Furthermore, the dimensions of memorable tourism experiences such as hedonism, local culture, refreshment and knowledge are significantly related to behavioral intentions. However, the dimensions of MTEs i.e. novelty, meaningfulness and involvement were not significantly related to behavioral intentions. Additionally, there were significant differences between males and females for 45% of the 47 items of the conceptual model. Similarly, there were significant differences between the age groups of 12-33 and 34-76 for 32% of the 47 items of the same model. Theoretical and managerial implications, limitations and future research are discussed.

Keywords: Personality traits, memorable tourism experiences, behavioral intentions, international Larnaca airport, Cyprus

Isiksuseomaduste mõju meeldejäävatele turismikogemustele ja käitumiskavatsustele.

Selle uuringu eesmärk on välja selgitada, kas isiksuseomadused mõjutavad märkimisväärselt meeldejäävaid turismikogemusi (Memorable Tourism Experiences - MTE), mis omakorda mõjutavad oluliselt käitumiskavatsusi (Behavioral Intentions - BI). Uuringus kasutatakse mugavusvalimit 242 turistist, kes naasevad Küprose rahvusvahelisest Larnaca lennujaamast koju. Andmete analüüsimisel kasutatakse sõltumatute proovide lineaarset regressioonanalüüsi, sagedusi ja mitteparameetrilisi katseid. Tulemused näitavad, et enamuse seoseid isiksuseomaduste viie mõõtme ja meeldejäävate turismikogemuste seitsme mõõtme vahel ei ole statistiliselt olulised, välja arvatud seos meeldivuse ja avatuse ning meeldejäävate turismikogemustega. Lisaks on meeldejäävate turismikogemuste dimensioonid, nagu hedonism, kohalik kultuur, värskendus ja teadmised, märkimisväärselt seotud käitumiskavatsustega. Samas MTE mõõtmed, st uudsus, sisukus ja kaasatus ei olnud käitumiskavatsustega oluliselt seotud. Lisaks oli kontseptuaalse mudeli 47 elemendist 45% -l meestel ja naistel märkimisväärsed erinevusi. Samamoodi esinesid olulised erinevused vanuserühmades 12–33.aastastel ja 34–76.aastastel 32% puhul sama mudeli 47 üksusest. Töö lõpus arutatakse teoreetilisi ja rakenduslikke tagajärgi, piiranguid ja tulevase uuringuid.

Märksõnad: isiksuseomadused, meeldejäävad turismikogemused, käitumiskavatsused, rahvusvaheline Larnaca lennujaam, Küpros

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Chapter 1

1.1 Introduction

In the tourism industry, the principal factor affecting the value, reputation, and preference of a particular tourism destination over others is tourism experiences. According to Oh et al. (2007), the attitude, perception, impression, and satisfaction of tourists about a particular tourism destination are important aspects of the tourism experiences, as the relevant experiences of the tourists can shape and affect the attractiveness of the respective destination. Besides, Tung and Ritchie (2014) highlighted that tourism experience is a memorable experience that tourists intend for obtaining as a result of their visits to the tourism destination. Hence, once tourists expect a high level of a memorable experience, they become motivated to travel to the relevant tourism destination for obtaining a unique, desirable, and memorable experience.

The tourism experiences are essentially vital for the long-term sustainability of tourism destinations because of their potential impact on the travel decisions of tourists. Tsai (2016) emphasized that tourism experience shapes the memory of tourists because the experiences that tourists obtain as a result of their visit to a particular tourism destination affect their cognition, perception, and behavior about the corresponding tourism destination. In this regard, the primary purpose of institutions operating in the tourism industry is to ensure and generate a tourism experience that is characterized as unique and attractive for the tourists (Manthiou et al., 2016). Once the tourism experience of tourists complies with their expectations, the obtained experience of tourists becomes part of their travel-related memory (Zhang et al., 2018). In this regard, the tourism experience is a critical factor that shapes and affects the reputation and attractiveness of tourism destinations in the present tourism industry. Hence, this research intends for analyzing and identifying whether the tourism experiences are affected by the personality traits of tourists in the present tourism industry. According to Gretzel et al. (2004), the personality traits are related to the individual way of thinking and acting in a particular environment, which shape and direct experience and behavior of individuals. In particular, the research concentrates on determining the potential impact of personality traits on memorable tourism experiences.

1.2 Research Gap

There is a lack of knowledge about the relationship between personality traits and memorable tourism experiences in the existing literature. The available researches primarily concentrate on analyzing and explaining whether a memorable tourism experience affects the decisions of tourists about revisiting the tourism destinations and leads the tourists to generate and spread positive information about the relevant tourism destinations (Kvasova, 2015; Sthapit et al., 2019; Yu et al., 2019). However, the available literature provides a limited explanation about the factors affecting the behavioral intentions of the tourists in the current tourism industry.

The majority of the researchers analyzed whether and how memorable tourism experiences affect the behavioral intentions of the tourists via concentrating on the primarily favorable tourism experiences (Kvasova, 2015; Sthapit et al., 2019; Yu et al., 2019). However, there is also

unfavorable tourism experiences shaping the behavioral intentions of the tourists in the present tourism industry, which needs to be considered and analyzed via means of suitable conceptual framework. Accordingly, there is a scarcity of researches executed to analyze the impact of various dimensions of the memorable tourism experiences, including favorable and unfavorable ones on the behavior intentions of the tourists. Thus, this research is anticipated to improve the existing literature on the relationship between personality traits and memorable tourism experiences by revealing that the tourists can obtain either impressive and memorable experiences from their visits to a particular tourism destination when the characteristics of the corresponding tourism destination comply with their personality traits. Besides, the existing literature lacks the capacity to clarify if there is a positive relationship between the personal characteristics of tourists and behavioral intentions. In this regard, the research is expected to contribute to the available literature by analyzing and identifying the potential relationship between the personality traits of tourists and their memorable tourism experiences.

1.3 Research Question and Objectives

The general objective of this research is to analyze the influence of memorable tourism experiences on the behavioral intentions. Accordingly, the research aims to reveal whether and how the dimensions of memorable tourism experiences affect the behavioral intentions of the tourists in the present tourism industry.

The research question also corresponds with the general objective of this research, which is as below:

To what extent the personality traits via memorable tourism experiences influence behavioral intentions of tourists?

Besides, the research has 8 specific objectives that are related to the dimensions of memorable tourism experiences of tourists, such as hedonism, novelty, local culture, refreshment, involvement, knowledge, meaningfulness, and adverse feeling. Based on the conceptual model by Coudounaris and Sthapit (2017, p.10) this study attempts to measure sets up the following research objectives to measure the impact of various antecedent factors on tourists' behavioral intentions. For example, to measure:

The impact of past tourism experiences related to hedonism on the behavioral intentions of the tourists

The influence of past tourism experiences related to novelty on the behavioral intentions of tourists

The effect of the past tourism experiences related to local culture on the behavioral intentions of tourists.

The impact of the past tourism experiences related to refreshment on the behavioral intentions of tourists

The influence of the past tourism experiences related to involvement on the behavioral intentions of tourists

The effect of the past tourism experiences related to knowledge on the behavioral intentions of tourists

The impact of the past tourism experiences related to meaningfulness on the behavioral intentions of tourists

The influence of the past tourism experiences related to adverse feeling on the behavioral intentions of tourists

1.4 Research Motivation

The study was motivated by another study performed by Kvasova (2015) on personality traits. In particular, the primary motivation for conducting this research is associated with the desire for identifying whether personality traits of individuals shape their behaviors and perceptions in the tourism industry. After reviewing the study conducted by Kvasova (2015), I realized that personality traits are capable of shaping the eco-friendly behavior of individual tourists. In this regard, the research was encouraged to further improve the existing literature in the field of personality traits via means of identifying their potential influence on the memorable tourism experiences of tourists, which in turn impact on behavioral intentions. Additionally, the extent of competition in the travel and tourism industry was another factor motivated to conduct this research project. In the travel and tourism industry prior to the COVID-19 pandemic, one of the critical challenges were associated with attracting tourists to the tourism destinations due to the availability of a series of touristic zones for the visitors, which had increased the necessity of improving and maintaining the satisfaction and loyalty of tourists for repeating their visits and recommending the tourism destinations to others. As the travel and tourism industry is expected to flourish after the COVID-19 pandemic, it is important for the tourism destinations to improve their competitiveness via responding to their expectations and demands. In this regard, memorable tourism experiences and behavioral intentions could be used as a tool for boosting the competitiveness of the touristic locations by ensuring that they comply with the personality traits of tourists. Accordingly, the research findings could be used as a tool for further improving the competitive advantage of tourism destination of Cyprus via determining whether personality traits affect MTE which in turn, shapes the behavioral intentions.

1.5 Research Structure

The research is presented into five separate chapters. The first chapter is the introduction that has already provided an overview of the importance of tourism experiences in the present tourism industry. Besides, the chapter presents the potential impact of personality traits on memorable tourism experiences. Furthermore, the chapter also highlighted the gap in the existing literature regarding the relationship between personality traits and memorable tourism experiences. In final, the chapter emphasized the general and specific objectives of the research and its relevant research question.

The second chapter of the research is a literature review that highlights the key concepts of the research and their various definitions and characteristics. The key concepts of the research, such as personality traits, memorable tourism experiences and behavioral intentions are defined in the literature review. The chapter also presents the review of available studies undertaken to analyze the relationship between personality traits and tourism experiences. In final, the chapter provides

the gap in the available literature on the relationship between personality traits and tourism experiences.

The third chapter of research is a research methodology that describes the methodology adopted and followed by the researcher in the process of collecting and analyzing data about the impact of personality traits on memorable tourism experiences. Moreover, the chapter presents the research design, such as research strategy for collecting data, reasoning method, time horizon, and methodological choice of research. Besides, the chapter describes the process of gathering and interpreting the data in the research. Furthermore, the chapter on research methodology highlights the target population, sampling method, and sample size of the research and the research ethics. In final, the respective chapter identifies and explains the constraints of research methodology in this study.

The fourth chapter of the study presents the results of interpreting data in the research. The chapter presents findings of collected and analyzed data. Besides, the chapter highlights the interpretation of gathered data about the relationship between personality traits and memorable tourism experiences. The chapter highlights the findings of the research in accordance with the general and specific objectives of the study.

The last chapter of the research is the conclusion. In the respective chapter, the overview of each chapter in this study is presented, including introduction, literature review, methodology and results, and analysis chapters of research.

Chapter 2

2. Literature review

The key concepts of research, including personality traits, memorable tourism experiences and behavioral intentions, have been explained and defined in this chapter. Besides, this chapter provides the review of existing studies executed to analyze and reveal the impact of personality traits and memorable tourism experiences on the behavioral intentions of individuals in the tourism industry. This study investigates the relationships of the dimensions of personality traits on the memorable tourism experiences, which in turn influence behavioral intentions (see Figure 1 below).

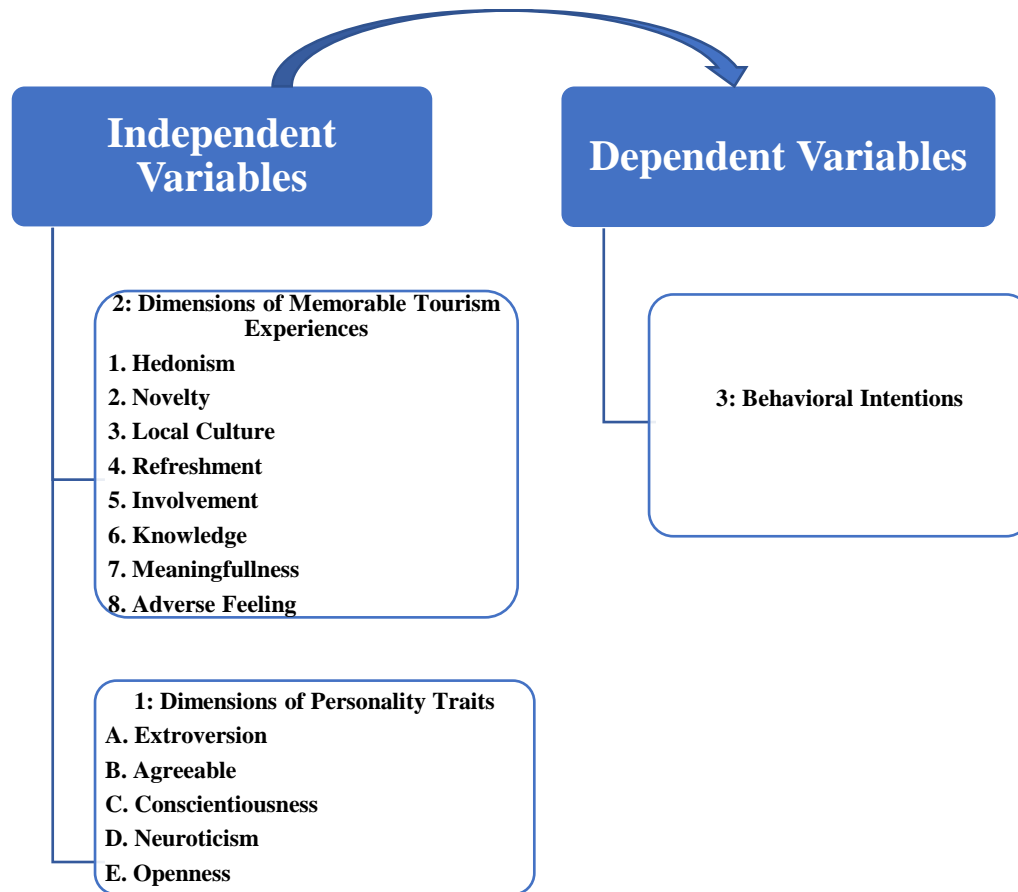


Figure 1 The conceptual model of this study

2.1 Theoretical background

The factors affecting the behavioral intentions of tourists, including memorable tourism experiences and personality traits have been analyzed and identified by a series of researchers in the available literature. Coudounaris and Sthapit (2018) argued two significant contributions of memorable experiences to the attractiveness, valuation, and reputation of tourism destinations. The first principal contribution of memorable experiences is associated with its potential impact on the decision of tourists about revisiting a particular tourism destination. In particular, the memorable experience is a reliable and primary source of information for tourists while deciding whether to revisit a particular tourism destination. Besides, once the tourists have obtained a positive impression from their first visit to a specific tourism destination, the respective tourists are likely to revisit the corresponding tourism destination to obtain similar travel-related comfort and enjoyment for the second time (Kim, 2010). The second main contribution of memorable experiences is related to its possible role in generating and sharing word-of-mouth (Kim, 2010). If tourists obtain a particular experience from their visits to a specific tourism destination, the respective tourists tend to generate and share the content about the respective tourism destination based on their travel-related memory (Hung et al., 2014). Thus, the memorable tourism experience can be used as a tool for promoting tourism destinations and attracting potential tourists towards the relevant locations, as the individuals are likely to recommend tourism destinations to their relatives, colleagues, neighbors, and others based on their own experiences.

While the tourism experiences influence the perceptions and cognition of tourists about a particular tourism destination, the personality traits of tourists, especially their behavioral intentions are a critical factor directing and shaping the tourism experiences of individuals (Kvasova, 2015). Kvasova (2015) highlighted that tourists who are characterized by their environmentally sound behavior and concerns become more impressed by their visits to eco-friendly tourism destinations. In particular, the tourists who are regarded as environmentally conscious and concerned about the influence of their consumption patterns on the environment prefer tourism destinations possessing green hotels and engaging in energy and water conservation and sustainable waste management activities (Kvasova, 2015). Hirsh (2010) emphasized that since individual behavior is shaped by the personality of individuals, the personality traits of tourists also affect and direct their behavior which also shapes their tourism experiences in the current tourism industry.

Kvasova (2015) executed a research for identifying whether personality traits affect behavioral intentions of tourists in Cyprus. The primary data about personality traits and individual traits was collected from 287 foreign tourists in the respective country and analyzed via structural equation model. The findings of the data analysis revealed that foreign tourists that accomplished higher scores in extroversion, consciousness, and openness were likely to engage in environmentally sound behavior during their visits to the touristic locations in Cyprus. According to Kvasova (2015), personality traits of tourists need to be regarded as the predictor of behavioral intentions of individuals, as the personality traits, especially the extent of extroversion, consciousness and openness of individuals shape the eco-friendly activities of tourists.

Sthapit et al. (2019) conducted a study for analyzing whether memorable tourism experiences affect behavioral intentions of tourists in Italy. In the research, the primary data was gathered from 343 foreign tourists that visited Sardinia, Italy in 2018 (Sthapit et al., 2019). The collected data was analyzed via structural equation modelling (SEM) in the respective research. The results of SEM analysis revealed that all forms of memorable tourism experiences, including hedonism, novelty, local culture, refreshment, meaningfulness, involvement and knowledge have statistically significant relationship with the behavioral intentions of tourists in Italy (Sthapit et al., 2019). According to Sthapit et al. (2019), memorable tourism experiences that are satisfactory for the tourists generate favorable behavioral intentions among tourists in Italy, such as generating and sharing desirable word-of-mouth about tourism destinations in the respective country and repeating their visits to the relevant destinations in long run. Besides, the unsatisfactory tourism experiences shape the unfavorable behavioral intentions of tourists in Italy, such as lack of willingness to recommend other potential tourists and lack of desire to revisit the tourism destination in future (Sthapit et al., 2019).

Coudounaris and Sthapit (2017) also studied the relationship between memorable tourism experiences and behavioral intentions. The researchers collected primary data from the sample size of 314 tourists that visited Rovaniemi, Finland. The analysis of collected data via means of simple regression model identified that four dimensions of memorable tourism experiences, such as hedonism, local culture, involvement and knowledge are positively associated with the behavioral

intentions in Finland. Accordingly, the memorable tourism experiences, including hedonism, local culture, involvement and knowledge affect behavioral intentions of tourists in Finland, in terms of leading them to spread positive word-of-mouth about the tourism destinations and to revisit the relevant destinations in long run (Coudounaris and Sthapit, 2017).

Yu et al. (2019) undertook a research for exploring and demonstrating the relationship between memorable tourism experiences and behavioral intentions of tourists. In this regard, the conducted research was based on the primary data collected through questionnaires distributed among 427 foreign tourists that visited Xitou Nature Education Area in Taiwan. While the independent variables of research included seven aspects of memorable tourism experiences, such as hedonism, involvement, refreshment, knowledge, novelty, meaningfulness and local culture, the dependent variables of research were composed of two aspects of behavioral intentions, such as positive word-of-mouth and revisit intention of tourists. The results of regression analysis conducted in SPSS 21.0 software program revealed that there is statistically significant relationship between two dimensions of memorable tourism experiences, such as refreshment and involvement and a dimension of behavioral intention, positive word-of-mouth. Besides, the results of analysis revealed the statistically significant relationship between hedonism and local culture and revisit intention of tourists in Taiwan (Yu et al., 2019). According to Yu et al. (2019), the behavioral intentions of tourists, including their willingness to spread positive word-of-mouth about and revisiting a particular tourism destination is affected by their memorable tourism experiences.

2.2 Hypotheses building related to the conceptual model of this study

2.2.1 *Personality traits*

A primary concept of this research is the personality traits which refer to a set of individual characteristics shaping behavior of a person towards environment and community (Landers and Lounsbury, 2006). There are five types of personality traits, such as extroversion, agreeable, conscientiousness, neuroticism, and openness (Hirsh, 2010). The initial form of personality trait is extraversion which is defined as the degree to which an individual is social, confident and energetic (McCrae and Costa, 1985). The extrovert individuals are characterized as being social, confident and outgoing, which also affect their behavior and expectations in the real life. Accordingly, in this study, the personality trait of tourists is expected to shape their behavioral intentions, including their intention to return, willingness to recommend and word-of-mouth potential.

Hypothesis 1: Extroversion of tourists positively influences their memorable tourism experiences

The second form of personality traits is agreeableness. The term, agreeableness is defined as the extent of person's empathy, care and generosity (Mededovic et al., 2017). Individuals that are characterized as agreeable reflect empathy to others and desire to help those in need, which affects their behavior and perceptions in the real life context. Hence, the behavioral intentions of tourists are expected to be shaped by the agreeableness of tourists, as this aspect of personality trait leads the individuals to engage in sympathetic and generous behavior.

Hypothesis 2: Agreeableness of tourists positively influences their memorable tourism experiences

The third aspect of personality traits, conscientiousness is regarded as the degree to which a person is responsible and complying with the rules and norms of a particular community (Mededovic et al., 2017). Individuals that are characterized as highly conscientious tend to be responsible and organized; thus, they are concerned about the implications of their activities (McCrae and Costa, 1985). Thus, in this research, the behavioral intentions of the tourists are also anticipated to be affected by the conscientiousness of tourists.

Hypothesis 3: Conscientiousness of tourists positively influences their memorable tourism experiences

Another form of personality trait is neuroticism. The concept of neuroticism refers to the extent of individual's anxiety, fear, and sadness about a particular experience (McCrae and Costa, 1985). In particular, neurotic individuals are concerned about the negative consequences of their actions in the real-life context and, consequently, avoid behaviors contributing to the negative consequences. Since the neuroticism shapes the behavior of individuals, it is expected to shape the behavioral intentions of tourists in the tourism industry.

Hypothesis 4: Neuroticism of tourists positively influences their memorable tourism experiences

The final dimension of personality traits is openness which is defined as the extent to which a person is open-minded and sensitive (McCrae and Costa, 1985). Openness is related to intellectual desire and responsiveness of individuals to the changes in the environment. Thus, the openness of tourists is also anticipated to affect the behavioral intentions of tourists.

Hypothesis 5: Openness of tourists positively influences their memorable tourism experiences

2.2.2 Memorable tourism experiences

Another principal concept of the research is memorable tourism experiences (MTE). The concept is defined as a memory of tourists, especially their excitements, impressions and feelings obtained while visiting a particular tourism destination (Lee, 2015). According to Coelho and Gosling (2018), the MTE is generated as a result of the tourism experiences and memory generating process. In this regard, the memorable tourism experience of a specific individual emerges as a result of experiences obtained by the respective individual and, consequently, the extent of impressions, feelings and perceptions channeled to the memory of the relevant tourist as a result of his/her visit to a tourism destination (Coelho and Gosling, 2018). Hence, this research considers the concept of MTE as the specific tourism experiences contributing to the emotions and impressions of tourists and, consequently, shaping their memory about the tourism destination.

Kim et al. (2012) suggest that there are eight dimensions of the memorable tourism experiences. The first one is hedonism which is associated with the pleasurable emotions obtained as a result of tourism experience of a particular individual (Kim et al., 2012). In particular, tourists aim to

obtain pleasure from their visits to tourism destinations; thus, one of the important aspects of the memorable tourism experience is the extent of pleasure experienced by the tourists as a result of their travels (Kim et al., 2012). The tourism experiences become memorable once the respective experiences generate enjoyment and, consequently, pleasure for the tourists, which is regarded as hedonistic experience. Hence, hedonism is regarded as an important dimension of tourism experience, which is capable of shaping the memory of tourists and, consequently, affecting their behavioral intentions.

Hypothesis 6: The hedonistic tourism experiences of individuals positively affect favorable behavioral intentions of tourists.

The second dimension of MTE is novelty referring to the extent and mode of difference between current and unfamiliar experience of tourists and previous experiences of the tourists (Kim and Ritchie, 2014). According to Lee and Crompton (1992), the tourist experiences are also affected by the novelty-seeking expectations and behavior of tourists because the novelty influences and shapes the extent of tourists' satisfaction with and impressions of a particular tourism destination. Once the present experience of tourists differs from their past experiences, the tourists become satisfied and impressed due to the unfamiliar and new experience which are channeled to their memory.

Hypothesis 7: The novelty-seeking tourism experiences of individuals positively affect favorable behavioral intentions of tourists

Another dimension of MTE is local culture which is regarded as the interaction of foreign visitors with the different local culture (Kim et al., 2012). According to Morgan and Xu (2009), the tourism experiences are shaped by the interaction of the tourists with new and unfamiliar culture of host community. The tourists are motivated to visit tourism destinations that are characterized by their distinctive and attractive local culture and, consequently, likely to generate unique and memorable experience for them (Morgan and Xu, 2009).

Hypothesis 8: The tourism experiences of individuals that are shaped by the local culture of tourism destination positively affect favorable behavioral intentions of tourists

The fourth dimension of MTE is refreshment referring to the extent of relaxation and renewal experienced by the tourists as a result of their visits to a particular tourism destination (Kim et al., 2012). In particular, the individuals prefer visiting tourism destinations that offer them an opportunity to escape from the stressful environment of their home community and to refresh themselves in a host community (Kim et al., 2012). One of the main objectives of the individuals while travelling to tourism destinations is to move away from their familiar, stressful, and routine environments towards new, unfamiliar and enjoyable tourism locations (Kim et al., 2012). Once the tourism destinations are capable of offering less stressful and more unfamiliar and "liberated" environment for tourists, the tourism experiences from visiting the relevant destination satisfy the tourists and, consequently, generate favorable memory on the tourists (Kim et al., 2012).

Hypothesis 9: The tourism experiences of individuals that offer an opportunity of refreshment positively affect favorable behavioral intentions of tourists.

Involvement is another dimension of MTE, which refers to the extent to which tourists are committed to a particular activity (Kim, 2010). In particular, once tourists are motivated to and interest in involving in various activities during their travel, their travel-related experiences become more impressive and, consequently, memorable (Kim, 2010). Thus, the participation of tourists in various activities, like visiting touristic locations improves their satisfaction which contributes to their memorable tourism experience.

Hypothesis 10: The tourism experiences of individuals that leads to the involvement of tourists positively influence the favorable behavioral intentions of them.

The sixth dimension of MTE is meaningfulness which is defined as value and significance obtained by tourists as a result of their visits to tourism destinations (Kim et al., 2012). Once travelling to tourism destinations provides an opportunity for tourists to learn about themselves and understand their personal values, the relevant travel generates memorable experience for the tourists (Kim, 2010). In particular, the tourists concentrate on and seek to obtain valuable experiences that contribute to their personal development, which is regarded as a meaningfulness of touristic travels. In this regard, the visits of individuals to tourism destinations are expected to generate meaningful experience enabling the relevant persons to identify their personal characteristics and improve their personality.

Hypothesis 11: The tourism experiences of individuals that are characterized by their meaningfulness positively influence the favorable behavioral intentions of tourists.

Knowledge is another important dimension of MTE, which refers to the extent of intellectual emotions and feelings obtained by the tourists as a result of their visits to a particular tourism destination (Tung and Ritchie, 2011). Travelling to tourism destinations is expected to generate informative experiences, as tourists expect to attain information about new and unfamiliar environment. In particular, the interaction with the members of host communities, the tours to the historical and modern touristic locations, and other such activities of travels provide an opportunity to tourist for obtaining new and unfamiliar information (Tung and Ritchie, 2011). The information about the local culture, history, architecture and other characteristics of tourism destinations enhance the memorable tourism experiences of tourists, as the relevant information improves impressions of tourists.

Hypothesis 12: The tourism experiences of individuals that provide knowledge for tourists positively influence the favorable behavioral intentions of them.

2.2.3 Behavioral intentions

Another concept of research is behavioral intentions. The behavioral intentions refer to the extent to which an individual has established a conscious plan to perform a particular activity in future (Westerbeek and Shibury, 2003). In this regard, the concept is characterized as a form of specific

behavior that an individual is willing to perform in future. According to Chen and Chen (2010), the behavioral intentions are categorized into two groups, such as favorable behavioral intentions and unfavorable behavior intentions. In the tourism industry, once a specific tourist considers a particular destination as favorable and suitable travel location, the respective individual tends to positively assess the corresponding destination. In this case, tourists consider revisiting the favorable tourism destination and recommending the respective travel location to other tourists, including friends, family members, colleagues and others (Chandralal and Valenzuela, 2013). Besides, the tourists that considers a particular tourism destination as favorable, they tend to accept paying premium price for travelling the relevant destination (Ali et al., 2016). In addition to paying premium price, another behavioral intention of tourists towards favorable tourism destinations is associated with their extent of remaining loyal (Chen and Chen, 2010). The tourists tend to remain loyal to the tourism destinations that offer favorable environment for them and, consequently, satisfy their expectations and demands. The behavioral intentions of the tourists can be also unfavorable due to the failure of tourism destinations in responding to the demands and expectations of the tourists (Kaplanidou, 2009). Once tourists perceive a particular tourism destination as unfavorable, they become demotivated to travel to the respective tourism destination for the second time, to generate positive word of mouth and to pay premium price (Kaplanidou, 2009). In particular, the unfavorable behavioral intentions lead the tourists to avoid the possibility of revisiting the tourism destinations, recommending the tourism destinations to others and paying additional money for traveling to the relevant tourism destinations. In this research, the primary objective is to analyze the impact of memorable tourism experiences and personality traits on the favorable behavioral intentions of the tourists.

According to Zhang et al. (2014), there are three primary dimensions of favorable tourism destinations. The first dimension of the favorable behavioral intention of tourists is the intention to return (Zhang et al., 2014). The return intention of tourists is characterized as the willingness of tourists for revisiting a particular tourism destination in future (Tonge et al., 2015). If tourists reflect favorable behavioral intentions towards a specific tourism destination, they become motivated to revisit the relevant location in future due to the positive perceptions and impressions of the relevant tourists about the suitability of the tourism destination. The second dimension of the favorable behavior intention of tourists is their likelihood to recommend a particular tourism destination to others, including family members, friends, and colleagues (Zhang et al., 2014). If tourists demonstrate favorable behavioral intentions towards tourism destinations, they tend to suggest the respective places to other potential tourists (Tonge et al., 2015). The final principal dimension of favorable behavior intentions of tourists is word-of-mouth (Zhang et al., 2014). The favorable behavioral intentions of tourists lead them to communicate favorable characteristics of a specific tourism destination to others and, consequently, to promote the relevant tourism destination (Xiang and Gretzel, 2010). In this research, the principal aim is to examine and reveal the impact of memorable tourism experiences and personality traits on three principal dimensions of favorable behavioral intentions of the tourists, such as the return intention, likelihood to recommend and word-of-mouth.

According to Bujisic et al. (2015), the behavioral intentions of individuals in the tourism industry are affected and shaped by their personality traits. In particular, the personality traits of individuals affect and determine the motivation of tourists in case of revisiting a particular tourism destination and recommending the relevant tourism destination to others, such as their friends, relatives, and colleagues (Bujisic et al., 2015). Sotiriadis (2017) highlighted that the preferences of tourists are shaped by their personality traits because the personal characteristics of individuals direct them towards a suitable tourism destination, which contributes to their behavioral intentions. Hence, once there is a strong relationship between the tourism destination and personality traits of the tourists, the respective relationship triggers the behavioral intentions of the respective tourists because the tourism destination corresponds to the personality of the tourists, which consequently, leads to the intention of revisiting the relevant tourism destination or spreading positive word-of-mouth about the respective tourism location (Sotiriadis, 2017). In this regard, personality traits of individuals positively affect their behavioral intentions in the travel and tourism industry.

Hypothesis 13: Personality traits of tourists positively affect their behavioral intentions.

Chapter 3

3. Methodology

This study is based on a questionnaire shown in the Appendix. The study is based on 242 surveys completed by a convenient sample of tourists at the Larnaca's international airport during summer 2019 specifically during the period June 2019 to July 2019. A special access to Larnaca's international airport was provided by the authorities of the airport and in particular, the Hermes Company which is in charge of the operations of both recognized airports in Cyprus by EU.

The sample size was consisted of 1250 tourists returning home after a short travel to Cyprus. 252 tourists accepted to complete the questionnaire. 242 surveys were fully completed by tourists at the airport and were used in the analysis. 10 surveys were partially completed and therefore, they were excluded from the analysis. The questionnaire was four-pages long (see Appendix) including 4 sections. The first section included demographics while the second one was based on statements related to personality traits, the third one was focused on relevant statements of memorable tourism experiences and the fourth one included statements of the behavioral intentions.

Each interview lasted 10 to 13 minutes. A confirmatory factor analysis (CFA) via AMOS 27 is used to test the fit of the model to the data and based on the covariances derived from CFA to test the 12 hypotheses whether they are positive and significant. The questionnaire includes 52 questions/ statements measured with a 7-point Likert scale is used where 1 = strongly disagree and 7 = strongly agree.

It is worth noting that the number of items of the conceptual model (see Table 2) includes 47 items and the total number of observations are 242 which exceeds the minimum criterion of 5 observations per item ($242/47=5,15$) (Hair et al. 2014). Therefore, the estimates of CFA are based on a satisfactory size of the sample of 242 observations.

The questionnaire was in English and Russian languages. The Russian questionnaire was translated back to English by a separate specialist to avoid any mistakes in the translations by both translators. English and Russian tourists are the main tourist groups visiting Cyprus for vacations during summer 2019 before the pandemic of 2020. Besides, there are also sample members in the survey from Cyprus, who were also regarded as tourists visiting the respective place because of their residency in the foreign countries above 20 years. Apart from the related questions to the conceptual model the questionnaire includes additional a) 5 demographics such as gender, age, education, occupation and nationality. b) five other questions are following ones:

1. What was the main purpose of your travel to Cyprus?
2. During your trip to Cyprus which type of accommodation did you mainly use?
3. What was your length of stay in Cyprus?
4. Whom did you travel with?
5. What activities did you participate in?

A profile of the participants' demographics will be discussed later in Chapter 4

3.1 Operationalization of the study

The study includes 52 questions/statements and their operationalization is shown in Table 2 below.

Table 2 The Operationalization of the items of the survey's constructs

A. Personality Traits	
Extraversion (McCrae and Costa, 1985)	6. I am the life of the party 7. I don't talk a lot 8. I talk to a lot of people at parties 9. I keep in the background
Agreeableness (McCrae and Costa, 1985)	10. I sympathize with others' feelings 11. I am not interested in other people's problems 12. I feel others' emotions 13. I am not really interested in others
Conscientiousness (McCrae and Costa, 1985)	14. I get chores done right away 15. I often forget to put things back in their proper place 16. I like order 17. I make mess of things

Neuroticism (McCrae and Costa, 1985)	18. I have frequent mood swings 19. I am relaxed most of the time 20. I get upset easily 21. I seldom feel blue
Openness (McCrae and Costa, 1985)	22. I have a vivid imagination 23. I am not interested in abstract ideas 24. I have difficulty of understanding abstract ideas 25. I do not have a good imagination
B. Memorable Tourism Experiences	
Hedonism (Kim et al., 2012)	26. I was thrilled about having a new experience in Cyprus 27. I took part in activities 28. I really enjoyed the trip 29. I had an exciting trip
Novelty (Kim et al., 2012)	30. I had a once-in-lifetime experience 31. I had a unique experience 32. My trip was different from previous trips 33. I experienced something new
Local Culture (Kim et al., 2012)	34. I had a good impression about the local culture 35. I had a chance to closely experience the local culture 36. Locals in Cyprus were friendly to me
Refreshment (Kim et al., 2012)	37. I relieved stress during the trip 38. I felt free from daily routine during the trip 39. I had a refreshing experience 40. I felt better after the trip
Meaningfulness (Kim et al., 2012)	41. I felt that I did something meaningful 42. I felt that I did something important 43. I learned something new about myself from the trip
Involvement (Kim et al., 2012)	44. I visited a place that I really wanted to visit 45. I enjoyed activities that I really wanted to do 46. I was interested in the main activities offered
Knowledge (Kim et al., 2012)	47. I gained a lot of information during the trip 48. I gained a new skill(s) from the trip 49. I experienced new culture(s)
C. Behavioral Intentions	
Behavioral Intentions (Coudounaris and Sthapit, 2017)	50. I will recommend Cyprus to other people 51. I will say positive things about Cyprus to other people 52. I will encourage friends and relatives to visit Cyprus

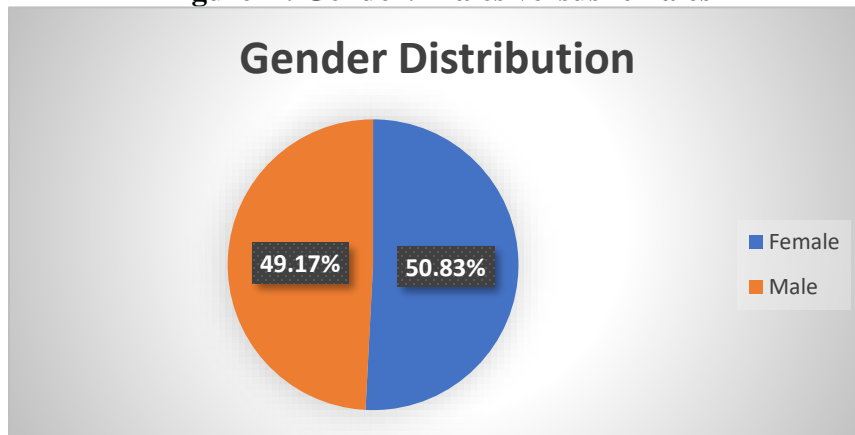
Chapter 4

4. Findings

4.1 Profile of the participants – Demographics

The survey was completed by 242 participants i.e. 119 males and 123 females (see Figure A below).

Figure A: Gender: Males versus females



Since Figure A above reveals the two categories of males (49.17%) and females (50.83%) we then test whether both categories have significant different items (X6 to X52) using Nonparametric tests: Independent samples of SPSS 27. Table A1 reveals that both categories have significant different items for each variable of memorable tourism experience and personality traits at the 95% confidence level and X39, and X50 at 90% confidence level. Consequently 21 items of total 47 items (44.68%) are significantly different between males and females at 95% and 90% confidence levels. It seems that males and females behave in a different way and therefore further investigation should be performed in the future.

Table A1: Hypothesis Test Summary

	Null Hypothesis	Sig. ^a b	Decision
5	The distribution of X10 is the same across categories of G.	.003	Reject the null hypothesis.
7	The distribution of X12 is the same across categories of G.	.000	Reject the null hypothesis.
8	The distribution of X13 is the same across categories of G.	.044	Reject the null hypothesis.
9	The distribution of X14 is the same across categories of G.	.011	Reject the null hypothesis.
12	The distribution of X17 is the same across categories of G.	.029	Reject the null hypothesis.
13	The distribution of X18 is the same across categories of G.	.021	Reject the null hypothesis.
14	The distribution of X19 is the same across categories of G.	.020	Reject the null hypothesis.
15	The distribution of X20 is the same across categories of G.	.003	Reject the null hypothesis.
21	The distribution of X26 is the same across categories of G.	.038	Reject the null hypothesis.
23	The distribution of X28 is the same across categories of G.	.003	Reject the null hypothesis.
24	The distribution of X29 is the same across categories of G.	.037	Reject the null hypothesis.
28	The distribution of X33 is the same across categories of G.	.046	Reject the null hypothesis.
29	The distribution of X34 is the same across categories of G.	.002	Reject the null hypothesis.
30	The distribution of X35 is the same across categories of G.	.004	Reject the null hypothesis.
31	The distribution of X36 is the same across categories of G.	.001	Reject the null hypothesis.
33	The distribution of X38 is the same across categories of G.	.050	Reject the null hypothesis.
35	The distribution of X40 is the same across categories of G.	.031	Reject the null hypothesis.
44	The distribution of X49 is the same across categories of G.	.027	Reject the null hypothesis.

46	The distribution of X51 is the same across categories of G.	.002	Reject the null hypothesis.
47	The distribution of X52 is the same across categories of G.	.012	Reject the null hypothesis.

- a. The significance level is .050.
- b. Asymptotic significance is displayed.

Based on Table B above we develop two categories the age group 12-33 years old with 49.4% of participants and the age group 34-76 years old with 50.6% of participants. The study uses Nonparametric tests to compare the two independent samples.

Table B: Participants' Age

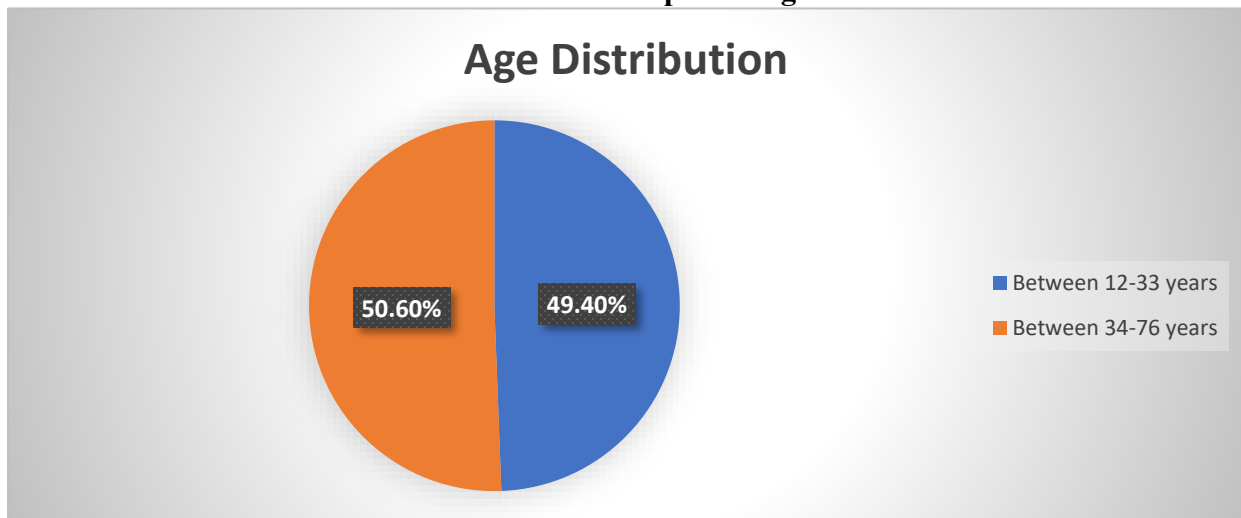


Table B1 reveals that both categories (young and old participants) have significant different items such as X7, X14, X17, X18, X21, X22, X23, X25, X27, X30, X32 X33, and X41 at the 95% confidence level and X19, and X20 at 90% confidence level. Consequently, 15 items of total 47 items (31.91%) are significantly different between young and old participants at the 95% and 90% confidence levels.

Table B1: Hypothesis Test Summary

	Null Hypothesis	Sig. ^{a,b}	Decision
2	The distribution of X7 is the same across categories of A2.	.000	Reject the null hypothesis.
9	The distribution of X14 is the same across categories of A2.	.027	Reject the null hypothesis.

13	The distribution of X18 is the same across categories of A2.	.000	Reject the null hypothesis.
16	The distribution of X21 is the same across categories of A2.	.010	Reject the null hypothesis.
17	The distribution of X22 is the same across categories of A2.	.000	Reject the null hypothesis.
18	The distribution of X23 is the same across categories of A2.	.012	Reject the null hypothesis.
20	The distribution of X25 is the same across categories of A2.	.001	Reject the null hypothesis.
22	The distribution of X27 is the same across categories of A2.	.030	Reject the null hypothesis.
25	The distribution of X30 is the same across categories of A2.	.032	Reject the null hypothesis.
27	The distribution of X32 is the same across categories of A2.	.039	Reject the null hypothesis.
28	The distribution of X33 is the same across categories of A2.	.041	Reject the null hypothesis.
36	The distribution of X41 is the same across categories of A2.	.037	Reject the null hypothesis.
38	The distribution of X43 is the same across categories of A2.	.021	Reject the null hypothesis.

- a. The significance level is .050.
b. Asymptotic significance is displayed.

The majority of the participants in the survey had a British nationality and the total participants had 38 different nationalities (see Figure C below).

Figure C: Nationality of the participants in the survey

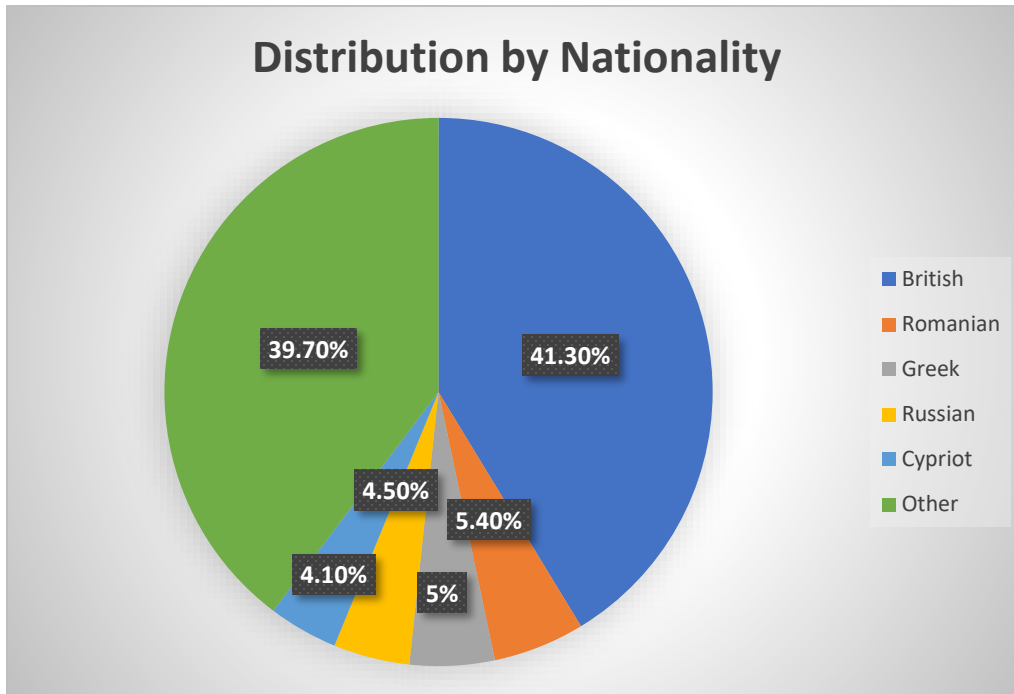


Figure D shows that the majority of participants travel to Cyprus for pleasure (78.9%), family visit (11.2%), business (8.3%) and volunteer work(1.7%).

Figure D: What was the main purpose of your travel to Cyprus?

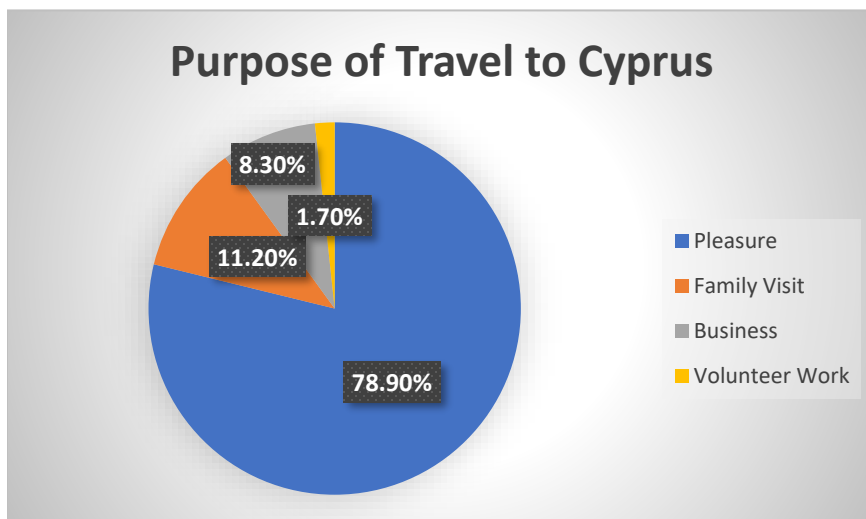


Figure E reveals that the majority of participants stay at 4-star hotel or above (33.1%), rented flat (20.2%), hotel apartment (18.2%) and friends/family house (13.6%).

Figure E: During your trip to Cyprus which type of accommodation did you mainly use?

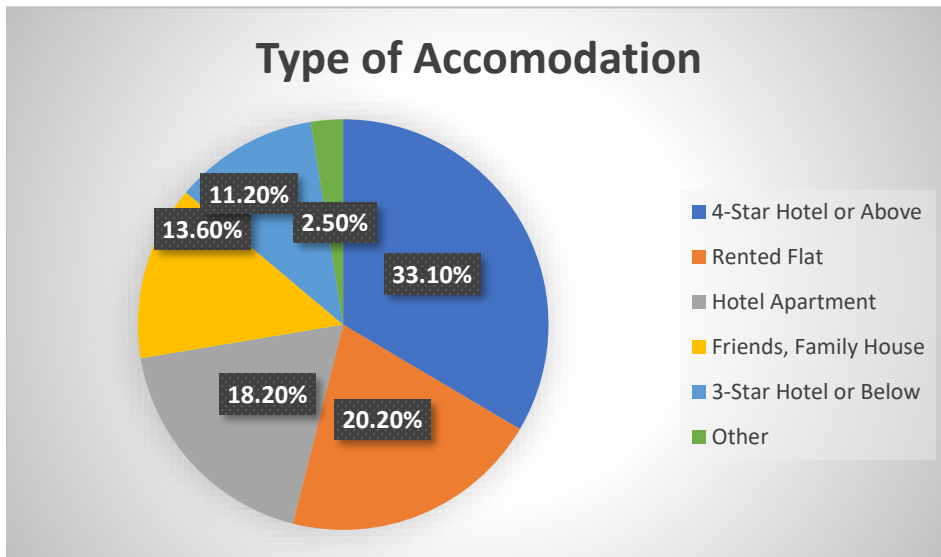


Figure F shows that participants went to Cyprus for 7 days (66), 14 days (37), 10 days (22), 8 days (16) and 4 days (16).

Figure F: What was your length of stay in Cyprus?

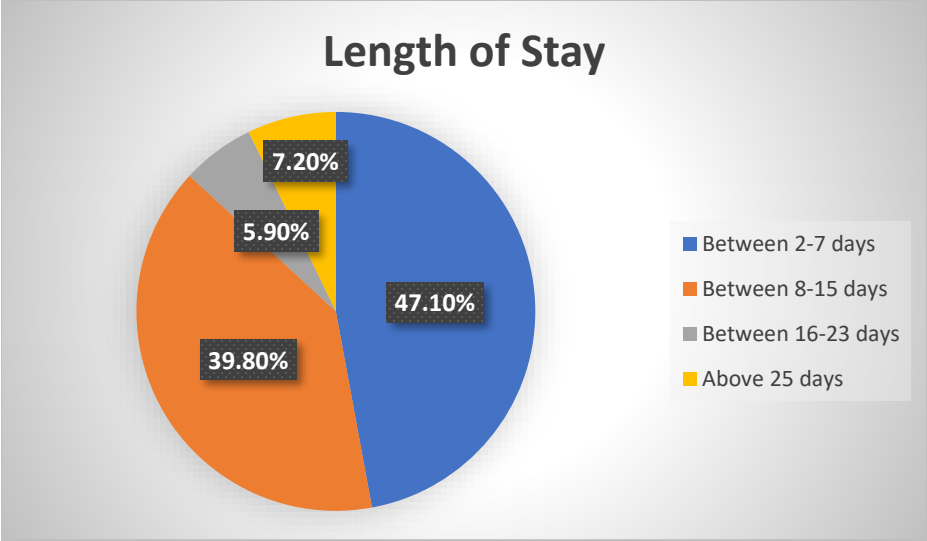


Figure G below reveals that the tourist traveled with family and children (41.7%), husband/ wife (21.5%), friends (20.2%) and alone(13.2%).

Figure G: Whom did you travel with?

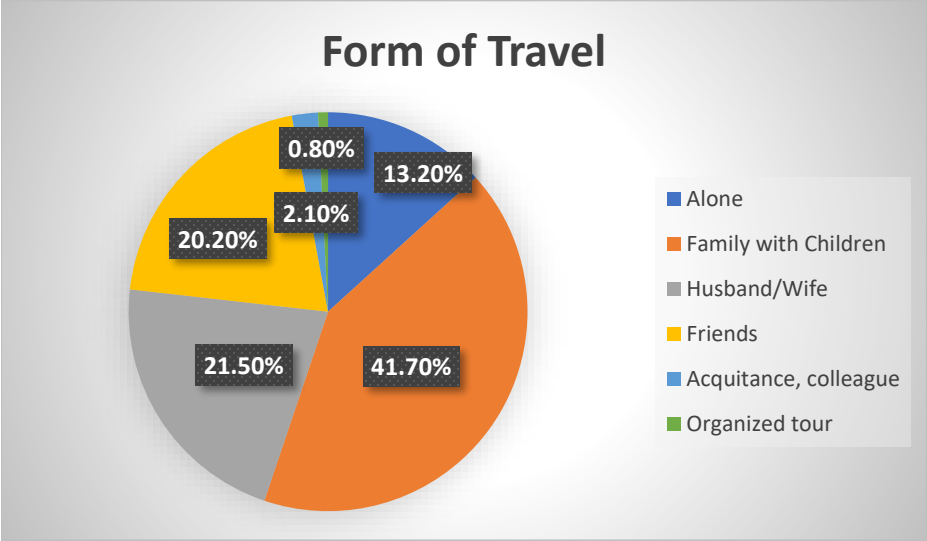
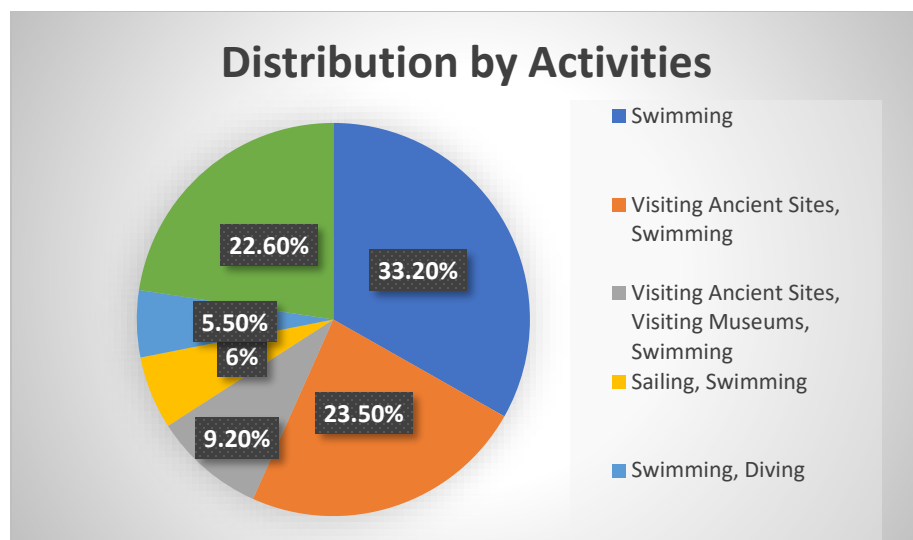


Figure H reveals that the majority of the participants in the survey used the following activities i.e. swimming (33.2%) and visiting ancient sights and swimming (23.5%).

Figure H: What activities did you participate in?



4.2 Test of hypotheses using linear regression analysis.

The study uses linear regression analysis of SPSS 27 to test the hypotheses. The following nine equations in Table 3 (see column 3) are formed to test the hypotheses. Based on Table 3 the following relationships are statistically significant at the 95% confidence level i.e. O1 to RE, HE to BI, LC to BI and RE to BI. In addition, the following relationships are statistically significant at the 90% confidence level i.e. O1 to HE, A1 to ME, and O1 to ME. Consequently, the following hypotheses are supported at the 95% and 90% confidence levels i.e. H2 (this hypothesis is partially supported as the relationship A1 to ME is significant), H5 (this hypothesis is partially supported as the relationships O1 to RE, O1 to HE and O1 to ME are significant), H6 (this hypothesis is fully supported as the relationship HE to BI is significant), H6 (this hypothesis is fully supported as the relationship HE to BI is significant) and H8 (this hypothesis is fully supported as the relationship LC to BI is significant) and H9 (this hypothesis is fully supported as the relationship RE to BI is significant). The rest of hypotheses i.e. H1, H3, H4, H7, H10, H11, H12 and H13 are not supported.

Table 3 Relationships and results

Personality Traits 1	Items of each Construct 2	Relationships and Results 3
E1=Extraversion	X6: I am the life of the party X7: I don't talk a lot X8: I talk to a lot of people at parties X9: I keep in the background	BI=E1+A1+C1+N1+O1 (Note 1, see Appendix A) Based on Note 1 all relationships are statistically non-significant.
A1=Agreeableness	X10: I sympathize with others' feelings X11: I am not interested in other people's problems X12: I feel others' emotions	

	X13: I am not really interested in others	
C1=Consciousness	X14: I get chores done right away X15: I often forget to put things back in their proper place X16: I like order X17: I make mess of thinks	
N1=Neuroticism	X18: I have frequent mood swings X19: I am relaxed most of the time X20: I get upset easily X21: I seldom feel blue	
O1=Openness	X22: I have a vivid imagination X23: I am not interested in abstract ideas X24: I have difficulty of understanding abstract ideas X25: I do not have a good imagination	
Memorable Tourism Experiences 1	Items of each Construct 2	Relationships 3
HE=Hedonism	X26: I was thrilled about having a new experience in Cyprus X27: I took part in activities X28: I really enjoyed the trip X29: I had an exciting trip	HE=E1+A1+C1+N1+O1 (Note 2, see Appendix A) Based on Note 2 all relationships are statistically non-significant except the relationship O1 to HE which is statistically significant at the 90% confidence level.
NO=Novelty	X30: I had a once-in-lifetime experience X31: I had a unique experience X32: My trip was different from previous trips X33: I experienced something new	NO=E1+A1+C1+N1+O1 (Note 3, see Appendix A) Based on Note 3 all relationships are statistically non-significant.
LC=Local Culture	X34: I had a good impression about the local culture X35: I had a chance to closely experience the local culture X36: Locals in Cyprus were friendly to me	LC=E1+A1+C1+N1+O1 (Note 4, see Appendix A) Based on Note 4 all relationships are statistically non-significant.

RE=Refreshment	X37: I relieved stress during the trip X38: I felt free from daily routine during the trip X39: I had a refreshing experience X40: I felt better after the trip	RE=E1+A1+C1+N1+O1 (Note 5, see Appendix A) Based on Note 5 only the relationship O1 to RE is statistically significant at the 95% confidence level.
ME=Meaningfulness	X41: I felt that I did something meaningful X42: I felt that I did something important X43: I learned something new about myself from the trip	ME=E1+A1+C1+N1+O1 (Note 6, see Appendix A) Based on Note 6 only the relationships A1 to ME and O1 to ME are statistically significant at the 90% confidence level.
IN=Involvement	X44: I visited a place that I really wanted to visit X45: I enjoyed activities that I really wanted to do X46: I was interested in the main activities offered	IN=E1+A1+C1+N1+O1 (Note 7, see Appendix A) Based on Note 7 all relationships are statistically non-significant.
KN=Knowledge	X47: I gained a lot of information during the trip X48: I gained a new skill(s) from the trip X49: I experienced new culture(s)	KN=E1+A1+C1+N1+O1 (Note 8, see Appendix A) Based on Note 8 all relationships are statistically non-significant.
Behavioral Intentions 1	Items of each Construct 2	Relationships 3
BI=Behavioral Intentions	X50: I will recommend Cyprus to other people 51. I will say positive things about Cyprus to other people 52. I will encourage friends and relatives to visit Cyprus	BI=HE+NO+LC+RE+ME+IN+KN (Note 9, see Appendix A) Based on Note 9 the relationships HE to BI, LC to BI, RE to BI and KN to BI are statistically significant at the 95% confidence level. In addition, the relationships NO to BI, ME to BI and IN to BI are statistically non-significant.

Chapter 5

5 Conclusion

5.1 Conclusion and Discussion

In the present tourism industry, tourism experiences shape the value, preferences and image of tourism destinations. Furthermore, a particular tourism destination is capable of generating memorable tourism experiences and the respective destination could attract more tourists in the long-run because of their motivation to revisit the tourism destination and recommendation for the respective destination to others. Therefore, the primary purpose of companies operating in the tourism destination is to generate memorable tourism experiences. In this regard, the research concentrated on identifying the potential relationships among the personality traits of tourists, the memorable tourism experiences and the behavioral intentions of tourists. In particular, the research analyzed whether the personality traits through memorable tourism experiences are capable of generating and shaping the behavioral intentions of tourists in the case of the tourism destination of Cyprus.

The research collected primary data through a survey which was distributed among 252 respondents whom eventually 242 of them have fully completed the questionnaire. The sample of this study was selected through a convenient non-probability sampling technique. The gathered data was analyzed through linear regression model. The conceptual model of the study has included three constructs i.e. personality traits, memorable tourism experiences and behavioral intentions.

The results of the linear regression analysis indicated that personality traits do not have statistically significant relationship with most of the items of memorable tourism experiences in case of Cyprus. This implies that the personality traits are not capable of shaping and directing the memorable tourism experiences. This finding indicated that memorable tourism experiences of tourists are not dependent on the personality traits of tourists. One could argue that this is happening due to the fact that the tourist satisfaction and the attraction towards tourist destinations are regularly shaped by the uniqueness, comfort, and other characteristics of the corresponding destination. However, it should be highlighted that the two dimensions of personality traits, particularly, agreeableness and openness have been found in this study to have statistically significant relationship with memorable tourism experiences of tourists.

Furthermore, the linear regression analysis (see Table 3 above) reveals that four dimensions of memorable tourism experiences i.e. hedonism, local culture, refreshment and knowledge are significantly related to behavioral intentions. However, three dimensions of memorable tourism experiences, specifically novelty, meaningfulness and involvement are not significantly related to behavioral intentions.

5.2 Theoretical and managerial implications

5.2.1 Theoretical implications

Regarding the theoretical implications of this study one can think about the reasons why the personality characteristics of tourists do not play a significant role to their influence on MTEs. Therefore, the constructs of personality traits are not so impactful to MTEs.

Additionally, the finding that the three dimensions of memorable tourism experiences i.e. novelty, meaningfulness and involvement are not significantly related to personality traits, highlights the problem of the synthesis of MTEs which is also highlighted in different studies (Sthapit et al., 2019). Besides, the findings of the research contradict with the findings and generalizations of the study conducted by Kvasova (2015), which highlighted the positive and statistically significant relationship between memorable tourism experiences and personality traits. In particular, as the research identified that the MTE does not have statistically significant impact on the personality traits of tourists visiting Cyprus. However, another finding of the research that highlights the positive and statistically significant relationship between MTE and behavioral intentions complies with the findings of Coudounaris and Sthapit (2017), Sthapit et al. (2019) and Yu et al. (2019).

5.2.2 Managerial implications

Travel agencies in Cyprus and UK should exploit the findings of this study in relation to the findings of the test of hypotheses. In particular, personality traits such as Agreeableness and Openness do significantly influence MTEs which means that travel agencies should think how to get advantage on these personality traits of tourists. For example, travel agencies can motivate tourists with these personality characteristics to re-visit Cyprus in future. In general, it could be highlighted that the memorable tourism experiences could be used as a primary tool for shaping the behavioral intentions of tourists visiting the respective tourism destination. Besides, the tourism agencies and other organizations operating in the tourism industry in Cyprus should disregard the potential relationship between the MTE and personality traits of tourists visiting Cyprus and more concentrate on the using memorable tourism experiences as a tool for shaping the behavioral intentions of potential tourists.

5.3 Limitations

This study has one limitation. The limitation is the use of the confirmatory factor analysis (CFA) as I was not able to perform it as there was a need for further study hours to learn and use the program of AMOS 27. Therefore, the lack of extra resources was a barrier to run the CFA or any other structural equation modeling so that to conclude more accurately on the test of the fit of model and the test of hypotheses.

5.4 Future research

As a future study I propose the analysis of the data using confirmatory factor analysis of AMOS 27. This analysis will show whether there is a very well fit of the data to the model (see Figure 1). There is also possibility to test again the hypotheses through the covariance matrix. A future study should be the more detail investigation of personality traits i.e. Agreeableness and openness.

It seems that males and females behave in a different way (see Table A1). Therefore, further investigation should be made in the future regarding males versus females. Regarding the young versus the old participants have less significant differences from males/ females among the same 47 items of the model.

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Appendix A: Results of Regression Analysis

Appendix A: Linear Regression Analysis

Note 1: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.160	.691		7.464	.000
	E1	.148	.101	.097	1.468	.143
	A1	.064	.098	.044	.656	.513
	C1	.011	.112	.006	.095	.925
	N1	-.009	.085	-.007	-.108	.914
	O1	.039	.090	.029	.436	.664

a. Dependent Variable: BI

Note 2: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.694	.624		5.917	.000
	E1	.104	.091	.075	1.145	.254
	A1	.142	.089	.105	1.601	.111
	C1	.096	.101	.062	.950	.343
	N1	-.022	.077	-.019	-.288	.773
	O1	.141	.081	.116	1.741	.083

a. Dependent Variable: HE

Note 3: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.077	.873		2.378	.018
	E1	.141	.127	.072	1.104	.271
	A1	.126	.124	.067	1.011	.313
	C1	.139	.141	.064	.985	.326
	N1	.107	.107	.066	1.001	.318
	O1	.154	.114	.090	1.358	.176

a. Dependent Variable: NO

Note 4: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.690	.738		6.354	.000
	E1	.139	.108	.085	1.289	.199
	A1	.171	.105	.108	1.632	.104
	C1	-.133	.119	-.073	-1.114	.266
	N1	-.057	.091	-.041	-.623	.534
	O1	.047	.096	.032	.485	.628

a. Dependent Variable: LC

Note 5: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.764	.710		5.298	.000
	E1	.100	.104	.063	.968	.334
	A1	.008	.101	.005	.075	.940
	C1	.172	.115	.097	1.501	.135
	N1	-.027	.087	-.020	-.311	.756
	O1	.211	.092	.152	2.282	.023

a. Dependent Variable: RE

Note 6: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.782	.874		3.184	.002
	E1	.162	.127	.083	1.273	.204
	A1	.237	.124	.125	1.910	.057
	C1	-.087	.141	-.040	-.618	.537
	N1	-.060	.107	-.037	-.556	.579
	O1	.214	.114	.125	1.880	.061

a. Dependent Variable: ME

Note 7: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.356	.801		4.189	.000
	E1	.176	.117	.099	1.509	.133
	A1	.129	.114	.075	1.128	.260
	C1	-.023	.130	-.012	-.178	.859
	N1	-.007	.098	-.005	-.071	.943
	O1	.156	.104	.100	1.498	.136

a. Dependent Variable: IN

Note 8: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.107	.806		3.856	.000
	E1	.067	.118	.038	.572	.568
	A1	.091	.115	.053	.791	.430
	C1	-.036	.130	-.018	-.274	.784
	N1	.126	.099	.085	1.273	.204
	O1	.060	.105	.039	.573	.567

a. Dependent Variable: KN

Note 9: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.170	.295		3.970	.000
	HE	.261	.070	.239	3.743	.000
	NO	-.058	.044	-.075	-1.310	.191
	LC	.268	.050	.288	5.316	.000
	RE	.341	.052	.356	6.507	.000
	ME	-.080	.046	-.103	-1.736	.084
	IN	.080	.053	.093	1.517	.131
	KN	.110	.051	.128	2.165	.031

a. Dependent Variable: BI

Appendix B: The questionnaire

Survey basic information

On Personality Traits - Memorable Tourism Experience - Behavioural Intentions

Dear visitor

You are invited to participate in a research study. Your personality traits, past holiday experiences and travel memories to Cyprus are the focus of this study. The results of the study will contribute to the area of visitors' memorable tourism experiences. All responses will be kept confidential. The completion of this questionnaire will take only 10 minutes of your time and your assistance is much appreciated. Please answer all questions.

Information on respondents: ([edit](#))

Gender

Age

Education level

Occupation

Nationality

1. What was the main purpose of your travel to Cyprus?

- Pleasure
- Family visit
- Volunteer work
- Business

2. During your trip to Cyprus which type of accommodation did you mainly use?

- 4 star hotel or above
- 3 star hotel or below
- hotel apartment
- rented flat
- friends, family house

3. What was your length of stay in Cyprus? (in days)

4. Whom did you travel with?

- Alone
- Husband/wife
- Family with children
- Friends
- Acquaintance, colleague
- Organized tour

5. What activities did you participate in ? (many answers possible)

- Diving
- Sailing
- Visiting ancient sights
- Visiting museums
- Swimming
- Other

6. I am the life of the party

1 2 3 4 5 6 7
Strongly disagree Strongly agree

7. I don't talk a lot

1 2 3 4 5 6 7
Strongly disagree Strongly agree

8. I talk to a lot of different people at parties

1 2 3 4 5 6 7
Strongly disagree Strongly agree

9. I keep in the background

1 2 3 4 5 6 7
Strongly disagree Strongly agree

10. I sympathize with others' feelings

1 2 3 4 5 6 7
Strongly disagree Strongly agree

11. I am not interested in other people's problems

1 2 3 4 5 6 7
Strongly disagree Strongly agree

12. I feel others' emotions

1 2 3 4 5 6 7
Strongly disagree Strongly agree

13. I am not really interested in others

1 2 3 4 5 6 7
Strongly disagree Strongly agree

14. I get chores done right away

1 2 3 4 5 6 7
Strongly disagree Strongly agree

15. I often forget to put things back in their proper place

1 2 3 4 5 6 7
Strongly disagree Strongly agree

16. I like order

1 2 3 4 5 6 7
Strongly disagree Strongly agree

17. I make a mess of things

1 2 3 4 5 6 7

Strongly disagree Strongly agree

18. I have frequent mood swings

1 2 3 4 5 6 7

Strongly disagree Strongly agree

19. I am relaxed most of the time

1 2 3 4 5 6 7

Strongly disagree Strongly agree

20. I get upset easily

1 2 3 4 5 6 7

Strongly disagree Strongly agree

21. I seldom feel blue

1 2 3 4 5 6 7

Strongly disagree Strongly agree

22. I have a vivid imagination

1 2 3 4 5 6 7

Strongly disagree Strongly agree

23. I am not interested in abstract ideas

1 2 3 4 5 6 7

Strongly disagree Strongly agree

24. I have difficulty understanding abstract ideas

1 2 3 4 5 6 7

Strongly disagree Strongly agree

25. I do not have a good imagination

1 2 3 4 5 6 7

Strongly disagree Strongly agree

26. I was thrilled about having a new experience in Cyprus

1 2 3 4 5 6 7

Strongly disagree Strongly agree

27. I took part in activities

1 2 3 4 5 6 7

Strongly disagree Strongly agree

28. I really enjoyed the trip

1 2 3 4 5 6 7

Strongly disagree Strongly agree

29. I had an exciting trip

1 2 3 4 5 6 7
Strongly disagree Strongly agree

30. I had a once-in-a lifetime experience

1 2 3 4 5 6 7
Strongly disagree Strongly agree

31. I had a unique experience

1 2 3 4 5 6 7
Strongly disagree Strongly agree

32. My trip was different from previous trips

1 2 3 4 5 6 7
Strongly disagree Strongly agree

33. I experienced something new

1 2 3 4 5 6 7
Strongly disagree Strongly agree

34. I had a good impression about the local culture

1 2 3 4 5 6 7
Strongly disagree Strongly agree

35. I had a chance to closely experience the local culture

1 2 3 4 5 6 7
Strongly disagree Strongly agree

36. Locals in Cyprus were friendly to me

1 2 3 4 5 6 7
Strongly disagree Strongly agree

37. I relieved stress during the trip

1 2 3 4 5 6 7
Strongly disagree Strongly agree

38. I felt free from daily routine during the trip

1 2 3 4 5 6 7
Strongly disagree Strongly agree

39. I had a refreshing experience

1 2 3 4 5 6 7
Strongly disagree Strongly agree

40. I felt better after the trip

1 2 3 4 5 6 7

Strongly disagree Strongly agree

41. I felt that I did something meaningful

1 2 3 4 5 6 7

Strongly disagree Strongly agree

42. I felt that I did something important

1 2 3 4 5 6 7

Strongly disagree Strongly agree

43. I learned something about myself from the trip

1 2 3 4 5 6 7

Strongly disagree Strongly agree

44. I visited a place that I really wanted to visit

1 2 3 4 5 6 7

Strongly disagree Strongly agree

45. I enjoyed activities that I really wanted to do

1 2 3 4 5 6 7

Strongly disagree Strongly agree

46. I was interested in the main activities offered

1 2 3 4 5 6 7

Strongly disagree Strongly agree

47. I gained a lot of information during the trip

1 2 3 4 5 6 7

Strongly disagree Strongly agree

48. I gained a new skill(s) from the trip

1 2 3 4 5 6 7

Strongly disagree Strongly agree

49. I experienced new culture(s)

1 2 3 4 5 6 7

Strongly disagree Strongly agree

50. I will recommend Cyprus to other people

1 2 3 4 5 6 7

Strongly disagree Strongly agree

51. I will say positive things about Cyprus to other people

1 2 3 4 5 6 7

Strongly disagree Strongly agree

52. I will encourage friends and relatives to visit Cyprus

1 2 3 4 5 6 7
Strongly disagree Strongly agree

THANK YOU FOR YOUR ASSISTANCE IN THIS SURVEY

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