THE RELATIONSHIP BETWEEN PERSONALITY TYPES AND CONSUMER BEHAVIOR IN TOURISM

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Vzťah medzi osobnostnými typmi a spotrebiteľským správaním v turistickom ruchu

Abstract: *The relevance of the research is justified by the fact that according to current studies, the perceptions of consumers are unique and their own value system and personality is becoming increasingly important. Companies are more and more open to this perception because their goal is to maximize profits by providing more efficient service. In our opinion in the case of the mostly service based tourism industry firms should take the personality of their consumers more and more into account to be able to communicate uniquely and effectively. We were curious about the differences between the types of personalities in the field, how the respondent has consumer behavior in the use of the tourism superstructure. The identification of the personality type was based on the test of the Big Five Factors 30 items set based on the NEO PI R survey. The results support the fact that there are differences, especially those with the Extraversion factor, with varying behaviors.*

Keywords: *accommodation services, catering, personality*

JEL Classification: Z 33, M 31, R 53

1 Introduction

In recent years several researchers have pointed out that a consumers' personality may have a significant impact on their buying decisions. This

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topic has not yet been thoroughly investigated. By identifying personality types, it becomes possible to individually examine consumers and build non-standard models. In our primary research we focused on the question how personality influences the consumption of the primary tourism superstructure (accommodation services and catering) on a sample of almost 800 respondents. There is a lot to be said about spending what kind of service it takes.

2 Literature Review

Our research consists of two main areas. One is the usage of the primary tourism superstructure, the other is the definition of the personality of consumers. In the first half of our questionnaire, we put multiple choice questions about primary tourism superstructure, while in the second half there are personality test questions. We chose the Big Five Factors test because it is used in the most commonly way that it has an easy and fast filling out method, but it also depends on the number of items. Researchers usually used and recommended this in the literature research, especially in case of looking at the relationship with the attitude [17], [23], [21], [12, 13].

2. 1 Big Five Factor construct

The five factors are Neuroticism, Extraversion, Openness, Conscientiousness, and Agreeableness. Neuroticism is a type in which an individual, in a psychological sense, constantly clings to and feels the danger at all, is an unstable feature in itself. These types of people are insecure, worrying, pessimistic, and depressed. Extraversion is a type of person who is trying to make a lot of intense interpersonal interaction, easily becoming friends with others, characterized by friendliness, sociability, speech, and ambitiousness. The Openness people are proactive, proactive in their novelty, characterized by their imaginative, curious, inquiring, original and wide-ranging eyes. Agreeableness refers to an individual seeking to empathize with others in all respects, characterized by their co-operative, responsive, flexible, good-natured and tolerant nature. Finally, Conscientiousness is an inclination to exploit the performance of an individual efficiently and in a detailed way, characterized by accuracy, reliability, determination and result constraint [23], [10].

2. 2 The impact of personality traits on general topics

Big Five Factors and personality type analyses have two different subgroups

of articles. One includes articles that try to reduce differing cultural and linguistic differences by further developing the questionnaire structure or by themselves say that there is enough to be a maximum of two main factors. These are mainly earlier published articles [9]; Digman, [7], and these were further thought out by Goldberg [10], Costa and McCrae [4, 5, 6], but there is also a researcher arguing for the reduction of factors today [18]. The differences between cultures were measured by Caprara et al. [3] who found that scale-level analysis demonstrates the Italian, American, German, and Spanish versions of the BFQ having factor structures that are fully comparable. Gosling et al. [15] on various samples asked several ways for shorter and longer versions of questionnaires. In the Netherlands, accurate translations were tested to see which term can be rephrased or reworded if you fill in the questionnaire in your own language [1]. The development and research of the personality-type analysis was primarily due to the examination of the workplace atmosphere and the motivation of the employees. In case of the Big Five Factors, the main researchers wanted to look at individual attitudes to seek different options. Costa and McCrae [6] considered the basic NEO-PI-R test to determine the optimal match between person and occupation. Next, measuring the effects of personality type on job performance [19], where three personality dimensions, namely Emotional Stability, Openness to Experience and Agreeableness, explained 28% of the variance in participants' management performance. In a meta-analysis study [2] one dimension out of the five, the Conscientiousness, showed consistent relations with all job criteria (namely job proficiency, training proficiency, personnel data) through all occupational type from policeman to sales, and the other factors are varied by the occupational groups. Siddiqui [21] investigated how personality affects satisfaction in case of making use of a service. The author investigated the attitudes towards mobile phone and credit card providers. The results of the satisfaction and the results obtained in the identification of the personality type were analyzed in a regression model, looking for relationships and positive-negative co-movements between the factors by analyzing the elements of the personality factors separately and not as a single factor. Another previous study [17] examined only the effects of the Extraversion and the Neuroticism factor on the positive and negative emotions of the five factors. Only these two factors were taken into consideration, because researchers found these the most universal personality factors out of the five. Satisfaction with this research was only indirectly influenced by the type of personality. The study on motivation page [23] also revealed that Extraversion, Openness, Conscientiousness and Agreeableness can be a positive factor while Neuroticism is rather negative in the beginning of a behavior.

2.3 Case studies in the tourism industry

The measurement and analysis of personality types is a long-forgotten area, but its economic or managerial use is being sought recently. Person-related, value-related areas have only been examined for the last few years in a minimal level [8], previously used primarily as seen in the job performance. In the tourism sector, which is particularly depending on serving and personal interaction, it is especially important to get to know the supply side as the innermost motivation of emerging and potential demand. These motivations and attitudes depend more on personality. Jani and Han [12] tried to analyze Big Five Factors' effects on cognitive and affective perceptions and responses in a 5-star hotel in South Korea. The purpose of the study was to set up a model that defines relationships between satisfaction, emotions, cognitive responses, behavior, and social comparison. In recent research by Jani and Han [12] however, they studied the direct impact of personality types on satisfaction. They tried to look at the direct impact of all five factors, not just two, as all of the few studies that deal with it. Out of the five factors (Extraversion, Openness, Conscientiousness, and Agreeableness) the positive effect was studied, while the Neuroticism was the negative.

2. 4 Categorization of the tourism infrastructures

To structure the supply side, we used the categorization of Kaspar [14] and Michalkó [16]. Figure 1 below illustrates the building of the material conditions of tourism. Attraction is central to supply. It can be grouped according to their origin, whether it is made by man or nature. It may have regional, national, international, and global types. Infrastructure involves the technical build-up and technical provision of a given settlement or facility, which includes all the tools and networks that ensure the everyday life, production and service uninterruptedness, and improving the living conditions of society. Here we refer to line networks, public utilities and transport systems. Within a tourist infrastructure, we mean the facilities that make the attraction, sale and ultimately marketability of attraction. As a result, attractants become tourist products and are marketed. It may be static (spas, congress centers, museums) or dynamic (transport modes) tourist infrastructure elements. The concept of tourism superstructure was introduced by Kaspar [14] into the conceptual structure of tourism theory. In a tourist superstructure, we consider the accommodation and catering industry of the given destination, as well as the totality of services that characterize the tourist's stay. As the primary superstructure of tourism, we interpret the units involved in accommodation and catering as these are the inseparable objects of a successful conduct of

guest turnover that in most cases show a strong symbiosis with each other and the tourist infrastructure. Without the primary superstructure, it is very problematic to interpret an area as a tourist destination and to measure traffic there. One of the most important tourism theoretic feature of the primary superstructure is the possibility, that if certain conditions are met, they may become a tourist attraction. As a secondary superstructure, it is possible to interpret the services of a tourist destination used by tourists in the retail supply, in order to meet their personal needs or to facilitate the local and regional promotion of location. Secondary superstructure notably contributes to the spatial differentiation of guest spending and movement, and may in some cases contribute to extending the time of stay.

Figure 1

Building of the material conditions of tourism
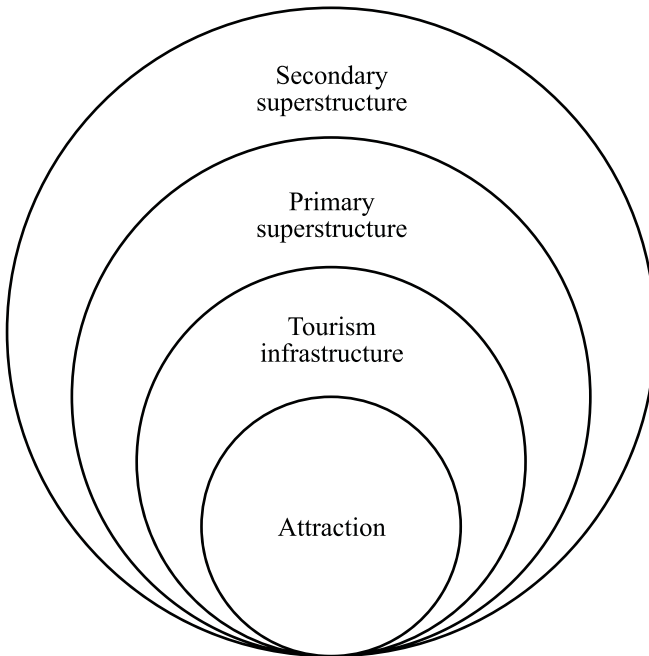
3 Research Method

Due to the nature of our research, we applied the conducting, and in particular, the descriptive method. Within this, two categories are distinguished by the literature: questioning and observation. We chose the questioning method in which respondents get different questions about their behavior, intentions, attitudes, knowledge, motivation, experience and demographic and lifestyle

characteristics. These are spoken, written or computerized, and responses are available in the same forms. The questioning is typically structured, which means that the data collection process is standardized on some level [15]. As a method of questioning, we used the electronic questionnaire, via the Internet. The general characteristics of this questioning method include that the data collection is moderately flexible, the degree of controllability of field researchers is high and the influence of the physical stimulus is moderate. The disadvantage is that the response rate is very low, the sample is available in medium or low numbers, and if you want to extract too much data, the rate of leaving the questionnaire filling is high. The advantage is that there is a low response to social expectations, a high probability of asking sensitive issues, a very fast process and a low cost [15]. These benefits were important because our research on personality test (which makes up half of the our questions) gives less distorted or false information, as in this case as we deal with anonymous, online, and sensitive issues [12].

The Big Five Factors Test consists of simple, short statements. Although usually the simple statements are psychometrically inferior to the more complex statements, they still have several advantages. It fills the responder with less fatigue, less frustration for not answering to tedious, frustrating, consecutive, easy-to-answer questions. The test builds from the simple 10 set-up methods to up to 240 statements. The most well-known is the 240 claims set by Costa and McCrae in 1992. Then, from the 240 statements, the final phase will be reduced to thirty, which is virtually a factor of thirty, and then divided into five major factors. We asked these 30 factors in our research that would have to score on a scale of 1 to 7 as in the abbreviated ten items [11]. The original filling takes approximately 45 minutes. This has a reduced 60-bit version, but the Goldberg 100's claiming test line is among the most well-known examples. The complex reduction of these complexes resulted from the set of lines 44, 30, 25, 10 and 5, primarily due to testing on the internet, where it counts in order to get results easier and faster. For factoring, it is necessary to test the reliability of the coated variables prior to testing the reliability based on internal consistency. For this test, the scale obtained by summing up multiple items is evaluated. In this case, each statement must be consistent, because it measures one-part area of the concept measured by the full scale. It is the Cronbach alpha coefficient, which is the average of the correlation coefficients due to the possible two-step division of scales. Its value is 0,6, but it is good at 0,7 in scales that measure personality type [15].

In addition to the question of personality type, our questionnaire contained six questions about primary tourism superstructure. These are almost all

multiple-choice questions (1. "How long do you travel?", 2. "What type of accommodation do you usually use during your travels?", 3. "What kind of catering do you take while traveling", 4. "How often do you usually eat and drink in a restaurant (café, café, pastry shop, etc.)?", 5. "Who do you travel with?", 6. "How do you organize your trips?"). We were looking at questions 1 and 5 for further link analysis. As the other multiple-choice questions – except for question 4 – we can only look at them with Mann-Whitney to see if there are any differences between the types of personality and the answers to the questions below. The presented researches compare variables by correlation analysis because the personality factors created are compared with scale-type variables and a Likert scale-type question. For questions, it is necessary to look at the answers after normality analyses. We will measure the normality with Kolmogorov and Smirnov test because we have a large sample. Then if the p value is below 0.05, then the distribution is not normal if it is above this. If our distribution is normal then we should use Student's t-test, if not then Mann-Whitney U test, to determine whether the two groups are different. We also have to choose between the two of them for almost all the questions because there are two groups (0 or 1 possible answer in each case). In question 4, ANOVA or Kruskal Wallis should be good as the same before, because we must choose more than two groups in this case. Then, if the p value is below 0.05 then there is a difference between the statements along that variable (personality type). After all these methods of analysis and literature reviews, we look for the following two questions:

RQ$_1$: Is there a difference between the main issues (2, 3, 4, 6) along personality types?

RQ$_2$: Do the control questions (1, 5) influence main questions and personality types beyond the personality type?

Our data collection took place in the first two weeks of December 2017 with the involvement of the university students of the Corvinus University of Budapest and their acquaintances. A total of 978 questionnaires were completed. Of these, 43 were regarded as invalid because they were returned (almost) completely empty. Out of the remaining 935 fills, 169 were taken out because, according to the literature, no more than 40 empty responses can be received when the 240 items NEO PI R test is executed, which would, in our case, mean that at less than five of thirty items the filler could be left empty. Finally, we had 766 valid respondents.

4 Results

4. 1 Sample characteristics

The mean age in the sample was 36.53 years (standard deviation: 19.0), median 24.0. 40.7% male (312), 59.3% female (454). 32.0% are living in Budapest, 31.6% in other cities, 19.8% in the village, 14.1% in the county seat. 30.8% are married and living together, 29.0% unmarried or single, 20.2% are in relationship, but living separately (almost all students), 9.7% are in relationship and living together, 4.3% are widow and 3,8% are divorced. The highest level of education is 59.9% secondary, 28.3% higher, 7.6% basic and 2-2% less than a basic certificate or doctoral degree. 47.3% of the respondents were students, 27.1% were employed, 11.5% were retired and 9.9% were self-employed.

4.2 Creating the personality types factors

First, we measured the personality type factors. At this point, the highest Cronbach alpha has the Conscientiousness factor, which is 0.776, which would not be bigger if we took out any item. For Agreeableness factor, this value is 0.687, which would also not be bigger if we excluded any items. For Neuroticism, 0.669, which would not be bigger without any item. The Cronbach alpha of the Openness factor is 0.647 and if we took out the Actions item, then 0.665 would be the value. The lowest reliability is the Extraversion factor, 0.643, which would be a little bit higher (0.646) when extracting the Warmth item. After all, if we want to look at factors, unfortunately two items in Conscientiousness and three in the other four are needed to be excluded in case the factor reaches the 60% of the explained variance [15]. There are some items whose classification is discussed, such as in the study by Widiger and Trull [22] that Angry Hostility or Impulsiveness items included in the Neuroticism factor may also be included in the Extraversion factor. When the factorization was started, these elements had a small factor weight only in the given factor (less than 0.3, which is no longer acceptable because 0.4 is the critical value), which supports this assumption. We had to make a researcher decision that we would rather lose the Cronbach alpha values per factor (but we would still remain above the acceptable 0.6), but due to the excluded items the ratio of the explained variance increases or we do not exclude any item, we are then working on 6 items, but with a 40% explanation of variance, which is too low. We have chosen the former as we consider statistical compliance more important than the theory. To improve theoretical compliance, it would be necessary to formulate a formal Hungarian word for the given names, which can be clearly understood by the vast majority, so that the Big Five Factor

test becomes easier to standardize. In the absence of this, however, probable misunderstandings could also have occurred during the given response, which resulted in correlation between the items of the different personality factors and values are around 0.3, which are strong values in the psychometrics. In the knowledge of these, we think that the received data does not match the expected factors properly. Table 1 contains the factors and residuals obtained in this way with the indicated Cronbach alpha reliability levels, the explained variance ratio, and the KMO indicator, which is always appropriate. All the factor weights reach the absolute value of 0.4 in all cases.

Table 1

Personality factors

	Cr. Alpha	% of Variance	KMO
Conscientiousness			
Order			
Dutifulness	**0,7645**	**8,76**	**0,773**
Self-Discipline			
Deliberation			
Agreeableness			
Altruism			
Straightforwardness	**0,656**	**60,16**	**0,653**
Trust			
Neuroticism			
Anxiety			
Self-consciousness	**0,6315**	**7,68**	**0,621**
Vulnerability			
Openness			
Aesthetics			
Feelings	**0,6145**	**6,55**	**0,632**
Values			
Extraversion			
Activity			
Gregariousness	**0,6045**	**5,88**	**0,618**
Positive Emotions			

4.3 Testing the research questions

First of all, we have looked at whether the questions to be examined are

normal distributions. For each question, we can say that the large sample used in the Kolmogorov-Smirnov test is 0.000, which means that no normal distribution is followed. This shows that the Mann-Whitney U test and, in one case, the Kruskal-Wallis test, should be used to determine the difference between the responses depending on the personality of the respondent. We have examined four main questions (2, 3, 4, 6). These questions included a total of twenty statements, where more than one answer could be evaluated as if 20 were to be decided yes-no questions. In fourteen cases we can speak of significant (5% significance level) differences over personality types.

Question group 2 examines whether a 4 – 5 star hotel (p value 0.029), a pension (p value 0,047), a campsite (p value of 0.003), an apartment (p value of 0.003) or a friend's house (p value 0.000)is said to be much more extroverted than not, and the one who is not staying at any of these accommodations is the least extroverted. The fact that he is occupying his own friends' and acquaintances' place is also significant in relation to the factor of Openness (p value 0,002) and here the interpretation is similar to as in case of Extraversion. In the case of a person staying in a youth hostel, they are significantly less characterized by Conscientiousness and Agreeableness (p values a 0.003 and 0.050) than those who did not stay at such a place.

As far as Question block 3 is concerned, it is still possible to apply the Mann–Whitney test to someone who cares for his or her care/food (p value 0,009) or breakfast (p value 0,000) or half board (breakfast + 1 main meal (p value 0,001), or All-inclusive care (unlimited food and drink consumption) (p value 0,046, which is just a bit significant) would be rather extroverted than not. Just as self-care (p value 0,049) or half-board (breakfast + 1 main meal) (p value 0,032), similar to the factor of Openness. For the claim of having full benefits at the accommodation, we have obtained an opposite result with the Openness (p value 0.023), Conscientiousness (p value 0.012) and Agreeableness (p value 0.019), that is, the more someone is characterized by this personality trait, the less will he make use of such a service at a level of significance of 5% .There is a great difference between how one chooses and is characterized by the three personality types.

Question 4 was analyzed with the Kruskal-Wallis test for more than two groups could be distinguished, because a total of five claims were related to the question of how often they consume and consume food at a restaurant (cafeteria, confectionery, etc.) during their travels. In this case, there is an extremely high positive factor average for Openness (p value 0,021) and Extraversion (p value 0,008) if one often or very often performs the activity

and a negative value, if rarely or never. For other factors, we cannot talk about significant relationships.

In the question block number 6, the claim that travelling is organized by the workplace, school, association or club (p value 0.028), the factors in the Extraversion factor are characterized by a higher factor average, and there is a significant difference between their responses, depending on the factor and whether this claim is true or not. In case of the statement "organized by themselves, their family and/or other companions (friends, acquaintances)" the four factor, namely Extraversion (p value 0,000), Openness (p value 0,010), Agreeableness (p value 0,023), and Conscientiousness (p value 0,039) is positive, that is, the more you characterize a particular factor ticket, the more it is characteristic of organizing your journey in this way. Overall, the RQ_1 is acceptable because there are significant differences in personality and the manner someone responded.

5 Conclusions, Practical Implications and Further Research Fields

RQ1 proves that in most cases there are significant differences in the Extraversion factor. This may be related to the fact that the remaining three items (Activity, Gregariousness, Positive Emotions) are all tied to activities to which they are positively attached. Looking at the more detailed meaning of the remaining concepts [4]; [5]; [6], the presence of significant, positive, relatively strong relationships is also underlined. For Activity, the high score on the Activity scale means fast pace, vigorous movement, energy, and the need for constant occupation, active people live a quick life. The sign of Gregariousness means joining other people and making it even happier. People with high scores on a Positive Emotions scale easily experience the feeling of happiness, joy and optimism, often and easily laugh. These markers strongly affect the factor because each factor weight lies above 0.6 (Activity – 0.804, Positive Emotions – 0.740, Gregariousness – 0.695). Finally, the literature treats the results with conditions, in such a way that one loves himself and still positively adjusts himself in front others or himself, and sometimes the desired qualities may appear in the filling instead of the actual attributes. This may be particularly true with especially this factor. Still, it can be said that this is the most dominant factor in our pattern. The other types of personality were most closely related to a factor if they were very similar to the logic of the factor, with the main features of the claim, such as the use of a youth hostel, a hostel is probably less representative of Conscientiousness

and Agreeableness on a representative sample. Basically, respondents with Openness are also willing to try out different services. It is important to analyze the factors influencing the selection of tourism services because during this trip, these primary superstructures enjoy most of the tourists' expense [16]. By getting to know the guest or, more generally, the kind of personality that characterizes it the most, it will be easier to effectively promote a tourist service provider or product. In communicating services, you may want to display elements that can engage individuals who are likely to be interested in their personality or simply because of their ability to do so. If this is to be achieved by more targeted communication and access to people, it may lead to higher satisfaction among the guests, which can lead to loyalty and thus make business conduct more efficient and more economical.

Moving on it is worth starting with the lessons learnt from the analysis of the two missed questions. If we examine the two control questions, it can be stated that they are influenced by the personality factors, but these issues are also significantly related to the issues that have just been analyzed in several cases. This means that it may be worthwhile to filter out these statements in the future or look for direct and indirect relationships in a more complex model. As a result, we also have to accept RQ2 as we have been told that not only the types of personality affect the four main questions examined. With the order of the question condition, our aim was to make the two questions inseparable, which are not necessarily relevant to the subject, therefore the one is the first, the other is the fifth in the questionnaire.

During the factor analysis, we had to compromise. We opted for statistical compliance, but we had to put a few ideas on the factors. It should be noted that a few items are used slightly differently than a few Hungarian researches (which are also not uniform in the names), but we have slightly relieved some of the terms, because we thought that very negative phrases might frustrate the honest answers. It should be borne in mind that a large number of young students filled out the questionnaire, who are characterized by quite different personalities than if we had completed a test on a representative sample. Additionally, the misunderstanding of concepts and items could have caused items not to fit well with the factors. It may be worthwhile to carry out as many such research as possible in the future, in order to improve the efficiency and the easier understanding of the Hungarian personality test questionnaire. In relation to this topic, it is useful to set up a model of the effects that appear complexly among the variables under review. Additionally, the questionnaire that is being conducted by a respondent during the trip may be extended to examine further activities.

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