

INTEGRATING PERSONALITY TRAITS, PERCEIVED VALUE, TOURIST EXPERIENCE, AND DESTINATION IMAGE: A FRAMEWORK FOR UNDERSTANDING TOURIST INTENTION

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Abstract

Given the significance of tourism as an economic driver in Thailand, it is crucial to investigate the psychological and experiential factors that shape tourists' decision-making processes. This paper proposes a conceptual framework aimed at understanding tourist intentions to revisit and recommend Thailand, by integrating personality traits, perceived value, tourist experience, and destination image. The study intends to understand the influence of positive personality traits on tourists' perceived value and overall satisfaction, which are critical predictors of their intentions to return to or endorse the destination. Based on the literature review, the researchers propose a mixed-methods approach that integrates qualitative findings from semi-structured interviews with quantitative data collected through structured questionnaires. The expected outcome can contribute as a guide for Destination Management Organizations (DMOs) and tourism marketers, offering strategic insights to enhance tourist satisfaction and loyalty in a competitive global environment. By clarifying the interrelations and mediation analysis among these essential variables, this research aims to contribute to improve theoretical model to provide a deeper understanding of tourist behavior and implications for sustainable tourism development in Thailand.

Keywords: Tourist intention, personality traits, perceived value, tourist experience, destination image

Introduction

Tourism plays a crucial role in the global economy, driving GDP growth, creating jobs, and fostering cultural exchange. Thailand, in particular, has become a top destination, drawing millions of international visitors each year. With its vibrant cultural heritage, stunning landscapes, and renowned hospitality, the country offers a wealth of experiences to appeal to a diverse range of travelers. However, as the global tourism market becomes more competitive, understanding the key factors that shape tourists' decisions and intentions has never been more important.

Understanding tourist intention is crucial for effective destination management, as highlighted by Buhalis (2000). Gaining insights into tourist behavior helps inform marketing strategies and improve service offerings, which is especially important for stakeholders like Destination Management Organizations (DMOs) and tourism businesses. By predicting tourists' intentions to revisit and recommend a destination, businesses can foster greater customer loyalty and contribute to sustainable tourism development.

This research aims to bridge the gap between theoretical frameworks and practical applications by exploring the interplay of various factors—specifically, personality traits, perceived value, tourist experience, and destination image. Understanding how these elements

interact is vital for developing effective marketing strategies that resonate with potential travelers. The objective of this paper is to develop a comprehensive framework that integrates these critical variables, drawing from existing literature to clarify their connections.

The study focuses on international tourists who have visited Thailand, particularly in popular destinations such as Bangkok. It examines how positive personality traits—such as extraversion and openness—affect tourists' perceived value of their experiences, overall satisfaction, and intentions to revisit or recommend the destination. The significance of personality traits in shaping consumer behavior has been increasingly recognized in both psychology and marketing, as noted by Engel James et al. (1986). Positive personality traits can enhance tourist experiences, leading to greater satisfaction and a higher likelihood of recommending the destination to others.

Furthermore, the study explores the concept of perceived value, defined as the benefits tourists derive from their experiences relative to the costs incurred. Research indicates that perceived value significantly influences satisfaction and loyalty in tourism contexts (Munar & Jacobsen, 2014). By examining how perceived value interacts with tourist experience and destination image, this research aims to provide a nuanced understanding of the factors contributing to tourists' intentions. The findings are expected to provide valuable insights for stakeholders, enabling them to boost tourist satisfaction and loyalty through targeted marketing strategies and enhanced service offerings.

The paper is organized as follows: it begins with a thorough literature review that synthesizes existing research on tourist intentions, personality traits, perceived value, and destination image. This is followed by a detailed presentation of the proposed conceptual framework, which aims to guide both future research and practical applications. The paper concludes with a summary of key findings and offers recommendations for future research directions.

Literature Review

The tourism industry is increasingly recognized as a complex and multifaceted sector that significantly impacts economies worldwide. Understanding the factors influencing tourist behavior is essential for stakeholders aiming to enhance visitor experiences and ensure sustainable tourism development. This literature review explores key concepts related to personality traits, perceived value, tourist experience, and destination image, all of which play a critical role in shaping tourists' intentions to revisit and recommend destinations, particularly in the context of Thailand.

1. Personality Traits

The Big Five Personality Traits Model categorizes personality into five primary dimensions: extraversion, agreeableness, conscientiousness, openness to experience, and neuroticism. Each trait profoundly influences individual behaviors and preferences, particularly in travel contexts (McCrae et al., 2005).

- Extraversion is associated with sociability and enthusiasm, leading extraverted tourists to seek social interactions and group activities, which enhances their overall travel experience (Kim et al., 2012).

- Agreeableness reflects a tendency towards compassion and cooperation, fostering positive interactions with locals and fellow travelers, thereby increasing satisfaction levels (Tang & Lam, 2017).

- Conscientiousness involves being organized and responsible, often resulting in well-planned trips that maximize experience and lead to higher satisfaction (Lin & Kuo, 2016).

- Openness to Experience drives individuals to pursue unique and culturally enriching encounters, enhancing engagement with diverse attractions (Chen & Chen, 2010).

- Conversely, Neuroticism, characterized by emotional instability, may negatively impact satisfaction levels as neurotic individuals may struggle to enjoy their travels due to anxiety or stress.

Previous studies have linked positive personality traits with favorable tourist behaviors. For instance, Verma et al. (2017) found that traits like agreeableness and conscientiousness are positive predictors of intentions to visit green hotels, highlighting the potential for personality-driven marketing strategies in tourism. Wibowo (2023) emphasized the importance of personality traits in influencing the behavioral intentions of Generation Z tourists, indicating that understanding these traits can inform targeted marketing efforts. Wang & Li (2023) state that positive personality traits enhance service orientation, boosting satisfaction and loyalty, which strengthens behavioral intentions like revisiting and recommending destinations.

2. Perceived Value

Perceived value is defined as the overall assessment of the benefits and costs associated with a travel experience from the tourist's perspective (Pujiastuti et al., 2022). It encompasses various dimensions, including monetary, functional, emotional, and social values. Perceived value is crucial, as it directly influences tourist satisfaction and loyalty.

- Monetary value refers to the cost-effectiveness of the travel experience, where tourists evaluate the price relative to the quality of services received.

- Functional value relates to the tangible benefits derived from the experience, such as service quality and amenities.

- Emotional value encompasses the feelings associated with the travel experience, which can create lasting memories and increase the likelihood of revisiting (Chen & Chen, 2010).

Recent research by Caber et al. (2020) highlighted the significance of epistemic value—related to novelty and curiosity—in shaping young tourists' satisfaction and behavioral intentions. The relationship between perceived value and satisfaction is well-documented, with higher perceived value leading to greater satisfaction and positive behavioral intentions (Chen & Tsai, 2007). Understanding the dimensions of perceived value enables practitioners to tailor their services to meet tourists' expectations, ultimately fostering loyalty and repeat visitation. Rasoolimanesh et al. (2023) found that functional and emotional values matter more for international tourists, while social value is key for domestic ones, shaping satisfaction and revisit intentions.

3. Tourist Experience

Tourist experience refers to the overall impression and interactions a tourist has during their visit, encompassing emotional, social, and contextual dimensions. The quality of the tourist experience is a critical determinant of satisfaction and behavioral intentions. The Experience Economy Framework posits that creating engaging and memorable experiences is essential for driving consumer satisfaction (Pine & Gilmore, 1999). Emotional engagement is particularly important, as it shapes post-trip decisions and influences tourists' intentions to revisit (Kwortnik & Thompson, 2009). Köşker et al. (2019) showed that positive personality traits enhance service orientation, leading to greater engagement, satisfaction, and revisit intentions in tourism. Recent studies have emphasized the role of authenticity in shaping memorable experiences, indicating that authentic cultural elements significantly impact tourist satisfaction and loyalty (Supriono et al., 2023).

Furthermore, personality traits have been shown to influence the quality of tourist experiences. Tešin et al. (2023) found that traits like openness to experience and extraversion significantly enhance the quality of memorable tourism experiences, which in turn affects

satisfaction and revisit intentions. This underscores the importance of understanding how personality traits interact with motivational factors to create enriching experiences.

4. Destination Image

Destination image is a crucial factor in shaping tourists' perceptions and intentions. It encompasses cognitive, affective, and conative dimensions. The cognitive image refers to the beliefs and knowledge tourists hold about a destination, while the affective image relates to the emotional responses elicited by the destination. The conative image reflects tourists' behavioral intentions, such as their willingness to visit or recommend the destination (Baloglu & McCleary, 1999). Research consistently shows that a positive destination image enhances satisfaction and increases the likelihood of revisitation (Chen & Chen, 2010). A favorable cognitive image, characterized by appealing and accurate information about the destination, can lead to higher satisfaction levels as tourists find their experiences aligning with their expectations. Moreover, emotional connections fostered through a positive affective image contribute to a more enjoyable experience, further enhancing satisfaction (Stylidis et al., 2017).

Ajkiani Nurfa et al. (2023) demonstrated that a positive destination image significantly contributes to satisfaction, which in turn enhances revisit intentions. This underscores the need for tourism stakeholders to craft appealing destination imagery and provide memorable experiences to boost loyalty and intention to return. Madi et al. (2024) found that perceived ease of use, usefulness, and value influence tourists' intentions and e-WOM. Their study highlights how digital tools like "Jannah Jo" enhance experiences, accessibility, and planning, emphasizing the role of e-WOM in shaping destination image.

5. Satisfaction

Satisfaction plays a pivotal role in the tourism experience, acting as a mediator between various factors such as personality traits, perceived value, and destination image. It is defined as the emotional response resulting from evaluating a travel experience, deeply rooted in tourists' subjective experiences. Research consistently shows that satisfaction significantly influences tourists' intentions to revisit and recommend destinations (Oliver, 1980).

Satisfied tourists are more likely to express intentions to return and advocate for the destination. For instance, studies have highlighted that smart tourism technologies (STTs) enhance tourist satisfaction by providing real-time feedback and personalized recommendations, which in turn strengthens loyalty intentions (Pai et al., 2020). Additionally, satisfaction mediates the relationship between cognitive destination image and revisit intention, as demonstrated in village-based tourism contexts (Zaitul et al., 2022).

Empirical evidence further supports the importance of satisfaction in tourism. Chen & Chen (2010) found that satisfaction mediates the relationship between experience quality and behavioral intentions in heritage tourism. Abdou et al. (2022) noted that perceived service quality significantly impacts satisfaction and behavioral intentions in yoga tourism, highlighting the critical role of satisfaction across diverse tourism domains. Yu et al. (2023) found that Buddhist tourists' satisfaction mediates the link between perceived value and behavioral intentions, highlighting the need for service quality, emotional engagement, and cultural education in religious tourism.

Conceptual Framework

The proposed conceptual framework (see Figure 1) integrates established theories (i.e., Cognitive-Affective Theory and Dispositional Theory) in psychology and tourism behavior to elucidate the relationships among positive personality traits, perceived value, tourist experience, destination image, satisfaction, and tourist intention. This framework aims to extend the satisfaction model and deepen the understanding of tourist behavior through the adaptation of satisfaction model. The hypotheses in this study are derived from established

theories and empirical research on tourism behavior and personality psychology. Recognizing that positive personality traits enhance tourist experiences, (i.e., McCrae et al., 2005; Wibowo (2023), we propose that these traits lead to greater satisfaction and intentions to revisit or recommend a destination. Additionally, we consider the role of perceived value, which is known to correlate with increased satisfaction and loyalty. This integration aims to clarify the relationships among personality traits, perceived value, tourist experience, destination image, satisfaction, and tourist intention in the context of Thailand. Therefore, As illustrated in Figure 1, the hypothesized relationships among these variables are as follows:

- **H1:** Positive personality traits (Extraversion, Agreeableness, Conscientiousness, Openness to Experience) positively influence tourist experience.
- **H2:** Tourist experience positively influences tourist satisfaction.
- **H3:** Tourist satisfaction positively influences tourist intention.
- **H4:** Positive personality traits directly positively influence tourist intention.
- **H5:** Perceived value (monetary, functional, emotional) positively influences tourist satisfaction.
- **H6:** Destination image (cognitive, affective, unique) positively influences tourist satisfaction.
- **H7:** Tourist experience positively influences the intention to revisit and recommend.

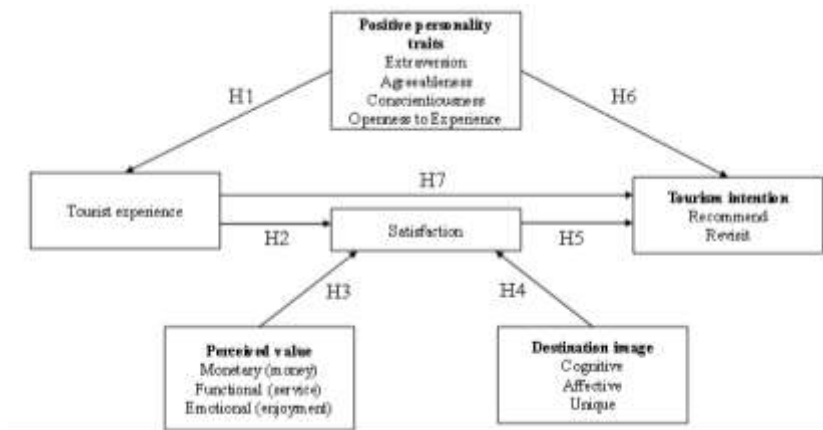


Figure 1: Conceptual framework.

The framework posits that the interplay of these variables collectively influences tourists' intentions to revisit and recommend Thailand as a destination. Positive personality traits drive individuals to seek engaging experiences, leading to higher satisfaction and stronger intentions to return. Tourists who perceive high value in their experiences are more likely to report satisfaction, which in turn enhances their revisit and recommendation intentions. Memorable and emotionally engaging experiences serve as critical mediators between personality traits and satisfaction, influencing tourists' behavioral intentions. A positive image of Thailand enhances tourists' expectations and satisfaction, further reinforcing their intentions to revisit or recommend the destination.

By synthesizing these components, the conceptual framework offers a comprehensive lens through which to understand the factors influencing tourist intention in the context of Thailand's tourism industry. This framework not only serves as a guide for future empirical studies but also provides actionable insights for Destination Management Organizations (DMOs) and tourism marketers to enhance tourist satisfaction and loyalty in a competitive global environment.

Research Methodology

The research methodology for this study employs a mixed-methods approach, integrating both qualitative and quantitative research methods to comprehensively explore the relationships among personality traits, perceived value, tourist experience, destination image, and tourist intention.

The suggested methodology is organized into three key phases, as illustrated in Figure 2:

Qualitative part in the initial phase involves conducting semi-structured interviews with a purposive sample of international tourists who have recently visited Thailand. The goal is to gather rich, descriptive data regarding their experiences and perceptions, particularly how personality traits influence their travel behavior. These interviews will focus on participants' experiences, perceptions of value, and personality traits, allowing for in-depth exploration of their travel behavior. Thematic analysis will be applied to identify key patterns and themes within the data.

The Quantitative phase will be conducted after gaining insights from the qualitative phase will inform the development of a structured questionnaire. This questionnaire will be distributed online to a larger sample of tourists to validate the relationships identified in the qualitative phase. Statistical analysis will be performed to assess the relationships among the variables, employing techniques such as regression analysis and Structural Equation Modeling (SEM).

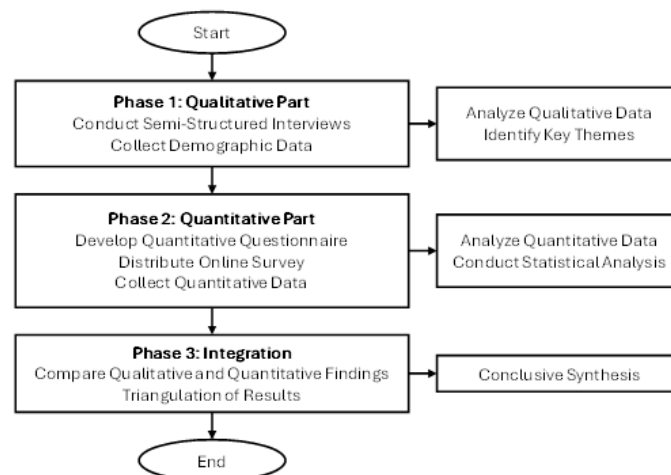


Figure 2: Flowchart of the methodology

In the final phase, the integration and triangulation from the findings from both qualitative and quantitative will be analyzed. This integration will allow for a comprehensive understanding of the factors influencing tourist intentions and will enhance the validity and robustness of the results through triangulation.

Conclusion and Discussion

This study investigates the relationships among personality traits, perceived value, tourist experience, destination image, and tourist intention in the context of Thailand. By employing a mixed-methods approach, the research aims to provide a comprehensive understanding of how these factors collectively influence tourist behavior. The findings highlight the critical role of psychological and experiential elements in shaping tourists' intentions to revisit and recommend destinations.

Personality traits—extraversion, agreeableness, conscientiousness, and openness—enhance tourist experiences and satisfaction. Extraverted tourists, for example, seek social

interactions that enrich their travels and increase revisit or recommendation likelihood. The results are expected to be similar to previous work by Kim et al. (2012) which found that extraversion positively linked to memorable tourism experiences, which drive revisit intentions. The study proposed that satisfaction mediates this process, connecting experiences to return intentions. When tourists perceive high functional, emotional, and monetary value, satisfaction rises, reinforcing revisit and recommendation behavior. Previous work by Chen & Tsai (2007) showed perceived value strongly influences satisfaction, a key predictor of tourism behavior, highlighting the need for quality services and memorable experiences. Moreover, Baloglu & McCleary (1999) established that a favorable cognitive and affective destination image leads to higher satisfaction levels, which in turn increases the likelihood of revisitation. This emphasizes the need for strong branding and marketing strategies that highlight the unique and appealing aspects of Thailand as a destination. It is expected that destination image also plays a pivotal role in shaping tourist satisfaction and intentions. A positive destination image enhances tourists' expectations and satisfaction, mediating the relationship between perceived value and revisit intentions.

This study advances tourism research by proposing a framework that links personality traits, perceived value, tourist experience, and destination image as key drivers of tourist intention. By examining their interactions, it deepens understanding of psychological and experiential influences on behavior. The findings expand theories on motivation, satisfaction, and loyalty, offering a holistic view of tourist decision-making. Wang & Li (2023) found that positive personality traits enhance service orientation, increasing satisfaction and loyalty, which in turn strengthens revisit and recommendation intentions.

For Thai tourism stakeholders, this study provides insights to enhance tourist experiences and destination management. Understanding how personality traits, perceived value, and destination image shape satisfaction and revisit intentions allows businesses to refine marketing, services, and branding. This fosters customer loyalty and supports sustainable tourism development. Rasoolimanesh et al. (2023) highlighted that recognizing perceived value dimensions helps tailor services to meet tourist expectations, boosting loyalty and repeat visits.

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