Proposal for a theoretical model for the analysis of the impact of cultural and personality factors on the demand for tourist services

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Abstract

To determine the behaviours and motivations of tourists at each of the stages that make up tourist journeys is fundamental for the definition and development of the marketing and marketing strategies of all parties involved in the tourism sector.

For this reason, we propose a theoretical model of analysis of the different factors that influence the behaviours and motivations of the tourist.

This paper attempts to justify the influence that the culture of a place has upon the configuration of the personality of its inhabitants and whether these personalities give rise to different behaviours and motivations at each stage of the journey.

The theoretical model will enable all involved in the tourism sector to identify and prioritise actionable levers, which can be used in their marketing and sales plans, adapting their value proposition through mass customisation, on the basis of segmentation. This proposal for a theoretical model will determine the relational strategy to be followed with tourists and will enable it to be more profitable in the long term, by developing value for tourists and being more efficient with the available resources.

Keywords: personality, culture, travel cycle, mass customisation, market segmentation.

JEL codes: D12, M31.
1. Introduction

The changes in tourism demand and the competitiveness resulting from globalisation (Hjalager, 2010), increasingly force companies to segment and specialize. Within these changes, it is the behaviours and motivations of demand that suffer the most from these changes. The new tourists, no longer looking for services alone, want experiences that meet their own needs, based on their behaviour, motivations and emotions.

This is why, within the process of market knowledge, it is essential to determine the criteria of segmentation, where, in addition to finding geographic, demographic and psychographic variables, there are also behavioural and motivational variables.

Several authors have conceptualised this phenomenon of behavioural and motivational changes in tourists as post-Fordist (Anton et al., 2011) or post-modernist tourism (Urry, 1990). There has been a paradigm shift, where traditional, mass tourism services have given way to more segmented, flexible services and where the environment and culture play a key role (Blasco et al., 2016). At present, we are going through another change of stage, where customers are more demanding, globalised, hyperconnected - and look for services that are adapted to their own particular and personal needs. Leal (2015) talks about the crisis of mass tourism, where consumers react against the consumption of a homogenous offer and where culture, in its various forms, is an indispensable element in education and leisure for citizens.

In this sense, mass customisation, a concept defined by Davis (1987) has enabled companies to provide these services, adjusted to the particular consumer, but without incurring disproportionately high costs, producing a greater degree of satisfaction and increasing the value that customers perceive of the service. Personalisation has been studied by several authors such as Pine (1993), Kotha (1995), Jiao and Tseng (2001), Kotler (2003), Piller (2004), Haenlein and Kaplan (2006), Franke and Schreier), De Holan et al. (2009), Chang and Lee, (2011), Borenstein et al. (2012) and also the relationship of personalisation with the new technologies (Molinillo, 2014).

However, within these studies, we do not elaborate on how to approach this mass-scale personalisation in terms of culture and personality, factors that determine the behaviours and motivations of the tourist at each of the stages that make up the journey.

Therefore, the main idea behind this research is to offer a theoretical model of analysis of the different factors that influence the behaviours and motivations of tourists, namely culture and personality, fundamental for the definition and development of marketing and sales strategies and for all those involved in the tourist sector.

Based on Hofstede’s (1980, 1991, 2001) approach to the dimensions of different cultures, and Cloninger’s (2013) personality studies on the different personalities and how they affect purchasing behaviour, we propose to establish the relationship between culture, personality and the behaviour and motivations of the tourist throughout a journey, as defined by Google (2012) and Boston Consulting Group (2015).
This paper attempts to justify the influence that the culture of a place has on the configuration of the personality of its inhabitants and whether or not these personalities give rise to different behaviours and motivations at each stage of the journey.

2. Theoretical framework

2.1. Background

Consumers make purchasing decisions every day. One of the challenges for any company is to understand the elements that influence these purchasing decisions. The analysis of the actual purchases of consumers enables us to determine where and how much each consumer buys. Understanding the why and wherefore of consumers’ buying behaviour is a complex task, since the answers are within their subconscious.

Penetrating the consumer’s mind is hard work and also specialized: often consumers themselves do not know what the factors that influence their purchases are. Around 95% of the thoughts, emotions and learning that direct the purchases of customers take place in an unconscious way, without the consumer being conscious of this (Weiners, 2003).

The fundamental question to be resolved in the definition of any marketing strategy is how consumers respond to the different stimuli produced by the company. The starting point is the stimulus-response model of the behaviour of buyers, given in table 1 and formulated by Armstrong and Kotler (2008).

In the second phase of the model proposed by Armstrong and Kotler (2008), it is determined that consumer purchases strongly influence cultural, social, personal and psychological characteristics, as shown in table 2.

To delimit the content of the study, we shall focus on the analysis of cultural variables and personality as, in principal, this is where greater differences between geographical regions can be understood intuitively.
Table 1. Stimulus-response model (Armstrong y Koder, 2008)

<table>
<thead>
<tr>
<th>PHASE I. Marketing stimuli and other types</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
</tr>
<tr>
<td>Product</td>
</tr>
<tr>
<td>Price</td>
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<tr>
<td>Point of sale</td>
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<td>Promotion</td>
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<table>
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<tr>
<th>PHASE II. Buyer’s black box</th>
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<tbody>
<tr>
<td>Characteristics of buyer</td>
</tr>
<tr>
<td>Purchasing decision process</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>PHASE III. Response from buyer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Selection of product</td>
</tr>
<tr>
<td>Selection of Brand</td>
</tr>
<tr>
<td>Selection of distributor</td>
</tr>
<tr>
<td>Moment of purchase</td>
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<tr>
<td>Price of purchase</td>
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</tbody>
</table>

Table 2. Factors influencing buying behaviour (Armstrong y Kotler, 2008)

<table>
<thead>
<tr>
<th>Cultural</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Culture: A set of values, perceptions, desires, and basic behaviours that a member of society learns from family and other important institutions.</td>
</tr>
<tr>
<td>• Subculture: a group of people who share systems of values based on common experiences and situations.</td>
</tr>
<tr>
<td>• Social classes: relatively permanent and ordered divisions of a society whose members share similar values, interests, and behaviours.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Social</th>
</tr>
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<tbody>
<tr>
<td>• Reference group: two or more people interacting to achieve individual or collective goals. The main reference group is the family.</td>
</tr>
<tr>
<td>• Roles: set of activities that a person is expected to carry out in relation to the people around him. Status, consideration that society grants to each person.</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Personal</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Age and stage of the life cycle.</td>
</tr>
<tr>
<td>• Occupation and economic situation.</td>
</tr>
<tr>
<td>• Lifestyle: life pattern of a person, expressed through their psychograph.</td>
</tr>
<tr>
<td>• Personality: psychological characteristics that make a person respond to their environment consistently and over time, and self-concept: the image that we develop of ourselves.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Psychological</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Motivation: a need that is urgent enough to make the person seek to satisfy it.</td>
</tr>
<tr>
<td>• Perception: the process by which people select, organise and interpret information to form an intelligible image of the world.</td>
</tr>
<tr>
<td>• Learning: changes in an individual’s behaviour as a result of experience.</td>
</tr>
<tr>
<td>• Belief: descriptive idea that a person has about something. The attitude describes a person’s relatively consistent assessments, feelings, and tendencies toward an object or idea.</td>
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</tbody>
</table>
2.2. Cultural factors

With regard to cultural factors and their influence on travellers’ decisions, we should first mention Hofstede (1980, 1991, 2001) as the first contribution in this regard, since his proposal attempts to measure the impact of differences between national cultures, on the basis of five different dimensions of culture: distance to power, individualism-collectivism, male-female risk aversion, and long-term orientation. These dimensions have been used to compare cultures, to support hypotheses, and as a theoretical framework (Blodgett et al., 1999).

Farhangmerhr et al. (2007) have considered some of the studies that are based on the dimensions of Hofstede:

- Collectivism: they demonstrate that it influences innovation (Lynn and Gelb, 1996; Steenkamp, 2001, Donthu and Yaveroglu, 2002, Townsend and Yeniyurt, 2003; Van Everdingen and Waarts, 2003); the provision of the service (Birgelen et al., 2002) or the attractiveness of advertising (Albers-Miller and Gelb, 1996).

- Risk aversion: they demonstrate that this influences information exchange behaviour (Dawar et al., 1996) or when innovating (Gelb and Lynn, 1996).

- The distance to power: this affects the attractiveness of advertising (Albers-Miller and Gelb, 1996); information exchange behaviour (Dawar et al., 1996), and innovation (Donthu and Yaveroglu, 2002; Townsend and Yeniyurt, 2003; Van Everdingen and Waarts, 2003), and the outcome of services (Birge Len et al., 2002).

- Masculinity: this has an impact on the description of the role of gender (Collins et al. 1998), innovation (Van Everdingen and Waarts, 2003) and the results of services (Birgelen et al., 2002).

Moreover, the above research shows that these dimensions are very stable over time. In addition, there are other cultural models, such as those of Schwartz (1994) or Steenkampt (2001), but these are ruled out in this study, due to the lack of application they have in the field of marketing and because they have been less used, in contrast to models such as Hofstede’s (1980, 1991, 2001).

In fact, the dimensions proposed by Hofstede are the ones that have been most often applied in the different research projects to evaluate the culture of a given country (De Mooij and Hofstede, 2011, Gorodnichenko and Roland, 2011), and several authors continue to use these, such as Pookulangara and Koester (2011), who focus on the dimension of Hofstede’s risk aversion in his studies. Manrai and Manrai (2011) work on the dimension of individualism; Pookulangara and Koester (2011) and Moghadam and Assar (2008) study the dimension of masculinity; and De Mooij (2010) the distance to power.

Within the Hofstede model, some researchers who approach the cross-cultural question refuse to include Hofstede’s fifth dimension because of the difficulty and
ambiguity arising in some specific cases. This will be considered for this study, in order later to be able to verify its possible influence in the development of the personality of individuals.

In the same way, the Hofstede model has been refuted at times by some authors, for not covering the whole cultural situation of a country. However, at this moment it is the most frequently used cultural model, as a theoretical framework in the sphere of cross-cultural research and its increasing influence, according to the Social Science Citation Index and the Conference Proceeding Citation Index - Social Science and Humanities.

Based on the above, the model of Culture’s Consequences by Hofsted (1980, 1991, 2001) will be taken as basis in this study.

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Table 3. Cultural models (Sabiote, 2010)

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Individualism-Collectivism</td>
</tr>
<tr>
<td>Distance to power</td>
</tr>
<tr>
<td>Masculinity-Femininity</td>
</tr>
<tr>
<td>Aversion to risk</td>
</tr>
<tr>
<td>Long-term orientation</td>
</tr>
<tr>
<td>Schwartz (1994)</td>
</tr>
<tr>
<td>Conservatism-Autonomy</td>
</tr>
<tr>
<td>Hierarchy-Equality</td>
</tr>
<tr>
<td>(Labelled mastery)</td>
</tr>
<tr>
<td>Steenkampt (2001)</td>
</tr>
<tr>
<td>Autonomy-collectivism</td>
</tr>
<tr>
<td>Egalitarianism-Hierarchy</td>
</tr>
<tr>
<td>Domain-Socialisation</td>
</tr>
</tbody>
</table>

As a summary, it can be concluded that culture is a fundamental element in consumer behaviour, so it seems necessary to study how culture affects the behaviour
of individuals, as already approached by some authors, such as Reisinger & Turner, 1999; Crotts and Pizam, 2003, among others, even establishing that culture is an instrumental variable in the understanding of consumer behaviour. In short, analysing the interaction between culture and consumer behaviour.

2.3. Personality factor

Throughout the history of the psychology of personality, the origins of which go back to Ancient Greece, different concepts, have been handled which are synonyms with the term personality, such as temperament or character (Dolcet, 2006).

According to Allport (1975), the forerunner of the modern theory of personality, this can be defined as the dynamic organisation, within the individual, of the psychophysical systems that determine their behaviour and characteristic thoughts. For Eysenck and Eysenck (1985) personality is the sum total of an organism’s actual or potential behaviour patterns, as determined by heredity and the environment.

They originate and develop through cognitive, conative (character), Affective (temperament) and somatic (constitution) interaction. Many authors have tried to identify the dimensions that form the structure of personality. These models, known as factorial models, identify between 3 and 7 dimensions. Some of the major models have been developed by Eysenck and Eysenck (1985), Costa and McCrae (1985), Cloninger (1987, 2013), Kuhlman et al. (1991) and Zuckerman et al. (1993).

For Dolcet (2006), the most important models when determining personality dimensions are:

- The personality model by Cloninger, C.R. (1987)
- The model of the Big Five by Costa and McCrae (1985)
- and the Five Alternatives model by Joireman et al. (1993)

The first of these, formulated by Robert Cloninge, has been selected for research. The personality model by Robert Cloninger began to develop as of 1986. It was devised with the aim of constructing a theory of personality from an explanatory perspective which, above all, would be predictive. The proposed model seeks to integrate the biological component of the personality with development as a result of socio-cultural experience and learning.

To develop the model, Cloninger starts from Allport’s (1975) definition of personality and the definition of learning as the organisation of behaviour manifested by adaptive changes, as a result of individual experience (Thorpe, 1956).

In Cloninger’s model, shown in Figure I, two components of the personality are identified: temperament that is the sum of unconscious automatic reactions, and character, that identifies conscious values. Each of these components consists of several habits.
1. Temperament, which refers to biological aspects and those of constitution, is made up of four habits: passive avoidance; activation; social relation; and partial reinforcement. These four elements translate into four dimensions: avoidance of risk, the search for novelty, dependence on reward, and persistence.

2. The character that refers to the aspects related to social or cultural learning consists of three cognitive concepts: individual, society and universe. These elements become three dimensions: self-direction, cooperation and self-transcendence.

The usefulness of the model for research is unquestionable since its structure has been successfully replicated in several different cultures, as witnessed by Brandslrom et al. (1998) and Higuchi, H. et al. (2000).

During recent years, the model has been successively revised by the author. The last version, produced in 2013, appears in figure I (Cloninger C. R., 2013). Subsequently, a number of practical applications of the model have been developed, including its use to determine changes in personality over time (Cloninger C.R. et al., 2013).

In the area of the purchase of products and services, the theoretical model by Cloninger has been used recently to determine as one of the dimensions of the personality; the search for novelty may impact on the development of compulsive buying behaviours (Black, W., et al, 2012). On the other hand (Jobber, 2010) adapts this to explain the behaviour of purchases in the field of electronic commerce.

Figure I. Robert Cloninger Model. (Cloninger, 1987, 2013)
2.4. Demand for tourist services

In the case of demand for tourist services, in addition to the characteristics of the destination, socio-economic and motivational variables, there are other traits that define tourist behaviour, such as tastes or preferences, personality, or beliefs (Quesada, 2006). (Black, Shaw, Cormick, Bayless and Allen, 2013) (Cloninger, R., Jokela, K. and Hintsanen, 2013) (Jobber, Principles of Marketing, 2010).

In recent years, there have been many attempts to identify different types of tourists or travellers. Most of these classifications have been developed from the perspective of anthropology and sociology. Among the main research projects are the models developed by Cohen (1974), Plog (1974), Butler (1980) and Foo et al. (2004).

In this direction, the most widely used model was formulated by Stanley Plog in 1974, with the objective of understanding the motivation to go on a journey, through the personal characteristics of tourists. Their study divides the population on the basis of 28 elements or characteristics of the personality, establishing the following classification:

- **Psychocentric:** they look for known tourist destinations, as well as facilities created specifically for tourism. This type of tourist does not want to take risks and their interest in interacting with the local inhabitants is nil.
- **Mesopsychocentric:** they are tourists who, while they look for well-known destinations and with tourist facilities, they have a slightly more open attitude towards the environment and the local inhabitants.
- **Centric:** according to Plog (1974), most tourists fall into this category; they vary between the categories of alocentric and psychocentric, according to their needs and tastes.
- **Mesoalocentric:** they like destinations rarely visited but wish to have amenities, albeit at a very rudimentary level.
- **Alocentric:** they are attracted by unknown destinations, where there is no previous tourist development and they can maintain a great deal of contact with the locals.

The validity and application of the Plog model (1974) is contrasted with its recent application in research within the tourism sector, such as carried out by Medina and Rosado (2013) to determine the life cycle in a tourist destination in Mexico.

From the perspective of consumer behaviour, two major limitations have been identified in the Plog proposal. First, there are newer personality measurement models that capture both the importance of biological or inherent traits and cultural values; learning and previous experiences, also referred to as conscious (Cloninger C. A systematic method for clinical description and classification of personality variants, 1987).

Secondly, there are investigations that divide the journey or tourist experience into different stages or phases. These studies include the Boston Consulting Group...
(2015) or Google (2012), which divide the journey into 5 phases: insight, planning, booking, travel and sharing, also including the new digital media used for managing the journey.

The importance of this breakdown into phases and inclusion of Internet into the whole cycle of the journey is evidenced by the indicators provided by Google (2012):

- Inspiration: 50% of travellers have talked about their travel plans and desire to travel on the Internet.
- Booking: 53% of travellers use a tool for comparing prices on the internet.
- Travel: 50% of travellers use their mobile devices to obtain information about their journey while it is actually underway.
- Planning: 85% of holiday travellers see the internet as the main tool for planning their journey.
- Travel: 50% of travellers use their mobile devices to obtain information about their journey while it is actually underway.
- Share: 32% of business travellers post photos of places they are visiting..

For all these reasons, it seems logical to move forward to a new model for the classification of tourists according to cultural and personality variables. This model must also integrate the new habits or behaviours of the traveller, such as division of the journey into stages, or the importance of internet in managing the entire travel experience.

As a basis for the development of this model and its application to the Spanish, Chinese and Latin American markets, the use of the Culture's Consequences model, developed by Hofstede (1980, 1991 and 2001), and Cloninger’s personality (2013) is proposed. This last has an adaptation to the online sector (Jobber, Principles of Marketing, 2010).

3. Proposal for a theoretical model

It proposes devising a model that relates the cultural and personality characteristics of the inhabitants of an emitting market with their behaviour at each stage of the travel cycle. The hypothesis to be demonstrated is as follows: The culture of a place (P) affects the personality configuration of its inhabitants (Q) and these give rise to different behaviours at each stage of the journey (R).

This hypothesis will be demonstrated by using the formula of hypothetical-deductive syllogism, proposed as follows.

\[(P \to Q) \land (Q \to R) \Rightarrow P \to R\]

For this, two theoretical hypotheses have been defined:
• HT₁: The culture of a place affects the configuration of the personality its inhabitants.
• HT₂: The personality type gives rise to different behaviours on the part of the inhabitants at each stage of the journey cycle.

In summary, the complete syllogism applied to the tourism sector is defined below: the culture existing in an emitting market influences the configuration of the personality of its inhabitants. Individuals with different personalities have different behaviours in demand for tourist services during the entire journey, then the culture of an emitting market influences the demand for tourist services by its inhabitants.

To contrast these hypotheses we have taken as a benchmark the model that determines the dimensions of culture, proposed by Hofstede (1980, 1991 and 2001): distance to power, individualism / collectivism, risk aversion and masculinity / femininity and long-term orientation.

The assessment of personality dimensions is based on the adaptation of the dimensions of the model, proposed by Cloninger (1987, 2013) and its adaptation to online purchasing, produced by Jobber (2010): avoidance of risk, search for novelty, and dependence on reward.

Finally the model proposed by Google in 2012, and its five stages: inspiration, planning, booking, travel and sharing, has been taken as a model for the journey cycle.

Figure 4 shows a graphical representation of the proposed model, called CPT (Culture, Personality & Travel), considering the following nomenclature.

DC1: distance to power.
DC2: individualism / collectivism.
DC3: risk aversion.
DC4: masculinity / femininity.
DC5: short-term orientation.
DP1: avoidance of risk.
DP2: search for novelty.
DP3: dependence on the reward.
PJ1: inspiration.
PJ2: planning.
PJ3: reservation.
PJ4: travel.
PJ5: sharing.

Key:

DC: (Dimension of culture).
DP: (Dimension of Personality).
PJ: Phase of Journey
The validation of the model requires verification and contrasting the following basic hypotheses:
Table 4. Theoretical hypothesis 1 (Maseda and Vicente, 2006)

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>HT1a</td>
<td>Distance to power influences avoidance of risk.</td>
</tr>
<tr>
<td>HT1b</td>
<td>Distance to power influences the search for novelty.</td>
</tr>
<tr>
<td>HT1c</td>
<td>Distance to power influences the dependence on the reward.</td>
</tr>
<tr>
<td>HT1d</td>
<td>Individualism / collectivism influences the avoidance of risk.</td>
</tr>
<tr>
<td>HT1e</td>
<td>Individualism / collectivism influences the search for novelty.</td>
</tr>
<tr>
<td>HT1f</td>
<td>Individualism / collectivism influences the dependence on reward.</td>
</tr>
<tr>
<td>HT1g</td>
<td>Risk aversion influences risk avoidance.</td>
</tr>
<tr>
<td>HT1h</td>
<td>Risk aversion influences the search for novelty.</td>
</tr>
<tr>
<td>HT1i</td>
<td>Risk aversion influences dependence on reward.</td>
</tr>
<tr>
<td>HT1j</td>
<td>Masculinity / femininity influences the avoidance of risk.</td>
</tr>
<tr>
<td>HT1k</td>
<td>Masculinity / femininity influences the search for novelty.</td>
</tr>
<tr>
<td>HT1l</td>
<td>Masculinity / femininity influences dependence on reward.</td>
</tr>
<tr>
<td>HT1m</td>
<td>Long / short-term guidance influences risk avoidance.</td>
</tr>
<tr>
<td>HT1n</td>
<td>Long / short-term guidance influences the search for novelty.</td>
</tr>
<tr>
<td>HT1o</td>
<td>Long / short-term orientation influences reliance on the reward.</td>
</tr>
</tbody>
</table>


Table 5. Theoretical hypothesis 2 (Maseda and Vicente, 2006)

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>HT2a</td>
<td>Avoidance of risk influences the inspiration for the journey.</td>
</tr>
<tr>
<td>HT2b</td>
<td>The search for novelty influences the inspiration for the journey.</td>
</tr>
<tr>
<td>HT2c</td>
<td>Dependence on the reward influences inspiration for travel.</td>
</tr>
<tr>
<td>HT2d</td>
<td>Avoidance of risk influences planning the journey.</td>
</tr>
<tr>
<td>HT2e</td>
<td>The search for novelty influences the planning of the journey.</td>
</tr>
<tr>
<td>HT2f</td>
<td>Reliance on reward influences journey planning.</td>
</tr>
<tr>
<td>HT2g</td>
<td>Avoidance of risk influences booking the journey.</td>
</tr>
<tr>
<td>HT2h</td>
<td>The search for novelty influences booking the journey.</td>
</tr>
<tr>
<td>HT2i</td>
<td>The dependence on the reward influences booking the journey.</td>
</tr>
<tr>
<td>HT2j</td>
<td>Avoidance of risk influences the enjoyment of the journey.</td>
</tr>
<tr>
<td>HT2k</td>
<td>The search for novelty influences the enjoyment of the journey.</td>
</tr>
<tr>
<td>HT2l</td>
<td>The dependence on the reward influences the enjoyment of the journey.</td>
</tr>
<tr>
<td>HT2m</td>
<td>Avoidance of risk influences sharing the experience of the journey.</td>
</tr>
<tr>
<td>HT2n</td>
<td>The search for novelty influences sharing the travel experience.</td>
</tr>
</tbody>
</table>

Authors: (Cloninger, 1987, 2013), (Plog, 1974).
4. Conclusions and future areas of research

From the point of view of the marketing and commercialisation strategy. This theoretical study has revealed the need to study the motivations and behaviours of the traveller with the purpose of facilitating drivers to all those involved in the tourist sector, which enable them to be more competitive and better satisfy their customers. Within all the possible factors that influence the motivations and behaviour of the traveller, this work has focussed mainly on two of these: culture and personality, as at the current moment they are two of the least studied factors - but more relevant currently, due to globalisation.

In addition, an interesting contribution is to take into account, independently, the relationships that can be established not only between the dimensions of culture and personality, but to relate it to the different stages of the journey, thus enabling us to ascertain at every moment of this process which levers we must operate, based on these factors.

After observing the state of the art, the conclusions obtained refer to a possible positive relationship between the different dimensions of culture and personality dimensions, as well as personality dimensions and the different phases of the journey cycle.

Once the theoretical relations between cultural dimensions and personality dimensions have been established, as well as their correspondence with the different phases of the journey cycle, we believe it is necessary to continue advancing further with this line of research in order to achieve the following objectives, through a representative sample:

1. To verify the influence of the theoretical model variables proposed: CPT, through a statistical analysis: SEM that expresses the degree to which the data conform to the proposed model, thus confirming its validity.
2. To study whether there are significant differences between China, Spain and Latin America.

The interest in these markets derives from forecasts by the WTO (World Tourism Organisation), which expects international tourist arrivals to grow by 4% worldwide for 2016, but specifically in Asia and the Pacific (between + 4% and + 5%) and in the Americas (between +4% and +5%), followed by Europe (between +3.5% and +4.5%).

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**Books and reports**

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