LINKING PERSONAL VALUE, TOURIST PERSONALITY, AND PREFERENCE FOR ATTRIBUTES AT A DESTINATION LEVEL

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Abstract - In the extent literature, personal value, tourist personality, and preference are three important concepts that have been widely studied; however, there is yet little research directed at a tourism destination. The study aims to provide insights into the value, personality, and preference of tourists who visit sites associated with tourism in the Kinmen Island of Taiwan. Based upon an empirical investigation, the study will draw upon the effective responses of 600 tourists who have visited this island. This study will contribute to the marketing literature from both an academic and practical perspective. The research findings are expected to theoretically contribute to a better understanding of the value-and-personality factors affecting tourist preferences for attributes in island tourism, and how they represent a basis for increasing tourist satisfaction and behavioural intentions with reference to tourist loyalty. The value-personality-preference mechanisms and factors assessed in this study may be considered to be incorporated into marketing strategies. Additionally, the study result will also provide a viable basis for tourism authorities concerned to reevaluate the essence of its tourism industry.

Keywords - personal value, tourist personality, preference, attraction, destination.

I. INTRODUCTION

The essence of tourism is the development and delivery of travel and visitation experiences to a range of individuals and groups who wish to see, understand, and experience the nature of different destinations and the way people live, work, and enjoy life in those destinations (Ritchie, Tung, & Ritchie, 2011). In tourism research, it is essential to understand tourist and actively reassess tourist activities and preferences in order to market and to develop tourism product (Godfrey & Clarke, 2000; Goeldner, Ritchie, & McIntosh, 2000; Woosnam, McElroy, & Van Winkle, 2009). Therefore, personal values have been considered an important factor significantly related to tourist personality type (Madrigal, 1995), and have also been used to predict a number of tourist behaviors including preference for leisure activities (Beatty, Kahle, Homer, & Mirsa, 1985; Boote, 1981; Jackson, 1973; Veroff, Douvan, & Kulka, 1981) and choice of recreational destinations (Dalen, 1989; Klenosky, Gengler, & Mulvey, 1993; Madrigal, 1995; Muller, 1991; Pitts & Woodside, 1986; Shih, 1986). A number of studies have reported a link between personality traits and personal values (Crandall & Rasmussen, 1975; Feather, 1971; Rim, 1970; Rokeach, 1973). Drennan (1983) suggested that the same two bases, genetics and internalization of expectancies, account for the development of personality traits and personal values. Despite a number of extant tourist destination frameworks, some researchers have remained curious about the travel behavioural models in terms of personality (Hoxter & Lester, 1988). Several research studies failed to support the relationship between the concept of Plog's traveler personality and travel behavior (Jiang, 2014; Stinson, Matsuda, & Kahle, 2015). In this regard, Segal (1992) argued that values appear to affect the same variables (actions, attitudes, beliefs) used to identify traits related to social behavior. Segal, Segal, and Niemczycki (1993) contended that personal value systems, personality and personality traits are interrelated. Furthermore, Krampen has conceptually developed (1988) and empirically tested (1991) an action-theory model of personality that incorporates value orientations as a key component in explaining an individual's behavior. As such, values should be considered as a major determinant of the social and learned aspects of personality. Although the relationship between personal values and personality has generally been assumed, little is known about the nature of the relationship. Additionally, research on tourist personality in relation to travel preferences is quite limited. According to Leung & Law (2010), there are 169 research articles on personality covering a broad range of topics from human personality to brand personality. However, in the human personality area, the majority of topics focus on service staff. Current research on tourist personality is insufficient (Lee, 2016). Since that initial attempt to relate personality traits to travel preference, many studies have failed to confirm the relationship between the travel behavior inventory and destination choice (Stinson, Matsuda, & Kahle, 2015), especially in the context of tourist preference. Preference data provides details beyond personal characteristics or trip purposes, motivations, and prior expectations and experiences. These methods attempt to capture the part of a traveler's personality that Beerli et al. (2007) describe as the "inherent desires for leisure travel that control where and how often an individual will travel". Researchers and practitioners are incorporating such preferences into their studies on tourism demand in various ways, including by considering stated motivation factors, prior travel experiences, and ranking preference scales (LaMondia, Snell, & Bhat, 2010).

The study seeks to integrate these three separate, yet related, theoretical streams of research in the context of tourism and at a destination level, using the Kinmen Island of Taiwan as an example. More specifically, this study attempts to assess the relationship between traveler personal value and personality types theory and the relationship between personality and tourist preference. This study can be seen as a starting point where aim is to create a value-personality-preference based model of island tourism in Kinmen.

II. LITERATURE REVIEW

A. Personal values

Values are a type of social cognition (Kahle, 1983) that reflect internal states that intervene between stimuli and responses, and affect those responses (see Eagly & Chaiken, 1993). Values have been defined as abstract beliefs about behaviors or end-states of existence that transcend specific situations and guide the selection or evaluation of behavior and events (Madrigal, 1995, p. 126; Rokeach, 1973; see Schwartz & Bilsky, 1987, p. 551). Since values are central to a person's cognitive structure, researchers have recognized personal values as effective predictors of behavior in numerous contexts including tourism and leisure behaviors (Madrigal, 1995). The major characteristic features of perceived value revealed in the extant literature are: (a) – that the concept of perceived value implies an interaction between a subject (a consumer or customer) and an object (a product) (Holbrook, 1994, 1999; Payne & Holt, 2001); (b) – that value is relative by virtue of its comparative, personal, and situational nature (Holbrook, 1994, 1999); and (c) – that value is preferential (Holbrook, 1994, 1999; Zeithaml, 1988), perceptual (Day and Crask, 2000), and cognitive-affective (Babin et al., 1994; Park, 2004) in nature. Personal values have previously been used for predicting tourist behaviors (Madrigal & Kahle, 1994; Pizam & Calantone, 1987), and have been commonly used in the marketing and tourism literature to better understand consumer behavior (Beatty, Kahle, Homer, & Mirsa, 1985; Gutman, 1982; Madrigal, 1995; Spates, 1983; Vinson, Scott, & Lamont, 1977; Woosnam, 2009). The study of personal values has been the focus of social science research for decades (Cantril & Allport, 1933; Duffy, 1940; Levitin, 1973). Four conceptualizations of values have dominated the literature: the List of Values (LOV; Kahle 1983), the Rokeach Value Survey (RVS; Rokeach 1968, 1973), Values and Life Style (VALS), and Activities, Interests, and Opinions (AIO; Plummer 1974). In the extant literature, the LOV has been used recently in various market research contexts (Keng et. al. 2000; Kim 2005; Bloemer and Dekker 2007), and seems to have been the most popular in marketing research (Shoham, Davidow, & Brencic, 2003). LOV has a theoretical basis from Maslow's (1954) and Rokeach's (1973) theories and has been widely used to study the influence of social values on consumption behaviour (Shoham Florenthal, Rose and Kropp, 1998). As an inventory LOV (Kahle, 1983) is a set of reduced list of nine terminal values established a priori to explain an individual's behaviour toward a particular construct (Lages & Fernandez, 2005). The LOV scale considerably simplifies the ranking task of 18 Rokeach value system (RVS) (Rokeach, 1973). Kamakura and Novak (1992) state the LOV provides one solution to the difficulty of ranking 18 values (RVS) and hence considerably simplifies the ranking task. Two of the items in the LOV (sense of accomplishment and self-respect) are identical to RVS items; the remaining LOV items either combine several RVS items or generalize a specific RVS item (Schwartz and Bilsky, 1987). Kahle and Kennedy (1989) stated LOV could serve as a key value measurement instrument in the study of consumer similarities and differences. Another advantage of LOV is its ability to separate the influence of demographics and values on consumer behaviour.

B. Tourist personality

Personality refers to the distinctive and enduring patterns of thoughts, emotions, and behaviours that characterize each individual's adaptation to the situations of his or her life. The concept of personality type refers to the clustering of many different traits, thus suggesting an even "greater degree of regularity and generality of behavior" (Pervin, 1989, p. 7). Personality, being a broad concept, has been adapted to different contexts with the aim of providing specific predictions of behaviour under the specific context. Personality can affect people's shopping preferences, decision-making processes, self-control, interaction with others, emotions, and even how they handle stress (Carver & Scheier, 2008). According to Drennan (1983), most personality theories tacitly imply that one's personality encompasses her/his values and value system; in effect, personality is viewed as having a superordinate role to values. Theories related to personality and the development of personality have proliferated. For example, Ryckman (1993) has noted five distinct perspectives of personality theories and proponents of each: a) psychoanalytic and neoanalytic (Adler; Erickson; Freud; Fromm; Horney; Jung); b) trait (Allport; Cattell; Eysenck); c) cognitive (Kelly); d) humanistic/existential (Maslow; May; Rogers); and e) social-behavioristic (Bandura; Rotter; Skinner). Therefore, a definition of personality depends to a large extent on one's theoretical orientation. Travel personality is such an adaptation of personality in the travel/tourism context that refers to travel activities-related personality types (Gretzel et al., 2004). Based on the degrees that tourists keep in their "microenvironment bubbles," Cohen (1972) classified tourists into four groups: the

organized mass tourist, the individual mass tourist, the explorer, and the drifter. Most of the early research linking personality to leisure behavior relied heavily on trait theory (Driver & Knopf, 1977; Howard, 1976; Martin & Myrick, 1976; Moss, Shackelford, & Stokes, 1969). Nias (1985) noted that most of these studies demonstrated that the relationship between leisure behavior and personality was not very robust. Iso-Ahola (1980) criticized most of these early studies for lacking definitional clarity in variable operationalizations, for failing to rely on theory for the inclusion of specific activities, and for lacking consistency in measuring personality. He urged researchers to consider the situational context along with traits when measuring personality. Mannell (1984) also noted the importance of the interaction of personality variables and situational context. He suggested that researchers conceptualize personality dimensions that are germane to the leisure experience being investigated. Plog (1972) conducted the first research on personality type as it applies to tourist behavior. Plog (1974, 1990, 1991b) delineated personality types along a continuum ranging from allocentrism to psychocentrism. The psychocentric personality type tends toward territory boundness, insecurity, and powerlessness. Psychocentric individuals also tend to have non-active lifestyles and are non-adventurous. In contrast, allocentric people tend to be interdependent, define themselves in terms of the group that they are part of, and behave according to that group's cultural normsindividuals (Hulbert, Corrêa, & Adegboyega, 2001; Triandis, 2000). Although most of Plog's work on the allocentric-psychocentric continuum predates the research of Iso-Ahola (1980) and Mannell (1984), Plog considered the relevant situational context of personal travel when developing his scale. According to Plog (1991b), psychocentrics tend to prefer a high degree of familiarity in their travel and, as a result, enjoy group or "packaged" tours. In contrast, allocentrics enjoy vacations to exotic and unique destinations, and prefer to travel independently (i.e., not as part of group tours).

C. The relationship between tourist value, personality, and destination preference

The literature suggests that travel behavior can be predicted by values and traveler personality type. In fact, Smith (1990b) argued that rather than concentrate on the relationship between personality types and destination, research should focus on the possible link between personality type and travel preference. The review of literature on personality and values suggests that the two concepts are related. In addition, empirical findings have been reported linking each concept to leisure behavior generally, and travel behavior specifically. Although not previously investigated, the nature of the relationship between values and traveler personality type is implied in the work of Kahle (1983) and Plog (1991b). That is, internally-oriented individuals seek control over their lives and are more willing to assume risk, characteristics typical of allocentrics. In contrast, externally-oriented individuals desire a high level of security and familiarity in their lives, characteristics that describe psychocentrics.

III. HYPOTHESES AND MEASUREMENTS

A. Hypotheses

According to the aforementioned literature review, the hypotheses are proposed as follows:

H1: Personal values are positively associated with travel personality in relation to allocentrism and psychocentrism.

H2: Personal values are positively associated with destination preference.

H3: Travel personality are positively associated with destination preference.

The research structure in this study is illustrated in Figure 1.

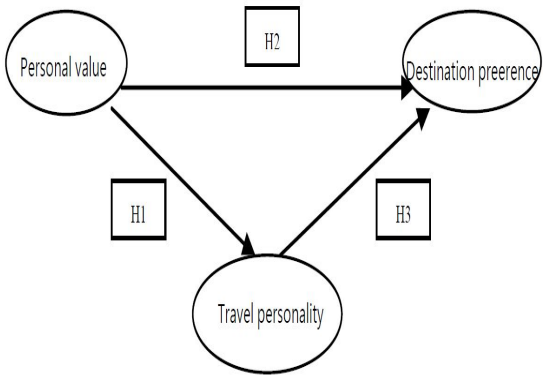


Figure 1, Research structure

B. Measurements

B.1Measurement of values

Personal values were assessed using the List of Values (Kahle, 1983; Veroff et al, 1981). Kahle's (1983) List of Values, which has been widely employed in consumer research, was used to examine differences between the new approach and traditional ratings and rankings approaches. In response to these criticisms, the more parsimonious List of Values (LOV) scale was developed and tested on a national probability sample (Kahle, 1983; Veroff et al., 1981). The LOV was derived from Rokeach's (1973) list of terminal values and has been used to examine behavior related to both leisure (Backman and Crompton, 1989, 1990; Beatty et al., 1985; Pottick, 1983; Veroff et al., 1981) and tourism (Madrigal & Kahle, 1994; Muller, 1991). Research has shown that the LOV scale consists of several underlying dimensions, including an internal-external locus of control dimension (Homer & Kahle, 1988; Kahle, 1983) and that this dimension is relevant in a leisure behavior context (Backman & Crompton, 1989, 1990; Madrigal & Kahle, 1994). The list of values (LOV) typology, which has been extensively used in

personal values research, makes the distinction between external (relations-oriented or interpersonal) and internal (self-directed—or personal—and apersonal) values (Chryssohoidis & Krystallis, 2005). The LOV scale used in this study consisted of nine personal values, each measured on a five-point Likert scale ranging from extremely unimportant (1) to extremely important (5).

The LOV includes nine items: self-respect, security, warm relationship with others, sense of accomplishment, self-fulfillment, sense of belonging, being well respected, fun and enjoyment in life, and excitement, operationalized by Likert scales. Respondents were asked to rate each value in terms of its importance in their daily lives. The LOV has several advantages over VALS. First, it enables a separation of the impact of demographics and values on behavior (Kahle et al. 1986). Second, administration of the LOV is easier (Kahle et al. 1986). Third, the LOV is less sensitive to cross-cultural variations (Kahle, 1996; Shoham, Davidow, & Brencic, 2003). Respondents within these studies, and others utilizing the LOV, are provided with a list of the nine values listed above and asked to either rank or rate the importance of each value.

B.2 Measurement of traveler personality type

As indicated in the aforementioned literature, in 1972 Plog offered a bipolar continuum of personality types that was normally distributed. The continuum is divided into five segments: (1) Dependable (Psychocentric), (2) Near-Dependables (Near-Psychocentric), (3) Mid-Centric, (4) Near-Venturer (NearAllocentric), and (5) Venturer (Allocentric) (Griffith & Albanese, 1996). At one extreme of the continuum are Allocentrics or Venturers, who travel frequently to explore the world around them seeking novel experiences (e.g., undeveloped tourism markets) and often enjoy participating in active endeavors when traveling (Plog, 2002). At the other extreme, Psychocentrics or Dependables are generally more cautious (e.g., travel with tour groups), seek familiarity, and desire little activity while traveling (Plog, 2002).

Though the Plog method has received critique, it still can be used as a valuable investigative tool (Siguaw, Enz, & Liu, 2008). In summary, the allocentrism/psychocentrism dimension in this study is measured through the use of Plog's (1972, 1990) five-item allocentric/psychocentric scale, an allocentric/psychocentric scale developed by Williams, Ellis, and Daniels (1986), scenarios describing allocentric and psychocentric vacations (Nickcrson, 1991) and two questions on previous tour-taking and desire for a package tour. The allocentric scenario describes a "nontouristy" vacation and going to novel and different destinations. The psychocentric scenario describes a vacation that is familiar and possibly taken as a group tour.

B.3 Measurement of destination attributes

In this study, destination attributes are used as dependent variable. Destination attributes are characteristics that tourists recognize as important qualities of a destination (Goeldner, Ritchie, & McIntosh, 2000). The travel preference inventory was created based on the extant literature (Stinson, Matsuda, & Kahle, 2015). This study will categorize preference into four types, namely, nature, culture, community, and adventure. These characteristics are in alignment with the attractions and resources of Kinmen Island. The destination attributes examined in this study are unexploited environment, good destination image, opportunity for solitude, resourceful cultural heritage, intriguing traditional festivals, stable social and political climate, ability to meet new people, hospitality of local people, favourable exchange rate/ cheap prices, personal safety, good accessibility (transportation), low crime rate (See Table 1).

Table 1 Types of travel preference regarding destination attributes

Types of travel preference	Destination attributes
Nature	Unexploited environment
	Good destination image
	Opportunity for solitude
Culture	Resourceful cultural heritage
	Intriguing traditional festivals
	Stable social and political climate
Community	Ability to meet new people
	Hospitality of local people
	Favourable exchange rate/ Cheap prices
Adventure	Personal safety
	Good accessibility (transportation)
	Low crime rate

IV. QUESTIONNAIRE DESIGN, DATA COLLECTION AND ANALYSIS

Based on the aforementioned literature review and theoretical concept, a constructed questionnaire was developed and distributed to determine the personal value, personality, and preference levels of the tourists to the Kinmen Island. The questionnaire will also contain a number of questions related to demographic variables. A sample of 350 visitors was targeted and surveyed by means of this structured questionnaire. Data collection used airport departure survey procedures (Kozak and Rimmington, 2000). The sample will be taken at random in the departure lounge at Kinmen Airport and at Kinmen Harbor. Tourists have just completed their visit and their perceptions of the attractions, facilities, and customer services are not likely to be obliterated out of mind. Due to time and human resource limitations, a

convenience sampling method will be chosen. The self-administered survey consists of six sections. The first section is composed of demographic variables to determine the demographics of the tourists, including elements of tourists' age, gender, education, personal income, and occupation. The second section of the questionnaire is designed to determine the vacation behavior and decision-making process of the tourists, including duration of trip, information sources, and travel arrangement (Clawson and Knetsch, 1966; Cooper, 1993). Moreover, the third section is made up of nine items measuring values (Kahle, 1983; Veroff et al., 1981), based on the aforementioned theoretical concept. The fourth section is comprised of measurement describing an allocentric/psychocentric scale developed by Williams, Ellis, and Daniels (1986) as mentioned above. The fifth section of the questionnaire is designed to determine tourists' preference of the destination. Lastly, the sixth section depicts items related to perceptions of the destination and overall satisfaction with the visit. The questionnaire was tested for reliability.

V. RESULTS AND DISCUSSION

A. Respondent demographics

A total of 350 surveys were distributed, and 312 usable replies were returned (a response rate of 89%).With respect to gender, there were (46%) males and (54%) females. Regarding respondents' residence, tourists arriving in Kinmen were mainly from Taiwan (82%), followed by China (10%) and Others (8%). In terms of respondents' education level, 24% had high school education, 69% had college and university education, 7% had s had postgraduate-level education. Apparently, over half of all respondents had a higher education level therefore. With reference to visitors' monthly income, 37% of the respondents earned less than NT$25,000 per month and 36% earned NT$25,000–50,000. Respondents earning NT$50,000–100,000 per month represented only 16%, while 8% of the respondents earned NT$100,000–150,000 per month. Only 3% of the respondents earned more than 150,000 per month, as shown in Table 2.

Table 2 Profile of respondents

Characteristic	Percentage
Gender	
Male	46%
Female	54%
Nationality	
Taiwan	82%
China	10%
Others	8%
Education	
Senior	24%
University	69%
Graduate	7%
Monthly income (NTD)	
<25k	37%
25k~50k	36%
50k~100k	16%
100k~150k	8%
>150k	3%

B. Factorial analysis of constructs

Cronbach's α for each dimension was first calculated to check consistency of the responses. The final Cronbach's α values for the dimension of value, personality, and destination choice are 0.897, 0.899, and 0.896, respectively. Cronbach's α of the whole questionnaire is 0.941 which shows a good consistency of the collected data. On the measurement of the latent variables in this study, confirmatory factor analysis (CFA) was implemented to assess whether the applied items are able to represent latent variables well. Once the latent variables are well measured, the path relationships can then be investigated. At the stage of CFA, six items with small standardized coefficients (< 0.3) are deleted (Value 9, Personality 1 to 4, and Destination 1) for achieving better goodness of fit. In the table, all factor loadings show statistical significance at 95% confidence level and vary between 0.407 and 0.826. Moreover, almost all selected model measures satisfy the criteria: $\frac{x^2}{df} = 3.98$, Root Mean Square Residual (RMR) = 0.05, Goodness of Fit (GFI) = 0.639, Root

Mean Square Error of Approximation (RMSEA) = 0.112, Comparative Fit Index (CFI) =0.736, Parsimonious Normed Fit Index (PNFI) = 0.639, Parsimonious Goodness of Fit Index (PGFI) = 0.572.

This study then further assesses the construct reliability and validity of the measurement model. Table 2 first shows that all of the composite reliabilities are higher than 0.9 indicating good model quality. In addition, discriminant validity is the degree to which the measures of different constructs are distinct and is obtained by comparing the average variance extracted (AVE) values of the constructs (diagonal values in Table 3) and the squared correlations between the constructs (off-diagonal values in Table 3). More specifically, Table 3 confirms discriminant validity of the measurement model by showing that none of the squared correlations between the constructs surpasses the corresponding AVE values.

Table 3 Results of confirmatory factor analysis

Constructs and measurement items	Construct reliability and validity		
	Standardized factor loadings	Composite reliabilities	Average variance extracted
Value		0.59	0.92
V1	0.708		
V2	0.788		
V3	0.732		
V4	0.826		
V5	0.794		
V6	0.705		
V7	0.779		
V8	0.792		
Personality		0.40	0.93
P5	**0.574**		
P6	0.584		
P7	0.668		
P8	0.386		
P9	0.578		
P10	0.661		
P11	0.687		
P12	0.708		
P13	0.628		
P14	0.639		
P15	0.700		
P16	0.688		
P17	0.691		
P18	0.583		
P19	0.513		
P20	0.674		
P21	0.662		
P22	0.611		
P23	0.664		
P24	0.637		
Destination choice		0.49	0.91
D2	0.689		
D3	0.407		
D4	0.616		
D5	0.662		
D6	0.804		
D7	0.701		
D8	0.800		
D9	0.576		
D10	0.799		
D11	0.756		
D12	0.786		
Model fit measures	Criteria	Values	
x^2 / df	<3.0	3.98	
RMR	<0.08	0.05	
GFI	>0.8	0.639	
AGFI	>0.8	0.597	
RMSEA	<0.08	0.112	
NFI	>0.8	0.678	
CFI	>0.8	0.736	
PNFI	>0.5	0.639	
PGFI	>0.5	0.572	

C. Structural Model and Test of Hypotheses

A structural model was conducted to test the predictive relationships between constructs of the proposed conceptual model. Table 2 presents standardized path coefficients resulting from testing the proposed structural model. As indicated above, all

structural path estimates were significant, including the chisquare statistic, and the ratio of the chi-square value to degrees of freedom was less than three. Meanwhile, other indices regarding the goodness-of-fit also supported the appropriateness of the structural model, indicating that the signs of structural paths were consistent with the hypothesized relationships among the latent constructs. With regard to the hypothesis tests, as demonstrated in Table 3, three hypothesized relationships are supported in the estimated structural model. Evidently, as shown in Figure 2, personal value was found to have a significant positive influence only on personality (β=0.58, t-value=7.968). Hence, H1 is supported. Additionally, it was found that personal value has significant positive effects on destination preference (β=0.44, t-value=6.736), signifying that H2 is supported. Finally, personality was also found to have a significant positive effect on destination preference (β=0.37, t-value=5.453), and thus H3 is supported. Table 4 reports the direct total effects of the aforementioned independent variables. To sum up, given the setting of the tourism industry in Kinmen, the results overall confirm the value–personality–preference relationship model that has been widely confirmed by previous studies.

Table 4 Results of path analysis

Path	Beta	t value	Hypothesis
H1: Personal value → Travel personality	0.58	7.968*	Supported
H2: Personal value → Destination preference	0.44	6.736*	Supported
H3: Travel personality → Destination preference	0.37	5.453*	Supported

** : P <0.05*

CONCLUSIONS AND IMPLICATIONS

The objective of the study emphasizes the importance of personal value, personality, and preference of tourists that affects their choices of a destination. The study findings have additional theoretical, methodological, and practical dimensions. According to the study results, it was found that personal value positively affects tourist personality and preference for a destination. In addition, it was tested that tourist personality also has a positive effect on destination preference. This study contributes to the marketing literature from both an academic and practical perspective. As testing of theory and/or models is lacking in tourism research (Nickerson & Ellis, 1991, p.29). The results of this study provide conceptual and empirical insights into distinct roles in the personal sector regarding tourism research. First, from a theoretical viewpoint, results of this study suggest that personality theories prove to be useful in explaining tourism phenomena such as tourist preference related to destination choice. The findings coincide with previous hypothesis and the notion of Nickerson and Ellis (1991) that these two attributes are correlated.

Second, in this study, the LOV scale used in this study consists of nine personal values, including self-respect, security, warm relationship with others, sense of accomplishment, self-fulfillment, sense of belonging, being well respected, fun and enjoyment in life, and excitement. The present survey employs confirmatory factor analysis to test and validate the LOV scale in a tourists' context on Kinmen Island. The findings of this investigation support the initial assertion that the LOV factors employed to construct a scale converged similarly to the original LOV dimensions when applied to a tourism context. The results showed support that the LOV scale consists of two underlying dimensions that of "internal" and "external values". According to LOV scale, the values of self-fulfillment, accomplishment, fun and enjoyment in life, excitement, warm relationships with others, and self-respect represent an internal orientation, whereas security, belonging, and being well-respected reflect externally-oriented values (Kahle, 1983). The data indicates that these factors are convergent on these two dimensions, which is partly aligned with the study results of Kopanidis (2009). Third, this study provides empirical support for the underlying assumption that tourists' value and personality lie at the heart of the understanding of behavior at different settings, rather than only their presence at the site. Thus, attention should not be given only to the physical attributes of the site and its authenticity. The characteristics of the individual or the tourists, and the interaction among these factors, should also be considered (Poria et al., 2006). As such, this study has empirically tested the theory in this regard that tourist value, personality, and preference are significantly related at a destination level in the tourism context. Fourth, the conceptual model tested in this study is expected to be applied to other tourism-related markets as well as source sectors in addition to island sites, and can be applied repeatedly over time to capture the dynamics of tourists' psychological factors regarding their personal value and personality. In other words, this framework will have important practical implications

for long-term management for tourists' preferences and intentions to make a travel decision. In terms of the summary of the study findings, it has become explicit that there have been discernable differences between tourist typologies based on value and personality. As such, it has become imperative for today's tourism industry marketers and managers to take note of such discernable differences for the good of the industry as well as clientele satisfaction (Jackson & Inbakaran, 2006). For tourism planners, destination marketing organizations, and both private and public recreation agencies, it is important to understand what types of tourists are more closely linked to specific recreation activities; if a destination offers certain unique recreation opportunities, those activities need to be leading the marketing strategy. For recreation and tourism providers of any nature, this research will enable them to use a scientific approach to product definition, positioning, and marketing. This study used island tourism as an example. In considering the managerial implications, the conceptual framework developed and tested in this study will provide useful guidelines for implementing a personality-based and preference-based tourism planning and marketing strategy directed at island tourism. More specifically, the four categorized preference-- nature, culture, community, and adventure of island destinations highlight the characteristics and attractions of Kinmen island. However, other island destinations may have different featured resources for different types of tourists. From a practical standpoint, the findings can be considered and applied to improving competitiveness by offering a strategy for tourism marketers and managers to achieve the combination of tourists' value and personality based on their preference for the destination attributes. To sum up, the contributions of this study are anticipated to be threefold: (a) it will reconceptualise and evaluate the relationships between tourist value, personality, and preference based on a tourist's presence at a destination; (b) it will contribute to the existing literature by testing a structural model that includes formative constructs in the value and personality context as well as the mediating effect of personality; and (c) it will open a pathway for managers of public and private sectors alike to develop measurement instruments with a higher diagnostic and applied value. However, the main limitation and future studies in this regard has to be considered. First, the study lies in the selection of a single case; essentially, only on Kinmen Island, which may not represent all kinds of destinations, will be studied. Second, this study may be a preliminary study focusing on tourist value, personality, and destination preference of the Kinmen Island; therefore, future research should consider addressing other tourism-related attributes concerning island tourism. It is essential that island tourism needs to be studied further. Other studies could also include the study of dissonance on other islands or destinations with different attributes, where tourists pay attention to its different resources and attractions. Moreover, a formative construct in the model may not permit generalization of the relevant indicators across different tourist activities. Thus, the universality of value, personality, and preference mode using different set of attributes which are not proposed in the study can be further considered. By gathering data from a number of such sites, a comprehensive typology of value-personality-preference at a destination level for tourists and travelers could be developed. It is also suggested that future research should be conducted at other locations either associated or not with location or size, as well as destinations not perceived as worldwide fame to allow for the generalization of the findings. This would add valuably to a greater understanding of the purposes and meaning of travel in relation to tourist value, personality, and preference.

★★★