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'Big-5' personality traits and revisit intentions: The mediating effect of memorable tourism experiences

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Abstract:

***Purpose**: This study aims to investigate the influence of the 'Big Five' personality traits on memorable tourism experiences (MTE) and revisit intentions. It explores the interrelationships among these three constructs.*
***Methods**: A sample of 239 outbound tourists at Larnaca and Paphos international airports in Cyprus was utilized. The research employed a combination of exploratory factor analysis (EFA), confirmatory factor analysis (CFA), and mediation analysis to assess the mediating role of MTE dimensions between personality traits and revisit intentions.*
***Results**: The results indicate that most associations between the Big Five personality traits and the seven MTE dimensions were not statistically significant, with the exception of two relationships: neuroticism with novelty, and openness with refreshment. All seven MTE dimensions were found to have a positive and significant impact on revisit intentions. However, the direct effects of personality traits on revisit intentions were not significant. Mediation analysis showed partial mediation for all seven MTE dimensions in the relationship between agreeableness and revisit intentions.*
***Implications**: Given the limited predictive power of the Big Five personality traits and the seven-dimensional MTE scale in this context, future research should consider employing alternative or expanded measures for both personality and MTE. Researchers are encouraged to refine and broaden these constructs to better capture their potential influence on tourist behavior.*

Keywords: *Personality traits (PT), memorable tourism experiences (MTE), revisit intentions (RI), Larnaca international airport and Paphos airport, Cyprus*

JEL Classification: *L83, Z3, Z32*

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1 INTRODUCTION

Recently, the concept of Memorable Tourism Experience (MTE) has emerged as a focal point in tourism research, reflecting the growing competition among global tourist destinations (Hosany et al., 2022). MTE encompasses various dimensions that contribute to a tourist's emotional and cognitive engagement with a destination. According to Fotiadis and Spyridou (2020), these determinants include education, aesthetics, escapism, and entertainment (as originally proposed by Stamboulis & Skayannis, 2003), as well as environment, benefits, accessibility, convenience, utility, incentives, and trust (Fernandes & Cruz, 2016; Knutson et al., 2007). In addition to these destination-based attributes, personality traits have also been identified as influential in shaping tourists' experiences.

Tung and Ritchie (2011) conceptualized tourism as an experience-seeking activity in which tourists aim to create lasting, meaningful memories during their travels. Following this line of thought, the current study recognizes the crucial roles of both MTE and personality traits in shaping tourist behavior, especially regarding revisit intentions.

There is a growing body of literature examining the impact of MTE on tourists' behavioral intentions, particularly the desire to revisit a destination. Most studies have concentrated on positive experiences as predictors of revisit behavior, while relatively fewer have examined the role of negative tourism experiences. These gaps highlight the need for a more holistic framework that accounts for the full spectrum of tourist experiences.

This study aims to bridge this gap by exploring the relationships between personality traits and MTE, MTE and revisit intentions, personality traits and revisit intentions, and the mediating role of MTE. A key contribution of this research lies in its application of the Big Five personality framework developed by McCrae and Costa (1987), a model previously employed in studies such as Chandler et al. (2011) and Coudounaris and Arvidsson (2021).

Moreover, this study explores whether MTE serves as a mediating construct between personality traits and revisit intentions, a relationship that remains underexplored in existing literature. While several studies have utilized the seven dimensions of MTE proposed by Kim et al. (2012), including hedonism, novelty, local culture, refreshment, meaningfulness, involvement, and knowledge, there is still limited insight into how these interact with individual personality profiles. For example, Sthapit and Coudounaris (2018) incorporated MTE in their framework in combination with subjective well-being to better understand tourism outcomes.

The main objective of this study is to assess the extent to which Big Five personality traits influence both MTE and revisit intentions, focusing on Cyprus as the destination context. Specifically, the research investigates how each of the seven MTE dimensions affects revisit intentions and whether personality traits predict MTE and revisit behavior.

Following the conceptual framework developed by Coudounaris and Sthapit (2017), this study assesses the direct effects of the MTE dimensions on revisit intentions, alongside the indirect effects of personality traits through MTE. The analysis deliberately excludes the years 2020 and 2021 due to the disruptive impact of the COVID-19 pandemic on global tourism flows (Cyprus Statistical Service, 2021).

The findings reveal that the predictive power of personality traits for both MTE and revisit intentions is modest. This conclusion aligns with previous research on personality in tourism, such as studies by Kvasova (2015), Verma, Kumar,

and Chandra (2017), and Sanchez-Ruiz, Mavroveli, and Poullis (2013). For instance, Kvasova (2015) found that personality traits significantly influenced tourists' environmentally responsible behaviors in Cyprus. Sanchez-Ruiz et al. (2013) examined how emotional intelligence and the Big Five traits could predict academic performance beyond cognitive abilities.

Building on these insights, the current study extends the literature by analyzing how tourists' personality traits influence the formation of memorable experiences, and how these experiences subsequently shape revisit intentions. Recent research conducted in China by Hu et al. (2023) suggests that socio-demographic variables may be more influential than personality traits in shaping travel decisions. Likewise, a study in Serbia during the COVID-19 pandemic (Tepavčević et al., 2021) found that neuroticism and conscientiousness negatively affected travel intentions, whereas extraversion and openness had a positive impact. Interestingly, agreeableness was found to have no significant effect.

2 LITERATURE REVIEW AND HYPOTHESES

2.1 The conceptual model

Personality characteristics, conventionally divided into five dimensions known as the 'Big Five' or described by the acronym OCEAN—openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism—play a major role in dictating the behavior of an individual. Norman's (1963) contribution is particularly noteworthy because his labels—extraversion, emotional stability, agreeableness, conscientiousness, and culture—are utilized extensively in contemporary literature even to this day. One of the competitors of the Big Five is Ashton and Lee's (2009) HEXACO model, which includes a sixth factor: honesty-humility. This sixth factor is seen as a first-rate marker of egoism (De Vries et al., 2009).

Figure 1 illustrates the conceptual model of the study, where the three main concepts are uncovered: determinants of personality traits, antecedents of memorable tourism experiences (MTE), and revisit intentions.

The review of the literature follows examining the effect of personality traits and MTE on tourists' revisit intentions to Cyprus. Although relatively little research has explored how MTE's and personality trait antecedents affect tourists' behavior or revisit intentions, scholarly research provides vital insights.

Studies investigating the relationship between Memorable Tourism Experience (MTE) and revisit or behavioral intentions typically fall into two primary categories; the first group of studies applies the seven-dimensional framework of MTE established by Kim and Ritchie (2014), while the second group explores alternative MTE constructs and their impact on revisit or behavioral intentions and related constructs.

In the first category, at least seven studies stand out (Kim & Ritchie, 2014; Tsai, 2016; Coudounaris & Sthapit, 2017; Zhang, Wu, & Buhalis, 2018; Sthapit et al., 2019a; Yu et al., 2019; Rasoolimanesh et al., 2021). Kim and Ritchie (2014) were the first to develop and empirically test a model comprising seven MTE dimensions—hedonism, novelty, local culture, refreshment, meaningfulness, involvement, and knowledge—as independent variables predicting behavioral intentions. Their findings were based on a sample of 593 valid responses from tourists in Kaohsiung, Taiwan.

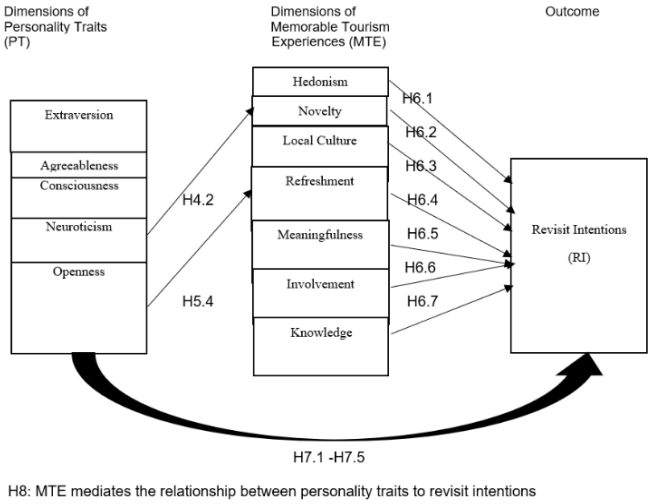

Figure 1. Conceptual model – positive and significant relationships

Tsai (2016) built on this model by surveying 378 tourists in Tainan, Taiwan, incorporating not only the seven MTE dimensions but also place attachment and behavioral intentions. In a similar study, Coudounaris and Sthapit (2017), using data from 314 tourists in Rovaniemi, Finland, found that only four of the seven MTE dimensions—hedonism, local culture, involvement, and knowledge—had a statistically significant and positive effect on behavioral intentions.

Using 261 valid responses from tourists visiting Huangshan in China, Zhang et al. (2018) reported that all seven MTE dimensions significantly and positively influenced revisit intentions. Additionally, their study confirmed significant associations between MTE, country image, and destination image. Sthapit et al. (2019a) examined the responses of 343 tourists in Sardinia, Italy, and found through SEM and CFA that all seven MTE dimensions significantly influenced revisit intentions.

Based on a sample of 427 tourists in Xitou, Taiwan, Yu et al. (2019) identified three key dimensions—refreshment, local culture, and involvement—as having a positive and significant impact on word-of-mouth intentions. Moreover, they found that hedonism significantly influenced both local culture and revisit intentions.

Using 350 completed surveys from tourists in Kashan, Iran, Rasoolimanesh et al. (2021) also concluded that all seven MTE dimensions positively influenced revisit intentions, reinforcing the robustness of the Kim and Ritchie (2014) model across different geographical contexts.

The second category includes studies that utilize alternative sets of MTE constructs. Kim (2018), for example, conducted SEM and CFA using a model composed of five different MTE items to examine their influence on revisit intention, destination image, overall satisfaction, and word-of-mouth intention. This study drew on a diverse sample of 301 tourists from multiple regions including mainland China, Japan, Hong Kong/Macau, South Korea, and the USA.

Huang et al. (2019), analyzing data from 374 visitors to a food festival in Macao, found that two alternative MTE items had a significant positive impact on behavioral intentions. Their model also incorporated perceived value as a variable influencing both MTE and behavioral intentions.

Zhou, Wong, and Wang (2022) examined responses from 556 Chinese tourists and evaluated the impact of six alternative MTE items on overall satisfaction, red tourism place attachment, and the intention to visit similar destinations. Their structural model also included constructs such as country competence and destination image.

Overall, the empirical evidence suggests that MTE is an effective tool in destination marketing, as it plays a critical role in shaping positive tourist perceptions and encouraging future visits. Tourists often base recommendations and return decisions on their lived experiences, which significantly shape their cognitive and emotional associations with a destination.

Beyond the destination experience itself, personality traits—particularly those linked to behavioral intentions—play a key role in shaping tourism experiences. For instance, Kvasova (2015) found that environmentally conscious tourists were more inclined to favor destinations that offer eco-friendly features such as green hotels, sustainable energy practices, water conservation, and responsible waste management.

Hirsh (2010) similarly emphasized that personality traits strongly influence behavior and, consequently, the tourism experience. Kvasova's (2015) study of 287 international tourists in Cyprus showed that individuals scoring high in extraversion, conscientiousness, and openness were more likely to engage in environmentally responsible behaviors. These findings suggest that these traits can be used to predict revisit intentions, particularly within the context of eco-tourism.

Additionally, a study by Coudounaris and Arvidsson (2021) explored the influence of the Big Five personality traits (McCrae & Costa, 1987) on causation and effectuation logic among 113 Estonian IT managers and entrepreneurs. Their findings revealed that conscientiousness had a positive and significant effect on causation logic. Furthermore, openness, conscientiousness, extraversion, and agreeableness all positively influenced effectuation, while neuroticism did not have a significant effect.

These studies underscore the growing recognition that personality traits not only shape tourism behavior and experiences, but can also act as predictors of tourists' revisit intentions, particularly when filtered through the lens of MTE.

2.2. Hypothesis development

Psychological factors, including personality traits

NKvasova (2015), in a study in Cyprus, found that four of Big Five personality traits—extraversion, agreeableness, conscientiousness, and neuroticism—had positive and significant influences on the environmentally conscious behavior of tourists. But openness had a non-significant and negative influence on such behavior. Similarly, Verma et al. (2017) from a study in India, concluded that extraversion, agreeableness, conscientiousness, and openness positively and significantly affected the intention of tourists to employ green hotels. Conversely, neuroticism had a statistically non-significant but positive influence. Wei, Zhao, Zhang, and Huang (2019) theorized two additional psychological variables grounded in Chinese cultural background—social interaction and perceived serendipity—and found that they worked differently on MTE. Subsequently, Al-Gharibah and Mahfod (2022) found conscientiousness and extraversion to positively and significantly influence tourists' intention to travel to Qatar and that neuroticism, though positive, lacked a statistically significant effect. Hirsh (2010) defines the five major personality traits as extraversion, agreeableness, conscientiousness, neuroticism, and openness. McCrae and Costa (1987) describe extraversion as the extent to which individuals are outgoing, assured, and active. Extraverted individuals are outgoing and forceful in their nature, and these characteristics decide their behaviors and expectations in real environments.

H1.1–H1.7: Tourists' extraversion positively and significantly influences their memorable tourism experiences (MTE).

The second of these personality characteristics, agreeableness, was directly and positively correlated with pro-environmental action and green hotel visit intentions (Kvasova, 2015; Verma et al., 2017). According to Mededovic and Bulut (2017), agreeableness describes someone's empathy, kindness, and friendship with others, which influence behavior and opinions.

H2.1–H2.7: The agreeableness of tourists is positively and significantly correlated with MTE.

The third factor, conscientiousness, is the perception of responsibility and respect for rules and social norms (Mededovic and Bulut, 2017). Kvasova (2015) and Verma et al. (2017) both found a significant and positive correlation between conscientiousness and green or pro-environmental tourism behavior. Conscientious individuals are well-organized and consider the consequences of their behavior, as noted by McCrae and Costa (1987).

H3.1–H3.7: Tourists' conscientiousness positively and significantly influences MTE.

Neuroticism, as defined by McCrae and Costa (1987), is instability in emotions, with the experience of anxiety, fear, and sadness. While other studies such as Hirsh and Dolderman (2007) and Verma et al. (2017) reported positive but non-significant neurotic impacts on green tourism intentions, neurotics are more prone to being sensitive to possible negative outcomes, which will shape their behavior in tourism in special ways.

H4.1–H4.7: MTE is significantly and positively impacted by tourists' neuroticism.

The final trait, openness, is defined by intellectual curiosity and sensitivity to new experience (McCrae and Costa, 1987). Kvasova (2015) found a non-significant and negative impact of openness on green behavior, while Verma et al. (2017) found a significant and positive impact of openness on green hotel visit intentions. Openness is connected with flexibility and responsiveness to new contexts.

H5.1–H5.7: The openness of tourists has a positive and significant impact on MTE.

Memorable tourism experience (MTE)

Lee (2015) defines memorable tourism experience (MTE) as the lasting memories of excitement, impressions, and emotions formed during a tourist's visit. Coelho and Gosling (2018) emphasize that MTE results from both the experience itself and the memory-creation process. Kim et al. (2012) proposed seven key dimensions of MTE. Hedonism refers to the enjoyment and pleasure derived from tourism activities. Kim and Ritchie (2014), Coudounaris and Sthapit (2017), and Yu et al. (2019) all found that hedonism positively and significantly influences behavioral and revisit intentions.

H6.1: Hedonism has a positive and significant effect on revisit intentions.

Novelty captures the contrast between current and past experiences. Novelty-seeking is associated with increased satisfaction and memorable impressions (Lee and Crompton, 1992). While Kim and Ritchie (2014) found a significant positive effect, other studies such as Yu et al. (2019) reported a negative and non-significant impact.

H6.2: Novelty has a positive and significant impact on revisit intentions.

Local culture refers to tourists' engagement with the host community's traditions and practices. Studies have consistently shown that this dimension significantly enhances revisit intentions (Kim and Ritchie, 2014; Coudounaris and Sthapit, 2017; Yu et al., 2019).

H6.3: Local culture has a positive and significant influence on revisit intentions.

Refreshment denotes the feeling of renewal and escape from routine life. Although Kim and Ritchie (2014) found a significant positive relationship, later studies like Yu et al. (2019) found only a non-significant positive effect.

H6.4: Refreshment has a positive and significant effect on revisit intentions.

Meaningfulness relates to the personal value and growth derived from the travel experience. Although the conceptual importance is well established (Kim, 2010), empirical results from Kim and Ritchie (2014) and Yu et al. (2019) have shown non-significant effects.

H6.5: Meaningfulness has a positive and significant impact on revisit intentions.

Involvement reflects the degree to which tourists actively participate in travel-related activities. Greater involvement leads to stronger satisfaction and memorable experiences. The positive and significant relationship has been confirmed across multiple studies (Kim and Ritchie, 2014; Yu et al., 2019).

H6.6: Involvement has a positive and significant impact on revisit intentions.

Knowledge involves the learning and intellectual stimulation obtained from travel. While some studies (e.g., Kim and Ritchie, 2014) found non-significant effects, others (Coudounaris and Sthapit, 2017) identified a significant positive influence.

H6.7: Knowledge has a positive and significant influence on revisit intentions.

Revisit intentions

Repeat intentions are the probability that a tourist will visit again a destination based on past positive experiences. The construct is usually measured by means of different behavioral measures, including recommending the destination to others or having the intention to return.

At least six studies used behavioral intentions as a dependent variable (Haji et al., 2021; Vada et al., 2019; Sthapit et al., 2019a; Huang et al., 2019; Sthapit et al., 2017; Kim and Ritchie, 2014). For instance, Sthapit et al. (2017) used items such as recommending the destination, talking positively about it, and wishing to revisit. Additionally, seven studies (Sthapit et al., 2023; Stavrianea and Kamenidou, 2022; Zhou et al., 2022; Rasoolimanesh et al., 2021; Yu et al., 2019; Zhang et al., 2018; Kim, 2018) made revisit intentions the main outcome variable. This study focuses on three core revisit intention factors: the revisit intention to the destination, the likelihood of recommending it to others by word-of-mouth, and encouraging relatives and friends to visit there.

H7.1–H7.5: Personality dimensions exert positive and significant influences on revisit intentions.

Mediation of MTE between personality traits and revisit intentions

Five or more studies have established MTE as a mediator in various behavior frameworks. Huang et al. (2019) found that MTE mediated perceived value's effect on behavior intention partially. Yu et al. (2019) found that MTE was a mediator of word-of-mouth and revisit intentions. Rasoolimanesh et al. (2021, p. 5, Figure 1) used MTE as a mediator between the constructs of visitor engagement, authenticity, destination image, and electronic word-of-mouth (eWOM) to resuscitate intentions. Similarly, Stavrianea and Kamenidou (2022, p. 7, Figure 1) confirmed that MTE functioned as a mediator between satisfaction, loyalty, and destination image. Zhou, Wong, and Wang (2022, Figure 1, p. 6) similarly supported MTE as a mediator of revisit intentions and overall satisfaction.

H8: The MTE partially mediates the influence of personality traits on revisit intentions

3 METHDOLOGY

The authors collected data based on 239 completed questionnaires from a convenience sample of visitors at Paphos airport and Larnaca international airport during summer 2019. Unrestricted access was obtained to Larnaca international airport from the airport authorities. The latter airport specializes in UK flights and therefore a sufficient number of responses were collected from such flights; the number of visitors from the UK is really high, and it was an appropriate way to collect data from UK tourists in Cyprus. Questionnaires collected at Paphos airport increase the sample's representativeness to the whole population of visitors as most of the flights between Paphos and UK airports had mostly UK tourists. In the current study, we received sufficient number of participants of UK origin (i.e. 100 British respondents).

The initial sample consisted of 1250 tourists, who had come back from a short holiday in Cyprus. Two hundred fifty-two

tourists took part and 242 out of them were the only usable questionnaires for the analysis; ten questionnaires were incomplete and were not taken into consideration. The questionnaire was four pages long unfolded in four sections. The demographics constitute the first section, the second includes personality trait statements, the third consists of MTE statements relevant to application, while the fourth consists of statements regarding intention to revisit. Each of the interviews took between 10 and 13 minutes.

One interviewer administered the surveys to preclude the possibility of interviewer bias due to different approaches from different interviewers. Confirmatory factor analysis (CFA) via AMOS 29 was used to test the fit of the model to the data. It was based on CFA covariances to test the 13 hypotheses to see whether they were significant and positive. The questionnaire consisted of 52 questions/statements that were rated on a 7-point Likert scale from 1=strongly disagree, to 7=strongly agree.

The number of items of the final estimated model was 38, and the total number of usable observations was 239, which is greater than the minimal requirement of 5 observations per item (239/38=6.29) (Hair et al. 2019). Therefore, the CFA estimates are based on sufficient sample size of 239 observations. In order to reduce any issues and ambiguity regarding cross-sectional data, we performed tests for sample tourists' representativeness to the population. The percentages reflect that this current sample of tourists is aligned with percentages of the tourist population from different countries in 2019. Therefore, percentage-wise, the tourists' sample by country collected within this survey reflects the 2019 population of tourists (Phileleftheros 2020). The questionnaire was English and Russian. The Russian questionnaire was back-translated from English by an expert in languages to avoid errors in translation. English and Russian tourists were the main tourist groups of tourists traveling to Cyprus on holidays in summer 2019. The questionnaire also included a) five demographics, i.e., gender, age, education, occupation, and nationality; and b) five other questions (i.e. reason(s) of travelling to Cyprus; type of accommodation; length of the stay in Cyprus; any accompanying person(s); and any activities the tourist(s) participated in. The study tested potential biases, including non-response bias, common method bias, and endogeneity bias.

Non-response bias was initially tested based on the procedure proposed by Armstrong and Overton (1977) under the assumption that late respondents are similar to non-respondents. To check for this, a t-test was conducted under equal and unequal variance assumptions across three groups of respondents: early, middle, and late. No statistical variation in the means of the variables was found between these three groups by the analysis. That is, the early group (first 80 cases), middle group (next 80 cases), and late group (remaining 79 cases) of the total sample of 239 tourists did not differ significantly in the means of any of the variables tested. Non-response bias was therefore not a concern in this study.

Second, the study tested for common method variance (CMV) using confirmatory factor analysis (CFA). All the structural indicators were constrained to load on one-factor, following the guidance of Podsakoff and Organ (1986) and subsequent elaboration by Podsakoff et al. (2003, 2012). The results showed a poor model fit, indicative of the fact that a single-factor model was not able to explain the data well. This shows that common method variance was not an issue in this study.

Lastly, endogeneity bias was tested using the two-stage least squares (2SLS) approach. The instruments used included extraversion, agreeableness, conscientiousness, neuroticism, openness, hedonism, novelty, local culture, refreshment, meaningfulness, involvement, and knowledge. These instruments correlated with their corresponding endogenous variables but not with the dependent variable, behavioral intentions. In accordance with Stock and Watson (2011), F-tests confirmed the validity of the strength of the instruments. The Durbin-Wu-Hausman test further revealed that all instrumental variables were exogenous to revisit intentions using a variable with an F-statistic above the minimum 10. Such tests confirmed that there was no endogeneity bias in this study.

CONSTRUCTS*	ITEMS
	A. Personality Traits
Extraversion (McCrae and Costa 1987) F1	X6. I am the life of the party.
	X7. I don't talk a lot.
	X8. I talk to a lot of people at parties.
	X9. I stay in the background.
Agreeableness (McCrae and Costa 1987) F2	X10. I sympathise with others' feelings.
	X11. I am not interested in other people's problems.
	X12. I feel others' emotions.
	X13. I am not really interested in others.
Consciousness (McCrae and Costa 1987) F3	X14. I get chores done right away.
	X15. I often forget to put things back in their proper place.
	X16. I like order.
	X17. I make a mess of things.
Neuroticism (McCrae and Costa 1987) F4	X18. I have frequent mood swings.
	X19. I am relaxed most of the time.
	X20. I get upset easily.
	X21. I seldom feel blue.
Openness (McCrae and Costa 1987) F5	X22. I have a vivid imagination.
	X23. I am not interested in abstract ideas.
	X24. I have difficulty in understanding abstract ideas.
	X25. I do not have a good imagination.
	B. Memorable Tourism Experiences
Hedonism (Kim et al. 2012) F6	X26. I was thrilled about having a new experience in Cyprus.
	X27. I took part in activities.
	X28. I really enjoyed the trip.
	X29. I had an exciting trip.
Novelty (Kim et al. 2012) F7	X30. I had a once-in-a-lifetime experience.
	X31. I had a unique experience.
	X32. My trip was different from previous trips.
	X33. I experienced something new.
Local Culture (Kim et al. 2012) F8	X34. I had a good impression of the local culture.
	X35. I had a chance to closely experience the local culture.
	X36. The locals in Cyprus were friendly towards me.
Refreshment (Kim et al. 2012) F9	X37. I relieved stress during the trip.
	X38. I felt free from daily routine during the trip.
	X39. I had a refreshing experience.
	X40. I felt better after the trip.
Meaningfulness (Kim et al. 2012) F10	X41. I felt that I did something meaningful.
	X42. I felt that I did something important.
	X43. I learned something new about myself from the trip.
Involvement (Kim et al. 2012) F11	X44. I visited a place that I really wanted to visit.
	X45. I enjoyed activities that I really wanted to do.
	X46. I was interested in the main activities offered.
Knowledge (Kim et al. 2012) F12	X47. I gained a lot of information during the trip.
	X48. I gained a new skill(s) from the trip.
	X49. I experienced a new culture(s).
	C. Revisit Intentions
Behavioural Intentions (Coudounaris and Sthapit 2017) F13	X50. I will recommend Cyprus to other people.
	X51. I will say positive things about Cyprus to other people.
	X52. I will encourage friends and relatives to visit Cyprus.

Note:
F1: Extraversion, F2: Agreeableness, F3: Consciousness, F4: Neuroticism, F5: Openness, F6: Hedonism, F7: Novelty, F8: Local Culture, F9: Refreshment, F10: Meaningfulness, F11: Involvement, F12: Knowledge, and F13: Revisit Intentions

Table 1. Operationalisation of the items of the survey's constructs.

The study's constructs include 47 statements, and their operationalisation is shown in Table 1. It is worth mentioning that there are 13 constructs in total, of which five constructs (F1 to F5) were in personality traits, seven (F6-F12) in memorable tourism experiences, and one (F13) measuring revisit intentions.

4 RESULTS

4.1. Profile of the participants – Demographics

The survey was completed by 242 participants: 119 males and 123 females. The youngest participant was 12 years old and the oldest 76. In terms of nationality, the participants in the survey comprised British:100, Romanian:13, Greek:12, Russian:11, Cypriot:10 (the ten Cypriots are included in the survey as all of them had been living and working abroad for more than 15 years), Dutch:9, German:9, Israeli:8, Polish:6, Swedish:6, Ukrainian:6, Hungarian:5, Chinese:4, Egyptian:4, Norwegian:4, Lebanese:3, and Swiss:3.

The participants who travelled to Cyprus for pleasure comprised 191, family visit:27, and business:20. The majority of participants staying at 4-star hotels or above:80, rented flats:49, hotel apartments:44, and friends/family houses:33. In addition, the participants staying in Cyprus for seven days comprised 66, 14 days:37, ten days:22, eight days:16, and four days:16, and travelling with family and children:101, with husband/wife:52, and friends:49. Finally, most participants in the survey pursued the following activities: a) swimming:72, and b) visiting ancient sights and swimming:51.

Since there are two categories of participants based on gender, we then tested whether both had significantly different items (X6-X52) using non-parametric tests of independent samples (SPSS 29). The tests revealed that both categories had different significant items, namely X10, X12-X14, X18-X20, X26, X28-X29, X33-X36, X38, X40, X49, and X51-X52 at a 95% confidence level. Consequently, 19 items out of a total of 47 (40.43%) were significantly different for male and female participants at 95% confidence levels. It seems that the two groups behaved differently, and therefore further investigation of this should be undertaken in the future.

Furthermore, by using non-parametric tests in comparing cases of non-adults (<21=46) with the four age categories of adults, i.e., early adulthood (22-34=77), early middle age (35-44=34), late middle age (45-64=74), and late adulthood (65-76=7), the analysis revealed that five age groups had an unequal number of cases (48). A non-parametric test between age group (22-34) and age group (45-64) revealed significant differences for the variables X8:(sig.=0.030), X9:(sig.=0.037), X22:(sig.=0.016) and X43:(sig.=0.044). In addition, a non-parametric between age groups (<21) and (35 to 44) revealed significant differences for the variables X6:(sig.=0.027), X7:(sig.=0.001), X9:(sig.=0.001), X17:(sig.=0.013), X18:(sig.=0.016), X22:(sig.=0.013), X25:(sig.=0.003), and X27:(sig.=0.011).

4.2 Measurement Model Testing

The findings from the factor analysis (EFA) using Principal Components and the Varimax rotation tool (see Table 2) show that there are 13 constructs, and at least 6, namely extraversion, consciousness, neuroticism, openness, novelty, and revisit intentions have two items with factor loadings above 0.7.

Construct and measurement items	Mean	EFA factor loadings**
F1: Extraversion		Factor 1
X7	3.26	**0.723**
X9	3.38	**0.808**
F2: Agreeableness		Factor 2
X11	3.14	-0.414
X13	2.65	-0.504
F3: Consciousness		Factor 3
X15	3.26	**0.773**
X17	2.86	**0.790**
F4: Neuroticism		Factor 4
X18	3.46	**0.729**
X20	3.59	**0.733**
F5: Openness		Factor 5
X23	3.36	**0.826**
X24	3.16	**0.821**
X25	2.72	0.436
F6: Hedonism		Factor 6
X26	5.18	**0.727**
X27	5.16	0.013
X28	6.02	0.017
X29	5.61	0.163
F7: Novelty		Factor 7
X30	4,26	0.690
X31	4.58	**0.742**
X32	4.73	0.691
X33	5.05	**0.767**
F8: Local Culture		Factor 8
X34	5.35	0.635
X35	4.88	**0.744**
X36	5.89	0.330
F9: Refreshment		Factor 9
X37	5.12	0.672
X38	5.54	0.543
X39	5.67	0.352
X40	5.75	0.149
F10:Meaningfulness		Factor 10
X41	4.87	0.672
X42	4.53	0.543
X43	4.30	0.352
F11: Involvement		Factor 11
X44	4.91	-0.005
X45	5.16	0.219
X46	4.97	0.157
F12: Knowledge		Factor12
X47	4.54	0.082
X48	3.70	0.011
X49	4.68	0.025
F13: Revisit Intentions		Factor 13
X50	6.14	**0.857**
X51	6.19	**0.856**
X52	6.10	**0.888**

*Note:
Constructs: F1: Extraversion, F2: Agreeableness, F3: Consciousness, F4: Neuroticism, F5: Openness, F6: Hedonism, F7: Novelty, F8: Local Culture, F9: Refreshment, F10: Meaningfulness, F11: Involvement, F12: Knowledge, and F13: Revisit Intentions.
**We used the Principal Components Method and Varimax (Rotated Components). The items X6-X52
were used in the EFA analysis

Table 2. Summary of EFA results and measurement model metrics (N=239)*

The EFA findings show that another two constructs, namely hedonism and local culture, have at least one factor loading with value above 0.7. However, EFA shows that five constructs, namely agreeableness, refreshment, meaningfulness, involvement, and knowledge have no factors loadings above 0.7, which indicates an issue with this construct that cannot be identified satisfactorily with the existing items. The above findings related to EFA show that eight constructs out of the total of 13 are satisfactorily identified with the existing items. Some improvements can be achieved with the application of other scales measuring MTE and the use of the six factor scale by Ashton and Lee (2009) and Lee and Ashton (2018).

We conducted EFA before implementing CFA to validate the factors' structure. Moreover, we found that the items are clustered appropriately within each construct (see Table 2). The EFA analysis proved, with some exceptions, that the chosen items accurately reflected the intended dimensions before moving to confirmatory factor analysis.

4.3 SEM analysis via confirmatory factor analysis

The test of fit of the model was performed by using confirmatory factor analysis (CFA). We performed bootstrapping with 2000 samples. The fit of the model to the data is very good, as RMSEA and CFI were 0.058 and 0.888, respectively. The RMSEA value was below the international threshold of 0.080 (Hair et al. 2019). The initial non-unidimensional solution of AMOS 29 found a chi-square=1680.2 with df=956, PCMIN/DF=1.758, CFI=0.849 and RMSEA=0.056. The unidimensional solution was achieved in the ninth run of the model with chi-square=1760.5, df=964, PCMIN/DF=1.826, CFI=0.833 and RMSEA=0.059. The CFA in the process used the maximum likelihood tool with bootstrap 2000 times. The modification indices revealed e39 to e40=18.921, e30 to e31=18.788, and e35 to e36=21.070.

Since the 240th, 151st, and 152nd cases produced Mahalanobis d-squared 166.970, 123.119, and 119.807, respectively, we had to eliminate these cases as these values considerably exceeded 80.000. The extraction of the three cases produced the following CFA estimates: Chi-square=1652.7, df=916, PCMIN/DF=1.720, CFI=0.857, and RMSEA=0.055.

Furthermore, the study eliminated the following variables: X6, X8, X10, X12, X14, X16, X19, X22, which produced negative values of standardised regression weight. Finally, the variable X21 generated a negative standardised regression weight of -0.018, which was also eliminated. Therefore, the elimination of 9 variables from the sub-model of PTs produced a very good fit of the CFA estimate of the model, i.e., Chi-square=1068.4, df=592, PCMIN/DF=1.805, CFI=0.888, and RMSEA=0.058, which was far below the international threshold of 0.08 (Hair et al., 2019).

In addition, we assessed some of the assumptions for CFA, namely normality. The assessment of multivariate non-normality was done using AMOS 29. Skewness was below 3 for all items and kurtosis was within 8 to 20 for all items. Therefore, all the items followed normal distribution, and there was no issue with non-normality of the items.

Table 3 shows the correlation matrix indicating that the correlations are below the threshold value of 0.7, and therefore that there is no multicollinearity problem.

	F1	F2	F3	F4	F5	F6	F7	F8	F9	F10	F11	F12	F13
F1	*0.799*												
F2	0.275	*0.782*											
F3	0.092	0.197	*0.881*										
F4	0.117	0.037	0.142	*0.871*									
F5	0.038	0.303	0.044	0.108	*0.801*								
F6	-0.018	-0.033	-0.083	0.079	0.134	*0.769*							
F7	0.015	0.099	-0.010	0.117	0.068	0.693	*0.867*						
F8	0.092	-0.178	-0.195	0.048	0.059	0.750	0.532	*0.782*					
F9	0.029	-0.003	-0.074	0.042	0.171	0.688	0.481	0.702	*0.822*				
F10	0.079	0.082	-0.105	-0.066	0.099	0.588	0.608	0.483	0.443	*0.908*			
F11	0.005	0.015	0.024	-0.027	0.041	0.694	0.528	0.548	0.604	0.670	*0.873*		
F12	-0.063	0.053	-0.023	0.072	-0.039	0.522	0.629	0.734	0.409	0.722	0.714	*0.796*	
F13	0.045	-0.106	-0.001	0.016	0.059	0.685	0.385	0.757	0.768	0.384	0.565	0.506	*0.968*

*Note: F1: Extraversion, F2: Agreeableness, F3: Consciousness, F4: Neuroticism, F5: Openness, F6: Hedonism, F7: Novelty, F8: Local Culture, F9: Refreshment, F10: Meaningfulness, F11: Involvement, F12: Knowledge, and F13: Revisit Intentions. Values in diagonal show the square root of AVE.

Table 3. Correlation matrix (N = 239)*

4.4 Test of hypotheses

The study uses the covariances matrix produced by CFA to test the hypotheses. Based on the covariances found via CFA of AMOS 29, the study performs the test of hypotheses as shown in Table 4.

Hypotheses	Relationship*	Estimate Beta	Std. Error	C.R. (t)	Sig. (p-value)	Status of hypotheses
H1.1	F1 to F6	-.024	.126	-.193	.847	Non-supported
H1.2	F1 to F7	.025	.151	.167	.868	Non-supported
H1.3	F1 to F8	.093	.112	.828	.408	Non-supported
H1.4	F1 to F9	.036	.110	.323	.746	Non-supported
H1.5	F1 to F10	.129	.144	.892	.373	Non-supported
H1.6	F1 to F11	.006	.123	.050	.960	Non-supported
H1.7	F1 to F12	-.079	.126	-.624	.533	Non-supported
H2.1	F2 to F6	-.048	.131	-.367	.714	Non-supported
H2.2	F2 to F7	.173	.155	1.119	.263	Non-supported
H2.3	F2 to F8	-.190	.114	-1.671	.095	Non-supported
H2.4	F2 to F9	-.004	.115	-.038	.970	Non-supported
H2.5	F2 to F10	.141	.151	.936	.349	Non-supported
H2.6	F2 to F11	.021	.129	.162	.872	Non-supported
H2.7	F2 to F12	.069	.131	.528	.597	Non-supported
H3.1	F3 to F6	-.185	.144	-1.285	.199	Non-supported
H3.2	F3 to F7	-.027	.171	-.156	.876	Non-supported
H3.3	F3. To F8	-.322	.124	-2.587	.010	Non-supported
H3,4	F3 to F9	-.146	.124	-1.179	.238	Non-supported
H3.5	F3 to F10	-.280	.162	-1.726	.084	Non-supported
H3.6	F3 to F11	.053	.143	.370	.711	Non-supported
H3.7	F3 to F12	-.047	.142	-.331	.741	Non-supported
H4.1	F4: to F6	.200	.150	1.337	.181	Non-supported
H4.2	F4 to F7	.360	.175	2.058	.040	**Supported**
H4.3	F4 to F8	.090	.126	.714	.475	Non-supported
H4.4	F4 to F9	.094	.130	.722	.470	Non-supported
H4.5	F4 to F10	-.201	.171	-1.180	.238	Non-supported
H4.6	F4 to F11	-.068	.147	-.461	.645	Non-supported
H4.7	F4 to F12	.167	.147	1.136	.256	Non-supported
H5.1	F5 to F6	.163	.106	1.530	.126	Non-supported
H5.2	F5 to F7	.100	.124	.806	.420	Non-supported
H5.3	F5 to F8	.053	.091	.586	.558	Non-supported
H5.4	F5 to F9	.185	.093	1.979	.048	**Supported**
H5.5	F5 to F10	.144	.121	1.188	.235	Non-supported
H5.6	F5 to F11	.049	.104	.470	.639	Non-supported
H5.7	F5 to F12	-.043	.107	-.402	.688	Non-supported
H6.1	F6: to F13	1.094	.129	8.470	.000	**Supported**
H6.2	F7 to F13	.647	.127	5.075	.000	**Supported**
H6.3	F8 to F13	.884	.106	8.305	.000	**Supported**
H6.4	F9 to F13	.954	.121	7.885	.000	**Supported**
H6.5	F10 to F13	.640	.125	5.108	.000	**Supported**
H6.6	F11 to F13	.778	.114	6.845	.000	**Supported**
H6.7	F12 to F13	.643	.114	5.628	.000	**Supported**
H7.1	F1 toF13	.058	.109	.533	.594	Non-supported
H7.2	F2 to F13	-.145	.115	-1.260	.208	Non-supported
H7.3	F3 to F13	.053	.143	.370	.711	Non-supported
H7.4	F4 to F13	.039	.129	.303	.762	Non-supported
H7.5	F5 to F13	.068	.092	.741	.459	Non-supported

Note*: F1: Extraversion, F2: Agreeableness, F3: Consciousness, F4: Neuroticism, F5: Openness, F6: Hedonism, F7: Novelty, F8: Local Culture, F9: Refreshment, F10: Meaningfulness, F11: Involvement, F12: Knowledge, and F13: Revisit Intentions. The grey shaded hypotheses are those that have shown to be important because they are positive and significant (supported).

Table 4. Tests of hypotheses using CFA (Covariances) via AMOS 29 for N = 239

The covariances were performed between the independent constructs F1 to F5 and the dependent constructs F6 to F12, between the independent constructs F6 to F12 and the dependent construct F13, and between the independent constructs F1 to F5 and the dependent construct F13 (see Figure 1).

Table 4 shows that all thirteen hypotheses, H1.1-H1.7 to H13.1 to H13.5, are supported for eight relationships out of 47 in the model. Specifically, the eight positive and significant relationships are F5 to F9 ($p<0.10$ and all the relationships F6 to F 13, F7 to F13, F8 to F13, F9 to F13, F10 to F13, F11 to F13 and F12 to F13 at $p<0.001$). The remaining 39 relationships, namely H1.1 to H1.7, H2.1 to H2.7, H3.1 to H3.7, H4.1, H4.3 to H4.7, H5.1 to H5.3, H5.5 to H5.7, and H7.1 to H7.5 are not supported. Moreover, hypotheses H2.3 and H3.3 and the relationships between F2 to F8 and F3 and F8 are not supported due to negative betas.

4.5 Mediation analysis

The study uses AMOS 29 in order to perform mediation analysis.

Impact of variables**	Beta estimate	S.E.	C.R.	P-value	Result***	Status of mediation
Before mediator F6 enters into the model F1 to F13						
F1 to F13	41.475	149.972	.277	.782	*Non-significant*	No mediation
After mediator F6 enters into the model F1 to F6 to F13						
F1 to F13	.133	.197	.675	.500	Non-significant	
F1 to F6	-.078	.042	-1.850	.064	Non-significant	
F6 to F13	1.277	2.995	. 426	.670	Non-significant	
Before mediator F7 enters into the model F1 to F13						
F1 to F13	41.475	149.972	.277	.782	*Non-significant*	No mediation
After mediator F7 enters into the model F1 to F7 to F13						
F1 to F13	38.313	130.143	.294	.768	Non-significant	
F1 to F7	-.016	2.885	-.006	.996	Non-significant	
F7 to F13	8.176	27.459	.298	.766	Non-significant	
Before mediator F8 enters into the model F1 to F13						
F1 to F13	41.475	149.972	.277	.782	*Non-significant*	No mediation
After mediator F8 enters into the model F1 to F8 to F13						
F1 to F13	1.221	.140	8.736	.000	Significant	
F1 to F8	.967	.076	12.756	.000	Significant	
F8 to F13	.000	.106	-.003	.997	Non-significant	
Before mediator F9 enters into the model F1 to F13						
F1 to F13	41.475	149.972	.277	.782	*Non-significant*	No mediation
After mediator F9 enters into the model F1 to F9 to F13						
F1 to F13	.958	.023	46.160	.000	Significant	
F1 to F9	1.038	.022	40.849	.000	Significant	
F9 to F13	.198	.055	3.592	.000	Significant	
Before mediator F10 enters into the model F1 to F13						
F1 to F13	41.475	149.972	.277	.782	*Non-significant*	No mediation
After mediator F10 enters into the model F1 to F10 to F13						
F1 to F13	.184	.056	3.272	.001	Significant	
F1 to F10	.946	.024	39.494	.000	Significant	
F10 to F13	1.045	.024	43.400	.000	Significant	
Before mediator F11 enters into the model F1 to F13						
F1 to F13	41.475	149.972	.277	.782	*Non-significant*	No mediation
After mediator F11 enters into the model F1 to F11 to F13						
F1 to F13	.105	.052	2.006	.045	Significant	
F1 to F11	.968	.023	42.034	.000	Significant	
F11 to F13	1.045	.023	44.097	.000	Significant	
Before mediator F12 enters into the model F1 to F13						
F1 to F13	41.475	149.972	.277	.782	*Non-significant*	No mediation
After mediator F12 enters into the model F1 to F12 to F13						
F1 to F13	.324	.067	4.856	.000	Significant	
F1 to F12	.887	.006	14.841	.000	Significant	
F12 to F13	.702	.039	17.985	.000	Significant	
Before mediator F6 enters into the model F2 to F13						
F2 to F13	5.765	2.853	2.021	.043	*Significant*	Partial
After mediator F6 enters into the model F2 to F6 to F13						
F2 to F13	.203	.071	2.878	,004	Significant	
F2 to F6	.954	.024	39.727	.000	Significant	
F6 to F13	1.035	.025	41.392	.000	Significant	
Before mediator F7 enters into the model F2 to F13						
F2 to F13	5.765	2.853	2.021	.043	*Significant*	Partial
PAfter mediator F7 enters into the model F2 to F7 to F13						
F2 to F13	.148	.065	2.294	.022	Significant	
F2 to F7	.921	.023	39.244	.000	Significant	
F7 to F13	.1.012	.025	41.262	.000	Significant	
Before mediator F8 enters into the model F2 to F13						
F2 to F13	5.765	2.853	2.021	.043	*Significant*	Partial
PartialAfter mediator F8 enters into the model F2 to F8 to F13						
F2 to F13	.480	.076	6.331	.000	Significant	
F2 to F8	.832	.069	12.130	.000	Significant	
F8 to F13	.963	.029	33.162	.000	Significant	
Before mediator F9 enters into the model F2 to F13						
F2 to F13	5.765	2.853	2.021	.043	Significant	Partial
After mediator F9 enters into the model F2 to F9 to F13						
F2 to F13	.350	.055	6.416	.000	Significant	
F2 to F9	.826	.038	21.966	.000	Significant	
F9 to F13	.960	.024	39.451	.000	Significant	
Before mediator F10 enters into the model F2 to F13						
F2 to F13	5.765	2.853	2.021	.043	Significant	Partial
After mediator F10 enters into the model F2 to F10 to F13						
F2 to F13	.733	.069	10.672	.000	Significant	
F2 to F10	.346	.054	6.403	.000	Significant	
F10 to F13	.955	.029	33.208	.000	Significant	
Before mediator F11 enters into the model F2 to F13						
F2 to F13	5.765	2.853	2.021	.043	Significant	Partial
After mediator F11 enters into the model F2 to F11 to F13						
F2 to F13	.569	.064	8.875	.000	Significant	
F2 to F11	.532	.055	9.659	.000	Significant	
F11 to F13	.957	.027	35.878	.000	Significant	
Before mediator F12 enters into the model F2 to F13						
F2 to F13	5.765	2.853	2.021	.043	Significant	Partial
After mediator F12 enters into the model F2 to F12 to F13						
F2 to F13	.697	.067	10.408	.000	Significant	
F2 to F12	.347	.053	6.545	.000	Significant	
F12 to F13	.957	.029		.000	Significant	
			33.372			
Before mediator F6 enters into the model F3 to F13						
F3 to F13	-.002	.112	-.022	.982	Non-significant	Model unidentified is
After mediator F6 enters into the model F3 to F6 to F13						
F3 to F13					Parameters unidentified	are
F3 to F6						
F6 to F13					Parameters unidentified	are
Before mediator F7 enters into the model F3 to F13						
F3 to F13	-.002	.112	-.022	.982	Non-significant	Model unidentified is
After mediator F7 enters into the model F3 to F7 to F13						
F3 to F13					Parameters unidentified	are
F3 to F7						
F7 to F13					Parameters unidentified	are
Before mediator F8 enters into the model F3 to F13						
F3 to F13	-.002	.112	-.022	.982	Non-significant	Model unidentified is
After mediator F8 enters into the model F3 to F8 to F13						
F3 to F13					Parameters unidentified	are
F3 to F8						
F8 to F13					Parameters unidentified	are
Before mediator F9 enters into the model F3 to F13						
F3 to F13	-.002	.112	-.022	.982	Non-significant	Model unidentified is
After mediator F9 enters into the model F3 to F9 to F13						
F3 to F13					Parameters unidentified	are
F3 to F9						
F9 to F13					Parameters unidentified	are
Before mediator F10 enters into the model F3 to F13						
F3 to F13	-.002	.112	-.022	.982	Non-significant	Model unidentified is
After mediator F10 enters into the model F3 to F10 to F13						
F3 to F13					Parameters unidentified	are
F3 to F10						
F10 to F13					Parameters unidentified	are
Before mediator F11 enters into the model F3 to F13						
F3 to F13	-.002	.112	-.022	.982	Non-significant	Model unidentified is
After mediator F11 enters into the model F3 to F11 to F13						
F3 to F13					Parameters unidentified	are
F3 to F11						
F11 to F13					Parameters unidentified	are
Before mediator F12 enters into the model F3 to F13						
F3 to F13	-.002	.112	-.022	.982	Non-significant	Model unidentified is
After mediator F12 enters into the model F3 to F12 to F13						
F3 to F13					Parameters unidentified	are
F3 to F12						
F12 to F13					Parameters unidentified	are
Before mediator F6 enters into the model F4 to F13						
F4 to F13	-36.520	134.757	-.271	.786	Non-significant	Model unidentified is
After mediator F6 enters into the model F4 to F6 to F13						
F4 to F13					Parameters unidentified	are
F4 to F6						
F6 to F13					Parameters unidentified	are
Before mediator F7 enters into the model F4 to F13						
F4 to F13	-36.520	134.757	-.271	.786	Non-significant	Model unidentified is
After mediator F7 enters into the model F4 to F7 to F13						
F4 to F13			.		Parameters unidentified	are
F4 to F7						
F7 to F13					Parameters unidentified	are
Before mediator F8 enters into the model F4 to F13						
F4 to F13	-36.520	134.757	-.271	.786	Non-significant	Model unidentified is
After mediator F8 enters into the model F4 to F8 to F13						
F4 to F13			.		Parameters unidentified	are
F4 to F8						
F8 to F13					Parameters unidentified	are
Before mediator F9 enters into the model F4 to F13						
F4 to F13	-36.520	134.757	-.271	.786	Non-significant	Model unidentified is
After mediator F9 enters into the model F4 to F9 to F13						
F4 to F13					Parameters unidentified	are
F4 to F9						
F9 to F13					Parameters unidentified	are
Before mediator F10 enters into the model F4 to F13						
F4 to F13	-36.520	134.757	-.271	.786	Non-significant	Model unidentified is
After mediator F10 enters into the model F4 to F10 to F13						
F4 to F13	.	.			Parameters unidentified	are
F4 to F10						
F10 to F13					Parameters unidentified	are
Before mediator F11 enters into the model F4 to F13						
F4 to F13	-36.520	134.757	-.271	.786	Non-significant	Model unidentified is
After mediator F11 enters into the model F4 to F11 to F13						
F4 to F13					Parameters unidentified	are
F4 to F11						
F11 to F13					Parameters unidentified	are
Before mediator F12 enters into the model F4 to F13						
F4 to F13	-36.520	134.757	-.271	.786	Non-significant	Model unidentified is
After mediator F12 enters into the model F4 to F12 to F13						
F4 to F13					Parameters unidentified	are
F4 to F12						
F12 to F13					Parameters unidentified	are
Before mediator F6 enters into the model F5 to F13						
F5 to F13	-.318	.171	-1.857	.063	Significant	Complete
After mediator F6 enters into the model F5 to F6 to F13						
F5 to F13	-.074	.047	-1.567	.117	Non-significant	
F5 to F6	-.191	.052	-3.632	.000	Non-significant	
F6 to F13	-.441	.090	-4.926	.000	Non-significant	
Before mediator F7 enters into the model F5 to F13						
F5 to F13	-.318	.171	-1.857	.063	Significant	Complete
After mediator F7 enters into the model F5 to F7 to F13						
F5 to F13	-.010	.019	-.537	.591	Non-significant	
F5 to F7	-.073	.038	-1.905	.057	Non-significant	
F7 to F13	-.249	.063	-3.982	.000	Non-significant	
Before mediator F8 enters into the model F5 to F13						
F5 to F13	-.318	.171	-1.857	.063	Significant	Complete
After mediator F8 enters into the model F5 to F8 to F13						
F5 to F13	-1.160	.132	-8.802	.000	Non-significant	
F5 to F8	-.842	.068	-12.326	.000	Non-significant	
F8 to F13	-.023	.111	-.210	.834	Non-significant	
Before mediator F9 enters into the model F5 to F13						
F5 to F13	-.318	.171	-1.857	.063	Significant	Complete
After mediator F9 enters into the model F5 to F9 to F13						
F5 to F13	.014	.047	.303	.762	Non-significant	
F5 to F9	-.067	.038	-1.763	.078	Non-significant	
F9 to F13	-.243	.062	-3.899	.000	Non-significant	
Before mediator F10 enters into the model F5 to F13						
F5 to F13	-.318	.171	-1.857	.063	Significant	Complete
After mediator F10 enters into the model F5 to F10 to F13						
F5 to F13	.000	.021	-.020	.984	Non-significant	
F5 to F10	-.001	.051	-.020	.984	Non-significant	
F10 to F13	-.072	.088	-.819	.413	Non-significant	
Before mediator F11 enters into the model F5 to F13						
F5 to F13	-.318	.171	-1.857	.063	Significant	Complete
After mediator F11 enters into the model F5 to F11 to F13						
F5 to F13	-.008	.017	-.484	.628	Non-significant	
F5 to F11	-.061	.040	-1.511	.131	Non-significant	
F11 to F13	-.264	.066	-3.987	.000	Non-significant	
Before mediator F12 enters into the model F5 to F13						
F5 to F13	-.318	.171	-1.857	.063	Significant	Complete
After mediator F12 enters into the model F5 to F12 to F13						
F5 to F13	-.014	.019	-.706	.480	Non-significant	
F5 to F12	-.037	.048	-.766	.443	Non-significant	
F12 to F13	-.360	.083	-4.333	.000	Non-significant	

Table 5. Mediators before and after entering into the models*

Table 5 shows the mediating effects of the seven sub-constructs of memorable tourism experience between the five

sub-constructs of personality traits and revisit intentions. The mediating effects are found by adopting mediation analysis based on another paper performing mediation analysis (Coudounaris 2018a). As depicted in the table, memorable tourism experiences including all seven antecedent factors of MTE, namely hedonism, novelty, local culture, refreshment, meaningfulness, involvement, and knowledge, are significant mediators (partial mediators) in the relationship between agreeableness and revisit intentions.

The partial mediators satisfy the four steps that are engaged in Baron and Kenny's (1986) approach to establishing mediation (Mackinnon et al., 2007). Furthermore, all seven antecedents of MTE are not significant mediators (complete mediators) between openness and revisit intentions. In addition, all seven antecedents of MTE do not mediate between extraversion and revisit intentions. Finally, all the models were unidentified while testing the mediation of all seven antecedents of MTE between consciousness and revisit intentions, and neuroticism and revisit intentions.

4.6 Reliability versus validity

The reliability is determined based on the construct reliability (CR) computed with CFA and Cronbach's α estimation of the thirteen constructs (see Table 6). The CR analysis shows that all the constructs have CR>0.7, and the average CR is 0.801. Also, the CRs calculated with CFA are exactly as below:

- F1:Extraversion=0.695
- F2:Agreeableness=0.657
- F3:Consciousness=0.768
- F4:Neuroticism=0.704
- F5:Openness=0.774
- F6:Hedonism=0.782
- F7:Novelty=0.895
- F8:Local Culture=0.743
- F9:Refreshment=0.850
- F10:Meaningfulness=0.920
- F11:Involvement=0.880
- F12:Knowledge=0.763
- F13:RI=0.977

Additionally, the Cronbach's α of the eight constructs are above the cut-off value of 0.7. More specifically, Cronbach's α are calculated following Scale Tool Reliability Analysis in SPSS 29 as below:

- F1:Extraversion=0.563
- F2:Agreeableness=0.512
- F3:Consciousness=0.631
- F4:Neuroticism=0.510
- F5:Openness=0.629
- F6:Hedonism=0.657
- F7:Novelty=0.838
- F8:Local Culture=0.720
- F9:Refreshment=0.780
- F10:Meaningfulness=0.820
- F11:Involvement=0.780
- F12:Knowledge=0.638
- F13:RI=0.946

The study performs a two-step examination for determining convergent validity. In the first place, 32 out of the bulk of the variables have standardised regression weights more than 0.5, and six other values are below 0.5 with no convergent validity. Since 21 out of 38 standardised regression weights values are more than 0.7, such evidence implies that there is convergent validity. Second, the variance extracted for every construct did not exceed 50%, and therefore the model was non-convergent. Exactly, the variance extracted for the thirteen constructs varied from 37.7% to 88% (see Table 6):

- F1:Extraversion=0.418
- F2:Agreeableness=0.398
- F3:Consciousness=0.721
- F4:Neuroticism=0.809
- F5:Openness=0.414
- F6:Hedonism=0.406
- F7:Novelty=0.583
- F8:Local Culture=0.377
- F9:Refreshment=0.486
- F10:Meaningfulness=0.686
- F11:Involvement=0.585
- F12:Knowledge=0.402
- F13:RI=0.880

Construct and measurement items	Mean	Standardised regression weights (Outer loadings)	AVE	Composite reliability (CR)	Cronbach's alpha
F1: Extraversion			0.418	0.695	0.563
X7	3.26	0.535			
X9	3.38	**0.741**			
F2: Agreeableness			0.398	0.657	0.512
X11	3.14	0.450			
X13	2.65	**0.771**			
F3: Consciousness			**0.721**	**0.768**	0.631
X15	3.26	0.412			
X17	2.86	**1.128**			
F4: Neuroticism			**0.809**	**0.704**	0.510
X18	3.46	**1.242**			
X20	3.59	0.275			
F5: Openness			0.414	**0.774**	0.629
X23	3.36	0.661			
X24	3.16	**0.702**			
X25	2.72	0.560			
F6: Hedonism			0.406	**0.782**	0.657
X26	5.18	0.421			
X27	5.16	0.351			
X28	6.02	**0.779**			
X29	5.61	**0.847**			
F7: Novelty			**0.583**	**0.895**	**0.838**
X30	4,26	**0.826**			
X31	4.58	**0.852**			
X32	4.73	**0.587**			
X33	5.05	**0.762**			
F8: Local Culture			0.377	**0.743**	**0.720**
X34	5.35	**0.656**			
X35	4.88	**0.536**			
X36	5.89	**0.643**			
F9: Refreshment			0.486	**0.850**	**0.780**
X37	5.12	0.432			
X38	5.54	0.609			
X39	5.67	**0.862**			
X40	5.75	**0.802**			
F10:Meaningfulness			**0.686**	**0.920**	**0.820**
X41	4.87	**0.881**			
X42	4.53	**0.887**			
X43	4.30	**0.703**			
F11: Involvement			**0.585**	**0.880**	**0.780**
X44	4.91	0.660			
X45	5.16	**0.811**			
X46	4.97	**0.814**			
F12: Knowledge			0.402	**0.763**	0.638
X47	4.54	**0.702**			
X48	3.70	0.539			
X49	4.68	0.650			
F13: Revisit Intentions					
X50	6.14	**0.936**	**0.880**	**0.977**	**0.946**
X51	6.19	**0.925**			
X52	6.10	**0.953**			
			MAVE = 0.551	**ACR = 0.801**	**MCα = 0.694**

*Note: The following formulae are used for calculating the AVE and CR of the constructs: AVE is computed as the total of all squared standardised factor loadings (squared multiple correlations) divided by the number of items (Hair et al. 2019, p. 676) or AVE= Σ (standardised regression weights)²/n or Σ(Li)²/n. CR = (Σ of standardised regression weights)²/[(Σ of standardised regression weights)² + (Σδ)]. AVE = Average Variance Extracted; MAVE = Mean average variance extracted; ACR = average construct reliability; MCα = mean Cronbach's α. Constructs: F1: Extraversion, F2: Agreeableness, F3: Consciousness, F4: Neuroticism, F5: Openness, F6: Hedonism, F7: Novelty, F8: Local Culture, F9: Refreshment,

F10: Meaningfulness, F11: Involvement, F12: Knowledge, and F13: Revisit Intentions.

Table 6. Summary of measurement model metrics (N=239)*

Yet the mean variance extracted (AVE) was 0.551. These calculations indicate that every construct has no variance extracted more than 0.5. Particulary, seven constructs, i.e., extraversion, agreeableness, openness, hedonism, local culture, refreshment, and knowledge have variance extracted below 50%, i.e., these constructs lack convergent validity. Therefore, Fornell and Larcker's (1981) discriminant-validity criterion is not fulfilled.

Finally, Table 3 indicates discriminant validity criteria, which are met whenever square root of AVE > correlation between the constructs (see diagonal of Table 3). All constructs are explaining more information through their items compared to inter-relationships. As suggested by Hu and Bentler (1999), none of the constructs under this research performed well, meaning that in future research, researchers should refine the existing conceptual model (Figure 1).

5 DISCUSSION

This study is not a reproduction of the Cyprus study by Kvasova (2015), but, as already mentioned above, the intention was to test various relationships, among them the relationships between MTE and revisit intentions, which were tested by Kim et al. (2012) and Coudounaris and Sthapit (2017). CFA findings indicated that personality traits are not statistically significantly associated with all the items of MTE when the setting is Cyprus, thereby denoting that personality traits are unable to affect and direct MTE. An interesting implication is that the MTE of tourists do not rely on their personality traits; this may occure because tourist satisfaction and the beauty of tourist destinations are always considered and shaped by the uniqueness, comfort, and other characteristics of the destination. However, it can be pointed out that two personality trait dimensions, namely neuroticism and openness, are statistically associated with MTE (Table 3). Moreover, the CFA covariances illustrate that all relationships between MTE and revisit intentions are positively and significantly related (Table 2).

Similarly, Kim et al. (2012, p.21), based on a sample of U.S. college students at a large Midwestern university, argued that the correlations of the seven dimensions of MTE with revisit intentions were positive. Their inference was partly based on the construct intercorrelations (Kim et al. 2012). Nevertheless, the missing test of hypotheses, on the basis of CFA covariances or regression analysis, may illustrate the significance or not of each independent variable. Moreover, another study by Coudounaris and Sthapit (2017) on a sample of tourists from a zoo and museum of Rovaniemi in Northern Finland yielded different results. Specifically, novelty, refreshment, and meaningfulness' relationships with revisit intentions were positive but did not prove significant. The intercorrelations between the other four dimensions of MTE to reassess intentions were significantly and positively correlated. Eight out of the 47 relationships tested were statistically significant, providing theoretical implications of nonsupported and supported hypotheses.

The empirically supported hypotheses demonstrate the positive and significant relationships of all MTE precursors to revisit intentions already found in previous studies on the influence of MTE to revisit intentions, i.e., Kim and Richie (2014), Coudounaris and Sthapit (2017), Yu et al. (2019), and Rasoolimanesh et al. (2021). The non-significant correlations between the personality traits and MTE mirrored that most personality traits have no positive influence on the MTE dimensions except neuroticism to novelty and openness to refreshment, which were significantly and positively related (see Figure 1). Sthapit, Coudounaris and Björk (2019b) explored in another study the contribution provided by the food as a main element when eating local culture and how it is correlated with MTE.

The study widened the concept of memorable tourist experience by combining experience co-creation, servicescape and experience intensification as essential elements that influenced the local food experiences of tourists which rendered them memorable. Earlier, Sthapit, Björk and Coudounaris (2017) constructed and tested a new model of local food memories from memorable local food experiences by examining the effect of the servicescape, novelty seeking, experience co-creation, choice overload, and experience intensification on local food memory. Finally, the heterogeneity of the results of the present study here suggests that it may be desirable to assess the dimensions of MTE in other travel destinations. Survey respondents could have different behavioural personality traits and therefore might want to emphasize some of the dimensions of MTE and minimize others.

Also considering the theoretical implications of this research, it is possible to reflect on why personality traits of tourists have little impact on influencing their intentions to revisit. Sub-constructs of personality traits are not impactful on revisit intentions and have a weak effect on MTE (only partly on neuroticism and openness).

The study discovers that revisit intentions are significantly influenced by all MTE items. As the 'Big-5' personality traits do not prove to be efficient predictors or fail to explain both MTE and revisit intentions, the HEXACO personality traits and egoism would be appropriately placed in a future study.

Travel firms in the UK, Russia, Israel, Greece, Germany, Ukraine, Lebanon, and Cyprus may utilize the findings of this study against the findings of tested hypotheses. In particular, personality traits such as neuroticism and openness significantly contribute to MTE, i.e., travel firms must consider how they can gain from these personality traits of tourists. For example, tour operators can invite back such types of tourists with these personality traits by offering them special discounts and offers. The seven most important countries of origin among the tourists visiting Cyprus, i.e., the UK, Russia, Israel, Greece, Germany, Ukraine, and Lebanon, which contributed 72.6% of the tourists who visited Cyprus during 2019, should be promoted by the newly established Ministry of Tourism of Cyprus as well as foreign and local tour operators. Many issues have to be organized in order to captivate the interest of all the above-mentioned institutions and millions of future travelers. Operationalizers, such as travel agencies, need to stress the 11 items of personality traits that have been found to be important in the model and encourage various segments of tourists by demographics, i.e., gender, age, education, occupation, and

income (Leonidou et al. 2014; Leonidou et al. 2015). Future researchers are to examine the significance of demographics' moderating effects on the relationship between PT and MTE, and personality traits and revisit intentions.

Furthermore, policy makers, in promoting age groups (22-34) and (45-64) may be able to increase the number of travellers by reducing the differences between these groups. Specifically, they should promote each target group: British:54/151, Cypriots living and working in London, Athens and Thessalonica:10/151, Greek:8/151, German:7/151, Romanian:7/151, Dutch:7/151, Russian:7/151, and Ukrainian:6/151, by reducing the differences of the following variables among these age groups: extraversion:X8, X9, openness:X22, and meaningfulness:X43. Similarly, policy makers should also try to reduce the differences in the eight variables between the age groups (<21) and (35-44) to increase the numbers of potential visitors of British:38/80 and Romanian:6/80 tourists to Cyprus in these age groups. In this situation, the differences in the eight variables between age groups (<21) and (35-44) should be reduced, namely extraversion:X6, X7, X9, consciousness:X17, neuroticism:X18, openness:X22, X25, and hedonism:X27.

The paper significantly contributes to tourism research by emphasising the importance of methodological rigour and transparency in studies. It advances current knowledge by highlighting the need for larger, more representative samples and the potential biases inherent in self-reported data. The implications of the findings suggest that future research should adopt more robust methodologies to enhance the validity of conclusions drawn in tourism studies. This critique opens up new avenues for research, particularly in exploring innovative methods that integrate quantitative and qualitative approaches to better understand tourist behaviour and experiences. Overall, the paper serves as a valuable reminder of the complexities involved in tourism research and the necessity for carefully considering methodological choices.

6 RESEARCH LIMITATIONS

This study has various limitations. For instance, all the constructs of personality traits need to have fewer items, as the CFA revealed. Therefore, future researchers should investigate a more advanced scale of personality traits, for example including egoism. Additionally, the suggested model could be tested in multiple travel destinations. However, such a study is not feasible in a single snapshot investigation, as it would need the involvement of many researchers and the engagement of at least 250 tourists at each destination to test the same model in multiple destinations. Other studies could implement a different methodology to include a comparative study of the most competitive destinations, for example the dyads of Greece and Turkey, France and Italy, and Spain and Portugal. Another limitation is that the study was carried out during daytime (9am-5pm). Therefore, many outgoing flights to the UK, Russia, Israel, Greece, Germany, Ukraine, and Lebanon were excluded, although according to Cyprus Statistical Service (2021), these destinations included high percentages of visitors to Cyprus in 2019, i.e., 33.5%, 19.7%, 7.4%, 4.3%, 3.8%, 2.4%, and 1.5%, respectively (Phileleftheros 2020).

Finally, the test of the 47 hypotheses could be considered as an obstacle. However, the use of SEM analysis resolves this mathematical issue with the findings found in Table 3.

In Table 7, we indicate ten main limitations of this research.

Sources of limitations and explanation
1. Limited sample size: The study involves only 239 participants, which is below the desired target of 500, potentially affecting the generalizability of the findings.
2. Lack of statistical significance: The hypotheses testing does not yield statistically significant results, which diminishes the merit of the study's conclusions.
3.Sample representativeness: The use of convenience sampling raises concerns about the representativeness of the sample, which may not accurately reflect the broader population of tourists.
4. Self-report biases: The reliance on self-reported data may introduce biases, as participants might provide socially desirable responses rather than accurate reflections of their experiences.
5. Limitations of cross-sectional data: The study's cross-sectional design restricts the ability to draw causal inferences, as it captures data at a single point in time.
6. Convergent validity issues: Some constructs, such as agreeableness and openness, show variance extracted of less than 50%, indicating a lack of convergent validity.
7. Discriminant validity concerns: The constructs do not satisfy the Fornell and Larcker's (1981) criterion for discriminant validity, suggesting that they may not be distinct from one another.
8. Potential biases in analysis: Reducing the model to include only supported hypotheses could introduce bias, complicating the interpretation of results.
9. Unequal distribution of age groups: The unequal number of cases across different age groups may affect the reliability of comparisons made between these groups.
10. Measurement model limitations: The exploratory factor analysis indicates that the constructs do not perform well, suggesting that the conceptual model may need modification in future research.

Table 7. Ten main limitations of the present study

Yet another study may also analyze other constructs such as risk aversion behavior of tourists and egoism. In addition, the finding that all the five aspects of personality traits are not significantly correlated with RI indicates the problem of integrating the personality trait constructs, which is not evident in other studies (Kvasova 2015). Comparative analysis of different destinations can provide mixed findings. Moreover, a meta-analysis approach (Coudounaris 2017; Coudounaris 2018b; Coudounaris et al. 2020), a content analysis approach (Coudounaris et al. 2009; Leonidou et al. 2010), and a systematic literature review approach (Coudounaris and Arvidsson 2019; Coudounaris and Arvidsson 2022) could reflect several directions for future research.

It seems that male and female respondents behave in different ways. Therefore, further investigation should be made regarding male versus female tourists. Regarding younger versus older age groups, the participants in this study have fewer significant differences than in the case of gender differences among the initial 47 items of the model. However, further careful division of age groups may show some bigger differences. One could compare non-adults (<21) with the four age categories of adults, i.e., early adulthood (22-34), early middle age (35-44), late middle age (45-64), and late adulthood (65+), provided that there are a comparable number of cases in each category (Medley 1980). It is worth noting that the age group (65+) had very few cases

(7), age group (22-34) had comparable cases with age group (45-64), and age group (<21) had comparable cases with age group (35-44).

Future researchers should implement the six-factor model of personality (HEXACO) (Ashton and Lee 2009; Lee and Ashton 2018), instead of utilizing the 'Big-5' model (Barrick and Mount 1991) to explore personality traits more comprehensively. Researchers should also consider investigating the risk aversion traits of tourists and egoism, as these constructs may provide additional insights. This study could be considered as a pilot, with more of the current findings being explored in follow-up studies that may lead to a deeper exploration of the significant findings. Academics should use the present research together with other recent research by Hu et al. (2023) and Tepavčević et al. (2021) as initial efforts and a basis to pursue further investigations on the impact of personality traits.

Lastly, the limited sample size of 239 participants could not be increased as there was difficulty in completing 500 surveys or more, due to limited resources (i.e. each interview lasted 10-13 minutes). Yet, there was a lack of statistical significance in the hypothesis testing, leading to reduced merit. However, keeping only the supported hypotheses in the model while performing SEM analysis would create a serious bias to the analysis. Other methodological limitations, such as the sample representativeness, the use of convenience sampling, potential self-report biases, and limitations of cross-sectional data, may be carefully considered to increase transparency of future research in this area.

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