Tourism and Personality: Mapping Scientific Production

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RESUMO: Recentemente, relevantes pesquisas foram feitas sobre a temática de personalidade nos estudos de Turismo, mas com abordagens específicas. A última revisão sobre o panorama geral data de 2010, abrangendo artigos de 1967 a 2009, abordando relações de trabalho, aspectos biológicos, psicológicos, socioculturais, cognitivos, de ajustamento e personalidade de marcas. O objetivo deste artigo é atualizar o mapeamento científico da produção sobre personalidade e turismo, por meio de uma revisão e síntese dos estudos publicados desde 2013. Foi selecionada uma amostra de 154 artigos, publicados em língua inglesa nas principais revistas de turismo e hospitalidade internacionais disponíveis nas bases de dados Scopus e Web of Science. Foram mapeadas as áreas como: personalidade de marca e de destino, personalidade do turista e do colaborador, personalidade na internet e mídias sociais e personalidade em mercados emergentes e inovadores do turismo. Na análise de tendências, os temas destaques foram traços de personalidade, imagem do destino, narcisismo e personalidades sombrias. Como avanço, vislumbram-se em que áreas o tema avançou e mapeiam-se as tendências de pesquisa, abrindo uma significativa agenda futura de pesquisa para entender fenômenos existentes e em formação, dado os avanços em tecnologia e como novas dinâmicas afetam o turismo e a hospitalidade.

PALAVRAS-CHAVE: Turismo; Personalidade; Revisão sistemática; Bibliometria.

ABSTRACT: Recently, relevant research has been done about personality in tourism studies, but with specific approaches. The last review on the general panorama dates from 2010, covering articles from 1967 to 2009, addressing work relationships, and many other aspects like biological, psychological, sociocultural, cognitive, adjustment and brand personality. The aim of this article is to update the scientific mapping of production on personality and tourism through a review and synthesis of studies published since 2013. A sample of 154 articles was selected, published in English in the main international tourism and hospitality journals available on the Scopus and Web of Science databases. The following areas were mapped: brand and destination personality, tourist and employee personality, personality on the internet and social media, and personality in emerging and innovative tourism markets. In the analysis of trends, the main themes were personality traits, destination image, narcissism and dark personalities. Moving forward, it is noticed that the topic has advanced and a map with research trends opens up a significant future research agenda to understand existing and emerging phenomena, given advances in technology and how new dynamics affect tourism and hospitality.

KEYWORDS: Tourism; Personality; Systematic review; Bibliometric analysis.

INTRODUCTION

The theme of personality within tourism studies has already been the subject of several studies, either to improve interactions between employees, managers and customers, or to better publicize tourist destinations in a market with ever-increasing competition.

In recent years, some literature reviews have been carried out on the subject, but with very specific approaches - none have looked at the overall picture of research. Literature reviews have been done to understand the impact of the personality of hospitality and tourism employees (Lee & Madera, 2019; Doan et al., 2021), consumer behavior (Cohen et al., 2014), the sharing economy (Altinay & Taheri, 2019) and the role of innovation in tourism (Blomstervik & Olsen, 2022). For this reason, it is necessary to update the evolution and current state of research on personality and tourism.

The most recent comprehensive literature review on the topic found was conducted by Leung and Law (2010), who analyzed 160 articles published between 1967 and 2009, and divided them into six different approaches: work relations, biological, psychological, sociocultural, cognitive, adjustment and brand personality aspects. The largest number of studies focused on labor relations in tourism and hospitality and on aspects of adjustment, with most of the latter theme addressing the impacts that gambling and casino addictions have on tourists. This topic, which accounted for 27 articles in the aforementioned literature review, has not been covered since 2013.

So, the aim of this study is to update the scientific mapping of production on personality and tourism. To this end, a review and synthesis of studies published since 2013 was carried out. To guide this systematic review, four research questions (RQs) were proposed:

RQ1. Who are the main contributors to research on tourism and personality?

RQ2. What are the most important thematic areas in tourism and personality research?

RQ3. What are the most widely used theories in tourism and personality studies?

RQ4. What are the trends in research on the subject over the last five years?

To find the answers to these RQ, a sample of 154 articles was selected from the literature on personality and tourism, published in English in the main international tourism and hospitality journals. To answer RQ1, a structured bibliometric analysis was carried out, where it was possible to find the main authors, countries and specialized journals that study and publish the most on the subject. RQ2 was solved through the conceptual framework approach, by evaluating the clusters formed by the co-occurrence of keywords in the sample and by reading and discussing the most cited articles. A thematic analysis was also carried out, through the co-occurrence of keywords, identifying basic themes, rising themes, emerging or declining themes and very specialized or niche themes (Aria & Cuccurullo, 2017). The most used theories associated with RQ3 were identified by accessing the most cited articles in the sample. Finally, to answer RQ4, the incidence of keywords in the studies of the sample over the last 5 years was analyzed.

The next section presents the methodology adopted. Following this, the bibliometric and qualitative analyses carried out on the collected sample of articles are presented.

The paper concludes with final considerations and their implications.

METHODOLOGY

To retrieve the main themes, theories and research agendas related to scientific production in tourism and personality, a systematic literature review (SLR) was planned, as it is a method that helps to glimpse the breadth and depth of existing work, as well as identify new research possibilities (Pati & Lorusso, 2018). As an additional and initial step, a bibliometric analysis of the total sample was carried out, as a complement to the subjective evaluation of the literature review, helping to identify trends and patterns (Zupic & Čater, 2015).

The research was carried out in the Scopus and Web of Science databases, chosen for their considerable representation of scientific production in tourism and hospitality. Searches were carried out in the title, abstract and keywords fields using the terms touris* and personalit* - to identify results with variations such as tourism and tourist, or personality and personalities - in a time frame that included the years 2013 to 2023, including only publications in international academic journals classified between A1 and A2 by the latest classification released by CAPES[1] (for the 2017-2020 quadrennium), in the area of tourism and hospitality, in English.

The search strategy and protocol adopted in

[1] CAPES stands for Coordination for the Improvement of Higher Education Personnel. It is an agency of the Ministry of Education (MEC) that coordinates postgraduate studies in Brazil.

Figure 1. Review Protocol, Search Strategy and Flow for Scientific Mapping
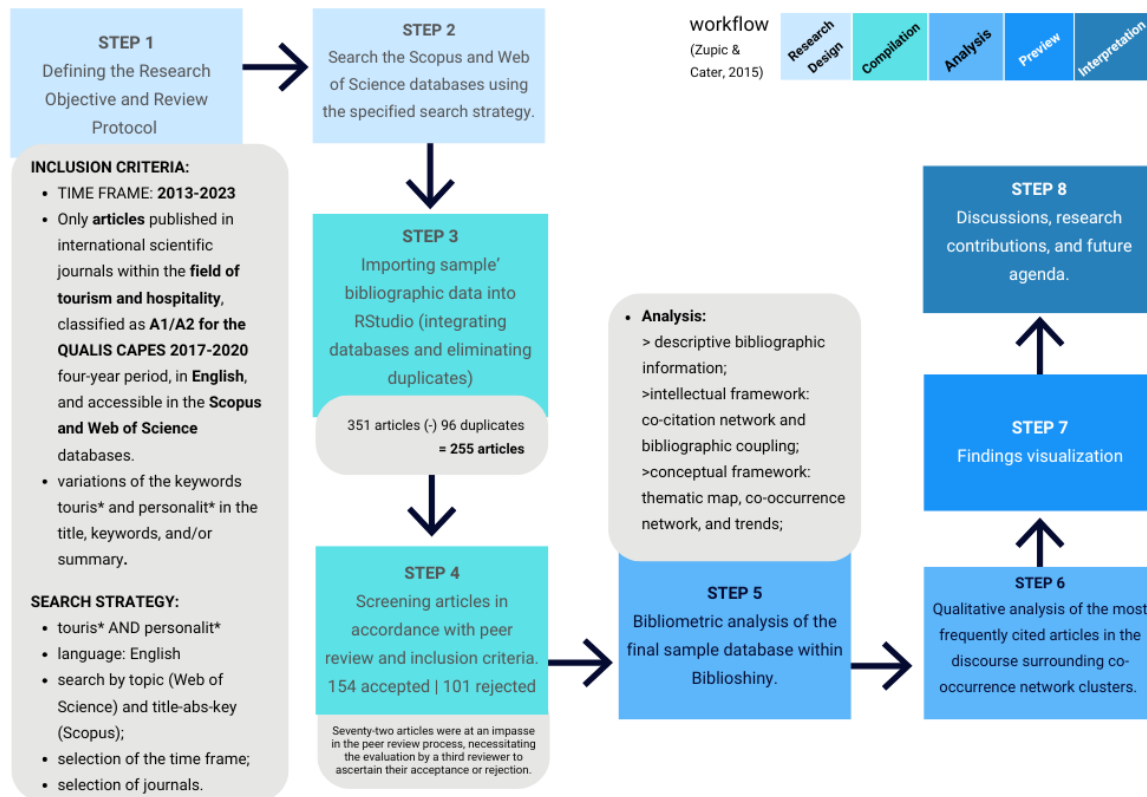
Source: Prepared by the authors (2024).

the review, based on the recommendations of the PRISMA 2020 checklist (Page et al., 2021) and the flow for scientific mapping with bibliometric methods (Zupic & Čater, 2015), are detailed in Figure 1. After applying the search strategy, observing the inclusion criteria and refining the database, a sample of 154 articles was obtained. The process of bibliometric analysis of the bibliographic data of the articles in this sample began with a mapping of scientific production on the subject.

Two tools were used to refine the database and carry out bibliometric analyses: Start, a software program that enabled the qualitative screening of the 255 articles found, taking into account the inclusion criteria in the title, keywords and abstract, resulting in acceptance or rejection for the final sample; and the Bibliometrix package, through its Biblioshiny graphic interface, to visualize the sample data, conceptual and intellectual structure (Aria & Cuccurullo, 2017). Bibliometrix is a tool for bibliometric and scientific production analysis that includes the main analysis methods used in this field. Using different statistical techniques, it provides support for the evaluation of publications by documents, authors or sources, and allows an in-depth look at the conceptual relationships between publications (focus on the words used in the documents), intellectuals (focus on the citation network) and collaborations

(focus on the links between authors, institutions and journals). Its graphical interface Biblioshiny was used after consolidating the database to generate the statistics and visualizations that are presented throughout this work. The R programming language (R Core Team, 2024) was used in the initial data adjustment stage to merge the databases and import them into Start.

At Start, the articles were peer-reviewed. Due to the multiple possible uses of the word "personality" and its variations, the reviewers examined the titles and keywords of all the pre-selected articles, and if necessary, also the abstracts, in order to check which were relevant to the theme of the study, i.e. whether they had personality as a relevant aspect of the approach of the study in question. Of the 255 articles, 183 were approved or rejected by consensus. The 72 articles with discrepant evaluations were assessed by a third reviewer, resulting in the final sample of 154 accepted articles to be analyzed. One of the articles initially selected, even among the most cited, was eliminated due to plagiarism declared by its journal.

The 20 most cited articles in the sample were chosen to discuss the topic, supported by bibliometric analyses that highlighted the most relevant themes in the total sample by means of the co-occurrence network, thematic map and trend map.

RESULTS AND DISCUSSION

In terms of general bibliometric data, the final sample consists of 154 articles, 390

authors, 21 international A1/A2 journals, 664 keywords and more than 11,700 references. Each paper cites an average of 31 others and the annual growth rate of production is 4.62% over the period 2013 to 2023, with peaks in 2019 and 2021. Only 14 of the 154 papers are by a single author and the average number of authors per article is close to three.

Of the 33 countries with production in the sample, China (37 articles) and the United States (20 articles) stand out, not only in terms of quantity, but also in terms of production over time. Brazil was only included in the sample once. Tourism Management (27 articles) and the Journal of Travel and Tourism Marketing (18 articles) are among the journals that stand out in terms of production on the subject. The production of the 21 journals in the sample is shown in Figure 2 below, which also shows the h-index, an indicator of the productivity and impact of publications.

Eight authors contributed the most to the sample, with three publications each: V. Kumar, R. Law, J. Liu, J. Nayak, H. Qu, A. Tasci, J. Wang and K. Woosnam. Figure 3 illustrates the production of relevant authors over time. The most cited article is by Chen and Phou (2013), A closer look at destination: Image, personality, relationship and loyalty, published in Tourism Management, with 395 citations. Among the references most used by the articles, those referring to the application of quantitative research methods, especially structural equation modeling, stand out among the top twenty. Older articles from journals in different areas, such as marketing and psychology,

Figure 2: Production by journal
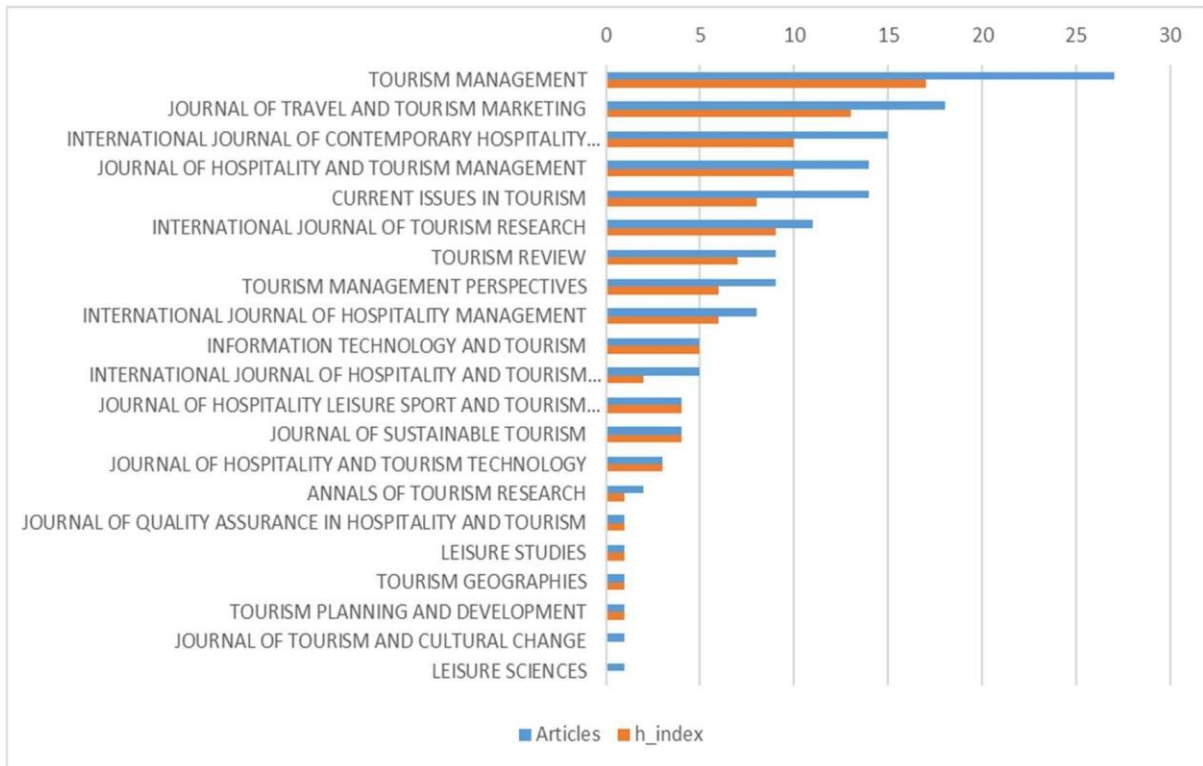
Source: Prepared by the authors with data from Scopus
and Web of Science (2024).

Figure 3: Authors' output over the years
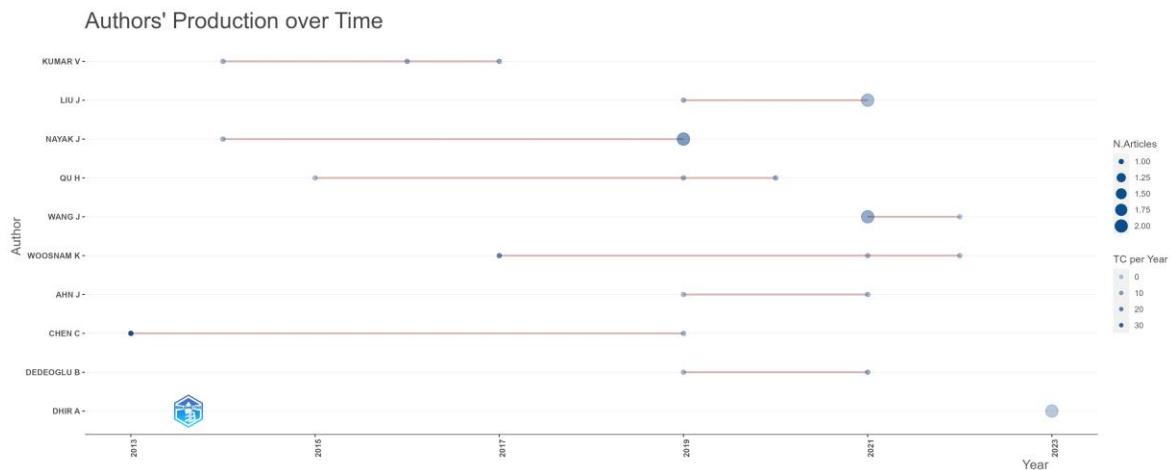
Source: generated by Biblioshiny with data from
Scopus and Web of Science (2024).

as well as tourism articles on brand personality and destinations, also stand out as sources.

As for the most cited articles in the sample, listed in Table 1 below, the majority were published between 2013 and 2017 - of the
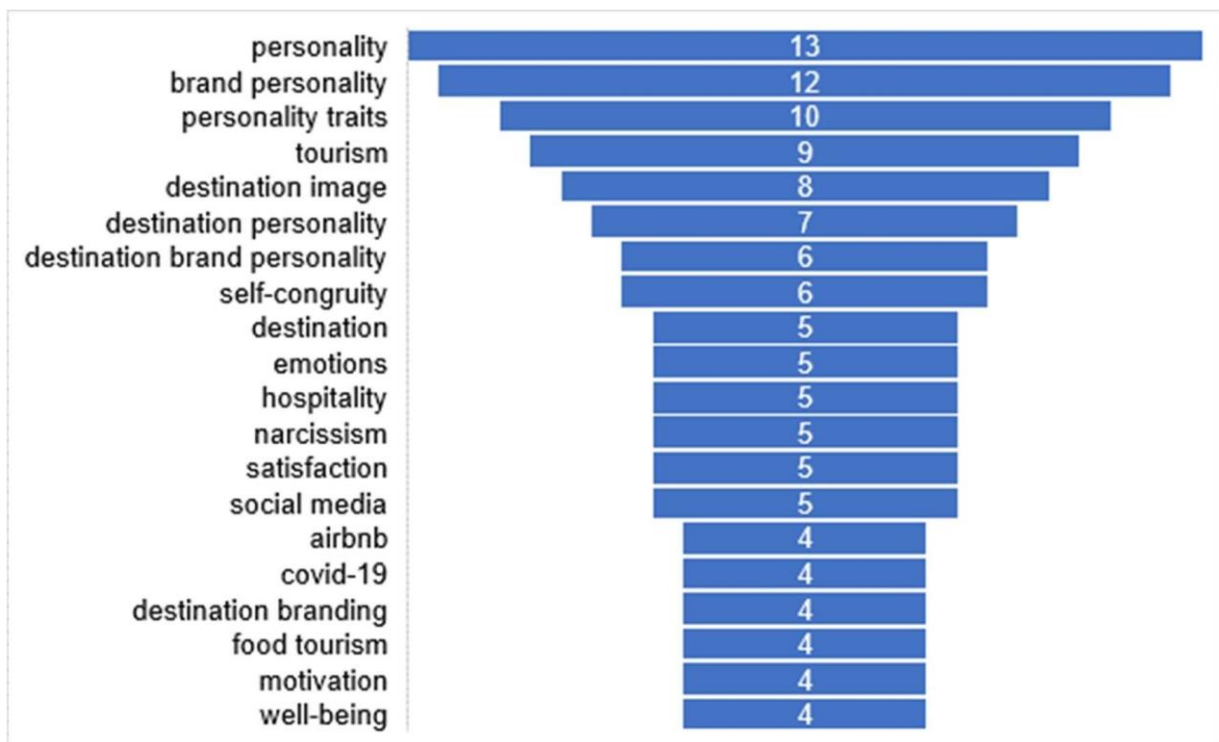
20 most cited articles selected for reading and discussion of the clusters, only four are from the last five years. Of the articles that stand out in terms of total citations per year, ten were published in the last five years.

Regarding the theories used by the articles to deal with the subject of personality in tourism or tourist personality and other variations, the one that stands out the most is the BPS (brand personality scale) developed by Aaker (1997), found in 46 articles in the sample. It measures brand personality with five dimensions: sincerity, competence, excitement, sophistication and ruggedness.

Other theories deserve to be highlighted, such as: Plog Travel Personality Model (Kim et al., 2019; Shin & Jeong, 2022; Neidhardt et al., 2015), Food-Related Personality Traits (Ji et al., 2016; Huang et al., 2021), Social Influence and Social Exchange Theory (Oliveira et al., 2020; Ng, 2021), Big Five Human Personality Inventory (Kim et al., 2021; Doan et al., 2021; Dedeoglu et al., 2019), Self-Congruity and Self Determination Theory (Li et al., 2020; Gyulavári & Malota, 2019; Hu et al., 2019), Brand Relationship Theory (Ahn & Know, 2021) and Theory of Planned Behavior (Agag et al., 2020; Boley et al., 2018; Meng et al., 2020; Ng, 2021).

Figure 4: Keywords by frequency

Table 1. Twenty most cited articles in the sample

| Title	Authors	Year	Journal	Key words
A closer look at destination: Image, personality, relationship and loyalty	Chen & Phou	2013	Tourism Management	destination branding; image; loyalty; personality; relationship
Consumer behavior in tourism: Concepts, influences and opportunities	Cohen, Prayag & Moital	2014	Current Issues in Tourism	behavior; consumption; marketing; research agenda; travel
The effect of residents personality, emotional solidarity and community commitment on support for tourism development	Moghavvemi, Woosnam, Paramanathan, Musa & Hamzah	2017	Tourism Management	community commitment; Malaysia; personality; resident attitudes; structural equation modelling; support; tourism development
Brand personality and culture: the role of cultural differences on the impact of brand personality perceptions on tourists visit intentions	Matzler, Strobl, Stokburger- Sauer, Bobovnicky & Bauer	2016	Tourism Management	brand-self congruity; nation brand personality; national culture; visit intentions
Why do people share their travel experiences on social media?	Oliveira, Araujo & Tam	2020	Tourism Management	sharing travel experiences; social influence theory; social media; tourism
Emerging themes and theories in the sharing economy: a critical note for hospitality and tourism	Altinay & Taheri	2019	International Journal of Contemporary Hospitality Management	hospitality and tourism; sharing economy; themes; theories
Food-related personality traits and the moderating role of novelty-seeking in food satisfaction and travel outcomes	Ji, Wong, Eves & Scarles	2016	Tourism Management	food-related personality traits; neophilic; neophobic; novelty seeking; satisfaction
Empirical verification of a conceptual model of local food consumption at a tourist destination	Kim, Eves & Scarles	2013	International Journal of Hospitality Management	empirical verification; food consumption; food tourism; local food
Destination personality and destination image	Souiden, Ladhari & Chiadmi	2017	Journal of Hospitality and Tourism Management	destination branding; destination image; destination personality; tourist's attitude; visiting intention
Past experience traveler personality and tripographics on intention to use Airbnb	Poon & Huang	2017	International Journal of Contemporary Hospitality Management	accommodation attributes; airbnb; peer- to-peer accommodation; traveler personality; tripographics
Changes in emotions and their interactions with personality in a vacation context	Lin, Kerstetter, Nawijn & Mitas	2014	Tourism Management	diary study; emotions; personality; well-being
Online impulse buying of tourism products: the role web site personality, utilitarian and hedonic web browsing	Rezaei, Ali, Amin & Jayashree	2016	Journal of Hospitality and Tourism Technology	hedonic web browsing; online impulse buying; perception; tourism products; utilitarian web browsing; website personality

Table 1 (continued).

Title	Authors	Year	Journal	Key words
Exploring the relationship between proactive personality, work environment and employee creativity among tourism and hospitality employees	Horng, Tsai, Yang, Liu & Hu	2016	International Journal of Hospitality Management	no keywords
Destination image and brand personality of Jamaica: a model of tourist behavior	Baloglu, Henthorne & Sahin	2014	Journal of Travel and Tourism Marketing	a model of tourist behavior; brand personality; destination image; Jamaica
A systematic literature review of emotional labor research from the hospitality and tourism literature	Lee & Madera	2019	International Journal of Contemporary Hospitality Management	customer satisfaction; customer service; deep acting; emotional labor; service performance; surface acting
Development and validation of a destination personality scale for mainland Chinese travelers	Pan, Zhang, Gursoy & Lu	2017	Tourism Management	brand personality; Chinese travelers; cross- cultural; destination personality; scale development
Low versus high sensation-seeking tourists: a study of backpacker's experience risk perception	Fuchs	2013	International Journal of Tourism Research	backpacking; risk perceptions; sensation seeking
Toward the perspective of cognitive destination image and destination personality: the case of Beijing	Xie & Lee	2013	Journal of Travel and Tourism Marketing	behavioral intentions; Beijing; cognitive destination image; destination personality
Social return and intent to travel	Boley, Jordan, Kline & Knollenberg	2018	Tourism Management	social media; social return; conspicuous consumption; online; photography; Cuba; scale development; theory of planned behavior; destination selection
Meeting career expectation can it enhance job satisfaction of Generation Y	Kong, Wang & Fu	2015	International Journal of Contemporary Hospitality Management	careers; China; generation Y; generational differences; job; satisfaction; human resources management; hospitality management

Source: Prepared by the authors (2024).

In addition to personality and tourism, the most recurrent keywords are brand and destination personality, destination image and personality traits, as shown in Figure 4. Terms such as satisfaction, emotions, hospitality, self-congruence appear next. Some of the words in Figure 4, such as narcissism and food tourism, will appear as trends and will be presented later.

As for the analysis of the intellectual structure, two main aspects stand out from the author co-citation network, illustrated in Figure 5 with graphical elements that highlight the existence of a relationship between the works and their degree of intensity. The first is the predominance of authors and works related to brand and destination personality. The most relevant work is by Aaker (1997), related to brand

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Figure 5: Co-citation network
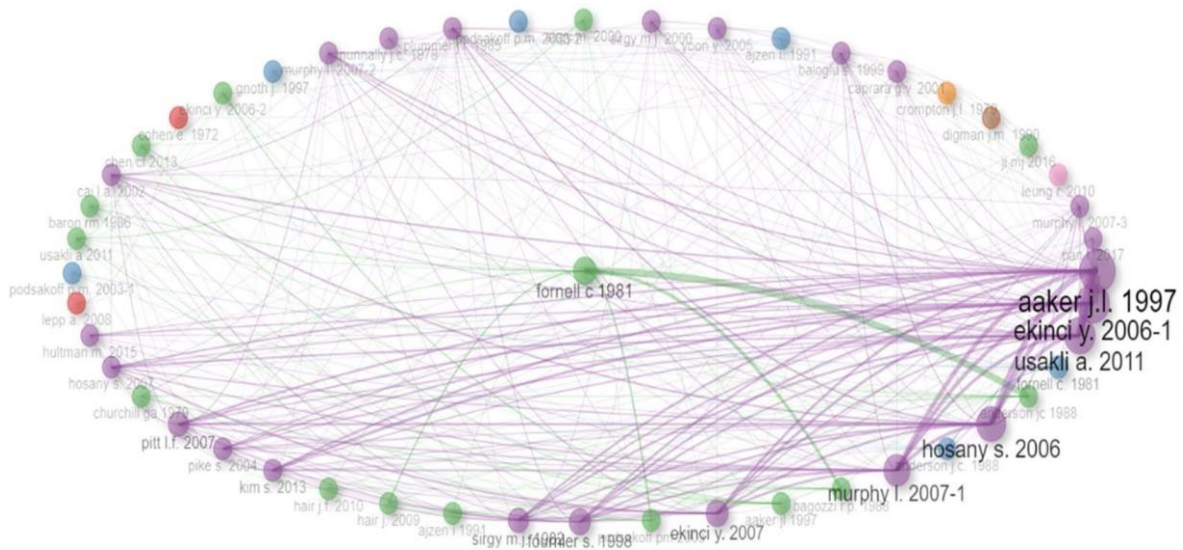
Source: generated by Biblioshiny with data from
Scopus and Web of Science (2024).

personality. Derived from this concept, the personality of destinations is the subject of other authors that stand out in the network (Ekinci & Hosany, 2006; Usakli & Baloglu, 2011; Hosany et al., 2006; Murphy et al., 2007). The second relevant aspect is the centrality of Fornell's (1981a, 1981b) work on structural equation modeling, the analytical technique used in most of the evaluated studies.

Beginning the analysis of the conceptual structure, the co-occurrence network by keywords revealed four prominent clusters:

Figure 6: Keyword co-occurrence network
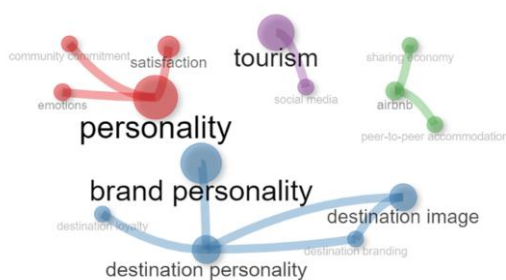
Source: generated by Biblioshiny with data from
Scopus and Web of Science (2024).

tourism, personality, brand personality and destination image, which stand out in Figure 6 and which will be discussed below, based on the most cited articles in the sample.

RED CLUSTER: PERSONALITY

The red cluster is represented by one of the study's main keywords - personality, with 13 occurrences. Directly and strongly linked to it are satisfaction and emotions, each with 5 occurrences in the sample, as well as community commitment, with 5 occurrences among the authors' keywords and the additional ones.

The most cited study in the sample, by Chen and Phou (2013), has among its main findings the emotional attachment that tourists develop with the destination, triggering positive behaviors such as loyalty. Based on two theories - brand relationship and attitude, the article concludes that the image and personality of the destination have positive effects on tourist behavior and highlights the importance of a strong

destination personality as a competitive advantage.

The study by Cohen et al. (2014), the second most cited in the sample, provides a narrative review of consumer behavior in tourism. Within the review, personality was one of the key concepts highlighted, but one of the least researched in the set. According to Cohen et al. (2014), personality is a comprehensive concept of consumer behavior and a determinant in decision-making and purchasing processes, behaviors and perceptions and can be measured through specific traits such as: boldness (Plog, 2002; Weaver, 2012), extroversion and neuroticism (Faullant et al., 2011). As identified by Cohen et al. (2014), the most researched personality themes at the time were: sensation-seeking in the context of recreation and adventure experiences (Galloway, 2002; Lepp & Gibson, 2008), personality traits as antecedents of brand identification (Stokburger-Sauer, 2011) and tourist emotions (Faullant et al., 2011).

Regarding the term "emotions", the study by Lin et al. (2014) addresses changes in specific positive and negative emotions during vacations and their interaction with personality, which has the power to influence changes. The results of the research by Kim et al. (2018) indicate that destinations wishing to build an emotional connection with tourists should improve their gastronomic experiences.

In addition, the study by Xu et al. (2020) investigates emotional labor and its antecedents in hospitality and tourism, highlighting among them personality,

emotional intelligence, customer orientation, social support and display rules, as well as others related to attitudinal, behavioral and customer-related outcomes. Cheng and Tung (2021) conducted in-depth interviews with professionals who had given up hospitality and revealed five dimensions of personal change: emotional management, extroversion/introversion, work competence, individual development and ambition, offering important insights for managers seeking to encourage positive change and manage emotions associated with frontline work.

As for the term "community commitment", the studies by Moghavvemi et al. (2017; 2020) examined how residents' personality, emotional solidarity and community commitment affect perceptions of tourism and help explain local community support to tourism development. It also examines the role that aspects of community play in promoting residents' satisfaction with local tourism.

The term "satisfaction" appears in 36 articles in the sample. Those that mention the word in their abstracts and keywords deal in particular with the study of satisfaction in contexts such as: personality traits in gastronomic tourism (Ji et al., 2016; Caber et al., 2018); satisfaction linked to the image of destinations (Kumar & Nayak, 2019; Sharma & Nayak, 2019; Martin et al., 2017; Ahn, 2019); how the emotional labor of hospitality teams influences consumer satisfaction (Lee & Madera, 2019; Grolbena, 2019) and job satisfaction within the career expectations of Generation Y in the field (Kong et al., 2015); and Hu et al. (2019) proposes that the satisfaction of

psychological needs mediates the relationship between participation in corporate social responsibility and the subjective well-being of frontline hospitality workers.

As for employee personality studies, in addition to the previously mentioned research, the article by Horng et al. (2016) discusses the positive effects of proactive personality in physical work environments and points out that creative behaviors can be fostered by recruiting passionate talent, supporting new ideas and creating physical environments that support creativity.

BLUE CLUSTER: BRAND PERSONALITY OF TOURIST DESTINATIONS

The blue cluster is mainly represented by the keywords "brand personality" (12 occurrences), "destination image" (8) and "destination personality" (7). Many studies have been carried out on the image, personality and branding of destinations, both nationally, regionally and locally. It is important to note that a destination's image and personality are elements that form brand (Hosany et al., 2006). These studies are important due to the great competitiveness between destinations, with the need to differentiate and generate behavior and attitudes in tourists (Chen & Phou, 2013).

As far as destination image is concerned, it is made up of affective or cognitive aspects (Hosany et al., 2006). The affective aspects are related to tourists' feelings and the cognitive aspects are related to the rational benefits of the destination, which begin to be created from the moment of researching the destination to be visited. The cognitive image of the destination is the main antecedent of the destination's personality (Chen & Phou, 2013) and both are key factors in shaping tourists' attitudes and behavioral intentions towards the destination (Souiden et al., 2017; Xie & Lee, 2013).

As for personality, some authors believe that destinations can have personality and human characteristics, just like people (Ekinci & Hosany, 2006). The Brand Personality Scale (BPS), proposed by Aaker (1997), best describes the personality attributes of products and brands, and is widely used for the personality of tourist destinations. The BPS has five personality dimensions: sincerity, enthusiasm, competence, sophistication and ruggedness.

As the BPS was designed for brands of physical and tangible products, and tourist destinations are products with tangible and intangible characteristics, some authors contest the use of the BPS for tourist destinations (Baloglu et al., 2014; Pan et al., 2017), while others use an adaptation considering some of its dimensions (Ekinci & Hosany, 2006; Xie & Lee, 2013; Souiden et al., 2017).

With the aim of building a destination personality scale adapted to Eastern thinking, more specifically for tourists from mainland China, Pan et al. (2017) suggest a new scale with 18 items divided into five dimensions: competence, sacredness, vibrancy, femininity and excitement. The sacredness and femininity dimensions

appear to be exclusive to the Chinese public, but it is the competence and femininity dimensions that are the most important in the impact of the destination's personality and the behavioral intentions of Chinese tourists.

The relationship and influence that the image and personality of the destination have on the decision and attitude of tourists is also present in many studies. These attitudes include the decision to visit, recommendation by word of mouth (Xie & Lee, 2013; Baloglu et al., 2014; Chen & Phou, 2013), loyalty through return (Baloglu et al., 2014; Chen & Phou, 2013) and willingness to pay more (Xie & Lee, 2013).

Also, regarding tourists' attitudes, Baloglu et al. (2014) found differences between first-time tourists and those who were revisiting the destination. When it came to recommending the destination, both groups considered the overall image to be the main factor in recommending the trip. As for the intention to revisit the destination, first-time travelers used personality and general image, while repeaters considered general image and affective image as the main reasons for returning

Chen and Phou (2013) confirmed that tourists create relationships with the destinations they visit, and that the cognitive image and personality of the destination have significant effects on the emotional bonds that can form between them. Satisfaction, trust and attachment to the destination are the three main components of the relationship between tourist and destination, with trust being the most important dimension of the relationship variables (Chen & Phou, 2013).

Some studies have sought to understand the congruence between the personality of the tourist and the personality of the destination (Matzler et al., 2016; Pan et al., 2017). Pan et al. (2017) concluded that "competence" and "femininity" exert significant influences on the self-congruence and loyalty of Chinese tourists. On the other hand, Matzler et al. (2016), adopting two dimensions from Hofstede's (1984) national culture model, did not find positive behavioral results regarding brand self-congruence and intention to visit with national cultural characteristics. Moghavvemi et al. (2017) analyzed how residents' personality traits influence the support and development of local tourism. They concluded that sympathetic understanding and welcoming nature were the strongest factors influencing residents' attitudes towards tourism development, and their effect differed between men and women.

A parenthesis is opened to discuss studies related to gastronomic tourism and the related behavioral traits that are significantly present and associated with the cluster, especially the image of the destination – "experience", "involvement" and "neophobia" are the keywords most associated with "food tourism" in the sample. It's a theme with scattered studies over time, but with a significant incidence in recent years.

Among the most cited, Hsu and Scott's study is one of the most recent, from 2020. The one with the most citations is by Ji et al. (2016), which deals with how food-related personality traits interact with the search for gastronomic novelties in the destination to

influence tourists' preferences, better understanding their motivations. Research by Kim et al. (2013) explores the factors affecting local food consumption, such as demographics, motivations and personality. The results show the influence of personality and highlight that studies like this can help the development of gastronomic tourism in the destination, where local food and drink become a tourist attraction and consequently have an impact on the image of the destination. Ji et al. (2016), in this sense, recommend that destinations provide some familiarity of local foods with the food of the tourist's culture, to reduce visitors' fear of unfamiliar foods, reducing any possible negative impact of neophobic tendencies on their experience.

GREEN CLUSTER: AIRBNB

The green cluster includes works related to the company Airbnb (a keyword used four times among the articles evaluated), the "sharing economy" (used three times) and "peer-to-peer accommodation" (also used three times). Among the most cited works, three are related to these themes. Altinay and Taheri (2019), the most cited, identifies personality as an emerging theme in studies on the sharing economy. To this end, they refer to another study that is among the most cited (Poon & Huang, 2017), which assesses whether the traveler's personality is one of the characteristics associated with the intention to use peer-to-peer accommodation, in addition to other individual and travel characteristics, such as previous experiences, accommodation preferences, duration of the trip and number

of companions. The authors identify that respondents who are more allocentric, following Plog's scale (1974; 2001), have a greater tendency to use Airbnb.

In turn, the focus of the work by Mao et al. (2020) is the development and testing of an integrated model of trust formation that influences the intention to repurchase shared accommodation (Airbnb). It is based on McKnight and Chervany's (2001) model of trust formation for e-commerce. Personality-based trust is one of the antecedents of trust in hosts, with experience-based trust, calculative trust and cognitive trust. According to the study, personality-based trust is the most important source of trust among those that are significant, possibly because of the need to be willing to trust unknown sellers.

PURPLE CLUSTER: TOURISM

The purple cluster has a very diverse theme, as it includes the keyword "tourism", used 9 times. In addition, the keyword "social media", used in five articles, was incorporated into this cluster.

Regarding the latter, there are two articles among the most cited. The work by Oliveira et al. (2020) analyzes the reasons that lead tourists to post or not post about their trips on social networks on the internet. To this end, it is based on the theory of social influence (Kelman, 1974) and its constructs of identification, internalization and compliance, and on the user's personality. It concludes that the main reason for tourists posting is pleasure and that helping other people plan their trips is also relevant.

Boley et al. (2018) developed a scale to

measure the expected social return of posts on social networks and the relationship with the intention to travel. The authors point out that this scale allows them to go beyond concepts such as destination personality and that it incorporates constructs from Ajzen's Theory of Planned Behavior (1991).

Among the articles that use the keyword "tourism", the only one that appears among the 20 most cited is the work by Oliveira et al. (2020) cited above. Some other papers with a significant number of citations deal with the criteria used by tourism and hospitality students to define the companies they want to work for (Hoc Nang Fong et al., 2014), the concept of Flow to improve the tourist experience (deMatos et al., 2021), the relationship between brand personality and brand value with the intention to revisit a tourist destination (Salehzadeh et al., 2016).

THEMATIC MAP AND TRENDS

Following on from the conceptual analysis, the thematic map forms clusters grouped by density and centrality, through the co-occurrence of keywords. This allows the themes to be analyzed according to the quadrant in which they are positioned: (1) top-right: motor themes; (2) bottom-right: basic themes; (3) bottom-left: emerging or declining themes; (4) top-left: very specialized/niche themes (Aria & Cuccurullo, 2017). The thematic map of the sample is shown in Figure 7.

Among the basic themes (bottom right quadrant) are personality traits and the personality of destinations, brands, image (Chen & Phou, 2013; Souiden et al., 2017; Baloglu et al., 2014; Pan et al., 2017; Xie &

Figure 7 Thematic map
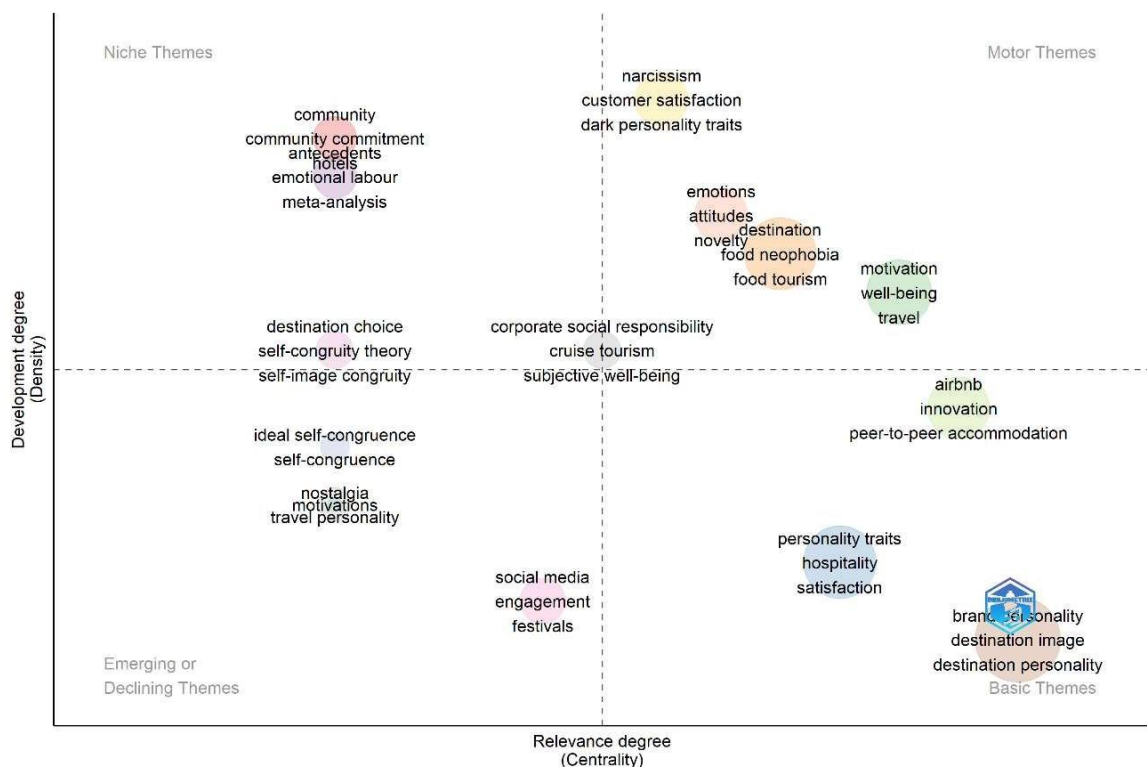
Source: generated by Biblioshiny with data from Scopus and Web of Science (2024).

Lee, 2013). Hospitality (Altinay & Taheri, 2019; Lee & Madera, 2019) and satisfaction (Ji et al., 2016) also appear in the same quadrant, along with innovation (Tang, 2016; Ahn, 2019) and Airbnb (Poon & Huang, 2017; Mao et al., 2020).

In the emerging or declining quadrant (bottom left), there is relevance but a decline in the development of the theme of engagement and festivals. However, terms such as nostalgia (Wang & Xia, 2021; Shin & Jeong, 2022) and congruence (Kumar & Kaushik, 2017; Huang et al., 2017) show signs of being emerging themes.

In the central line and more allocated as niche topics are self-congruence theory, destination choice (Yoo et al., 2018; Qiu et al., 2018), corporate social responsibility (Hu et al., 2019; Papathanassis, 2021) and subjective well-being (Meng et al., 2020; Hu et al., 2019). These are topics that are making their way into the upper quadrants

and may demonstrate some trend in future research.

The niche terms (top left quadrant) include community and its commitment (Moghavvemi et al., 2017; Moghavvemi et al., 2021), as well as hotel studies (Martin et al., 2017; Chen & Wei, 2022), and work emotions (Lee & Madera, 2019; Xu et al., 2020). Some studies in the sample focused on career and gender (Kong et al., 2015; Elshaer & Saad, 2022).

In the motor themes (top right quadrant), considered to be those with high relevance and production, are narcissism (Kim et al., 2018; Christou et al., 2020), obscure personality traits (Yousaf & Kim, 2023; Yousaf et al., 2023), emotions (Lin et al., 2014), attitudes (Caber et al., 2018; Baah et al., 2020), well-being (Lin et al., 2014; Rahmani et al., 2018) and behavioral traits linked to gastronomic tourism (Ji et al., 2016; Kim et al., 2013; Caber et al., 2018).

Figure 8. Study trends
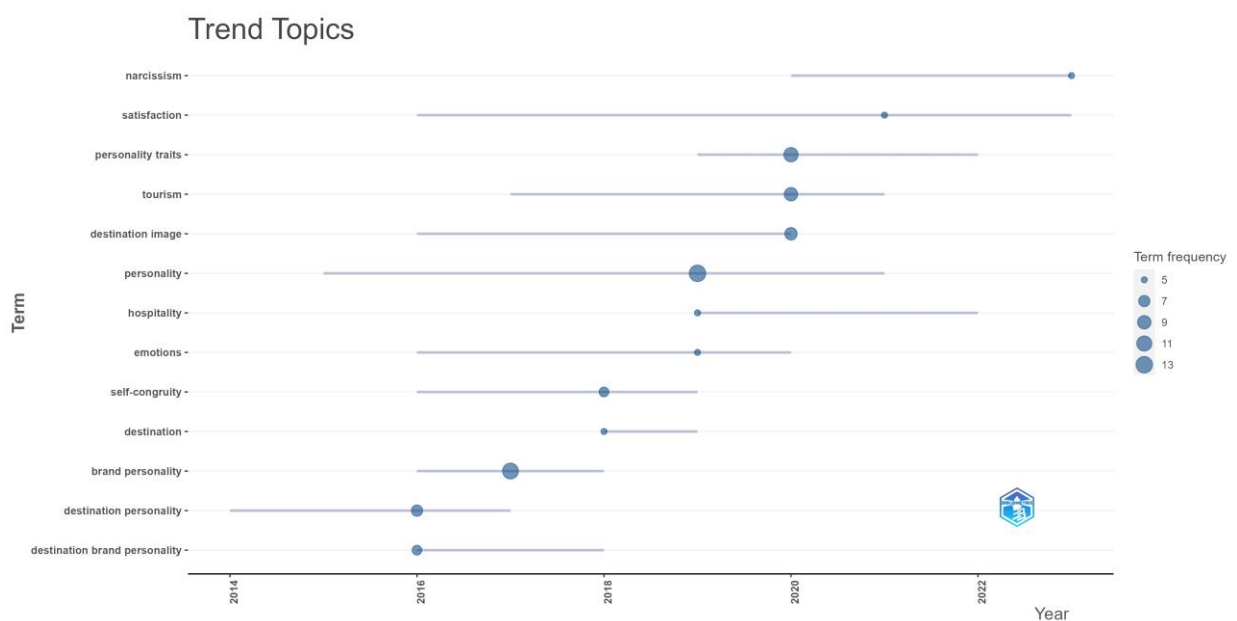
Source: generated by Biblioshiny with data from
Scopus and Web of Science (2024).

Concluding the conceptual analysis, the most popular themes in the field of tourism and personality in the last five years, analyzing the incidence of keywords, as shown in Figure 8, are: "personality traits", "destination image" and "narcissism". This last theme is the most notable trend. The themes of "personality traits" and "destination image", because they are central to the study of personality and tourism, have always been on the rise, but it is possible to find new approaches and focuses in their studies.

Studies related to personality traits, heavily influenced by the so-called "Big Five Traits", continue to address the influence of personality traits on students (Papathanassis, 2021; Tavitiyaman et al., 2021), hospitality employees (Abou-Shouk et al., 2022) and entrepreneurs in the tourism sector (Presenza et al., 2020). Another frequent topic is the relationship between personality traits and gastronomic tourism (Huang et al., 2021; Leri & Theodoridis, 2021; Pappas et al., 2022; Hsu & Scott, 2020) and food neophobia (Pourfakhimi et al., 2021). Other studies have investigated willingness to pay more (Agag et al., 2020), transformative experiences (Godovykh & Tasci, 2022), social media (Dedeoglu et al., 2019), shared accommodation (Oliveira et al., 2023) and travel motivation (Šagovnović & Kovačić, 2022; Sreen et al., 2023).

Recent studies on destination image are diverse, ranging from the relationship between destination image and the gastronomic experience (Hsu & Scott, 2020), food neophobia (Cifci et al., 2022) to wellness tourism (Sharma & Nayak, 2019).

But the most frequent themes continue to be the congruence of the tourist's self-image and attitudes with the destination's image (Ahn, 2019; Ma & Li, 2023; Li et al., 2020; Sönmez & Tasci, 2019) and the relationship between the destination's image and personality (Zhang et al., 2019; Souiden et al., 2017; Vinyals-Mirabent et al., 2019).

Narcissism and dark personality traits have emerged as a hot new topic of study. Narcissism is being studied as a personality trait of tourists on social media (Christou et al., 2020) and as a characteristic of employees (Tandon et al., 2023) and managers (Kim et al., 2018) in driving new management practices in hospitality companies. Dark personality traits (narcissism, Machiavellianism, psychopathy and sadism) have also been addressed in online attitudes (Yousaf & Kim, 2023) and intention to visit destinations (Yousaf et al., 2023).

Given the richness of the subject, Figure 9 shows the visualization of the co-occurrence network originating from the analysis of the thematic map, in order to understand - in a broader way - the interfaces between the subjects and their proximity. The 250 main keywords appear clustered, and the clusters presented earlier (personality, tourism, brand personality) stand out in terms of centrality and branching out from the other approaches. In this visualization it is also possible to locate some theories applied to the study of personality in tourism, such as Complexity Theory and the Big Five Traits (both next to the personality traits cluster, bottom left, with the Big Five Traits also appearing in the personality cluster, center

Figure 9. Keyword co-occurrence network originating from the thematic map
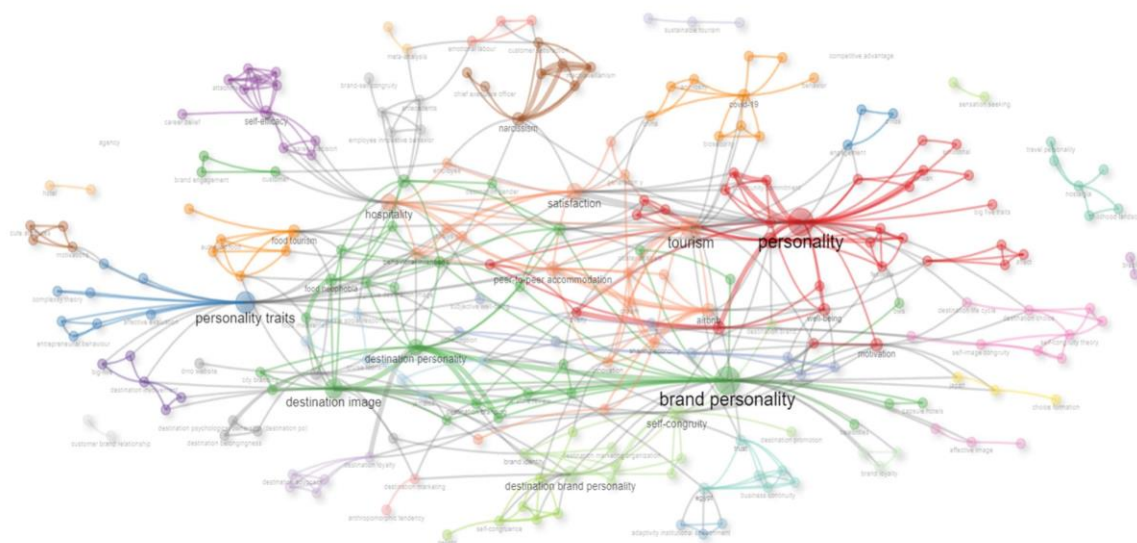
Source: generated by Biblioshiny with data from Scopus and Web of Science (2024).

right), as well as Self-Congruity Theory (pink cluster, center right).

FINAL CONSIDERATIONS

This study consisted of a systematic review of the literature on tourism and personality, based on 154 articles from 2013 to 2023, identified by the authors in the Scopus and Web of Science databases. It presented an update of the review on the subject, since the most recent literature review identified by the authors covered the period up to 2009.

The main contributors to research on tourism and personality in the period in question were identified, with China and the United States standing out as the countries with the highest production. The journals that published the most on the subject were *Tourism Management* and the *Journal of Travel and Tourism Marketing*. There were

eight most active authors, with three articles published by each of them. Published in Tourism Management, the most cited article is by Chen and Phou (2013), with the title *A closer look at destination: Image, personality, relationship and loyalty*, which has been cited 395 times.

In line with Leung and Law (2010), the approaches to the subject can be divided into two main themes:

1)   Personality of brands, destinations, companies, trips, websites, etc.

2)   People's personalities, particularly tourists and employees.

Works related to theme 1 - personality of brands, destinations, companies, trips, websites, etc. - are more evident in the sample. Applied to different objectives, the studies are based on Aaker's (1997) fundamental work on brand personality and make the contribution of understanding or positioning such entities as if they were individuals with a personality, which may

even help to generate identification with a segment of the demand. The personality of the brand, destination etc., is projected to the public through its image, which is why the latter concept often appears in the works analyzed.

Regarding people's personalities, personality is generally treated as an explanatory variable for various phenomena of human behavior associated with tourism, covering, in this sample, mainly tourists and employees. Personality traits are used to understand why people act in a certain way in the context of tourism, such as choosing trips, behaving on social networks or in their professional activities, for example. It should also be noted that Plog's scale (1974; 2001) had a very strong presence in the sample.

The most used theories come from the fields of psychology and marketing, adapted - or not - to the tourism phenomenon. The main theoretical approaches developed in the studies in the sample were Brand Personality, Plog Travel Personality Model, Food-Related Personality Traits, Big Five Human Personality Inventory, Theory of Planned Behavior, Social Influence and Social Exchange Theory, Self-Congruity and Self Determination Theory and Brand Relationship. About the methods adopted, it is worth mentioning the significant use of the structural equation modeling technique in the studies examined.

In terms of trends, personality traits, destination image and narcissism and dark personalities stand out. Compared to what was identified in the previous literature review on the subject (Leung & Law, 2010), the research also highlights social networks and sharing economy (Airbnb, accommodation), topics that were at a much lower (or non-existent) level of development in the period considered by the aforementioned study, and which have become very present in the social and tourist reality throughout the 2010s. It is to be hoped that future work like this will deal with artificial intelligence, big data and digital tourism, technologies with great potential to influence tourist behavior and the personality of destinations.

The study's main limitation is that it restricted its survey of publications to journals in the field of tourism. Although quality journals were selected according to objective criteria, works published in other areas were ignored. Another limitation is the choice to represent the sample corpus by quality access through only the most cited articles, and not by reading all 154 articles in the sample.

IMPLICATIONS

It is understood that this review contributes to advancing the scientific mapping of the chosen subject, which was last done in 2010. By understanding the areas in which the topic has advanced, the main theories used and envisioning research trends for the coming years, there is a significant panorama of work to be carried out to understand existing and emerging phenomena, given the advances in technology and the new dynamics affecting tourism and hospitality. We can see the importance of the theme of personality within tourism and how it permeates various key issues for understanding tourism and its players.

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