

# Personality as a Determinant to Revisit Intention

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*Pambayang Dalubhasaan ng Marilao*

## Abstract

The study explored how tourists' self-concept about destination personality influences their intention to revisit. Researchers used a descriptive correlational quantitative research design, surveying 60 non-Marileno tourists visiting Marilao, Bulacan destinations. Statistical tools like weighted mean, Pearson  $r$ , and t-test were employed for data analysis. Findings indicated that tourists from outside Marilao perceived alignment between their self-concept (actual self, ideal self, social self, ideal social self) and destination personality dimensions (sincerity, excitement, conviviality). They felt they possessed characteristics of visited places and believed others saw them that way. Furthermore, they desired their ideal and social selves to reflect more of the qualities of the destinations they visited. The study revealed a significant correlation between tourists' perceived self-congruence with destination personality and their inclination to revisit the same place. However, limitations exist, notably the sample size and focus solely on non-local tourists, potentially missing insights from local visitors. Additionally, the study's location-specific nature in Marilao, Bulacan restricts generalization to other destinations. Nevertheless, the research offers valuable implications for tourism marketing strategies, improving visitor experiences and guiding policy development to align destinations with tourists' self-identity, potentially influencing their revisit intentions.

**Keywords:** *self-congruity, destination personality, qualities and characteristics, revisit intention*

## Introduction

Over the years, the Philippine tourism industry has played a key role in promoting mutual understanding among nations and as an instrument of national and economic development through poverty alleviation and conservation of fragile natural and cultural resources. Tourism is a fast-growing industry that has become a top priority in the economic agenda of several countries. Tourism can be used as a tool to solve problems like unemployment and poverty in developing countries.

According to the Department of Tourism (2019), the Philippines was host to a record high of 8.3 million foreign tourists in 2019, which dramatically increased from 5.4 million visitors in 2015, thanks to the country's tourism brand, "It's More Fun in The Philippines". As of 2015, 4.99 million Filipinos have been employed within the tourism division, which rose to an estimated 5.4 million employees in 2019. During the first six months of 2019, the tourism industry earned over Php245 billion pesos from foreign visitors. The travel and tourism industry supplied 10.6 percent of the Philippines' Gross Domestic Product (GDP) in 2015, which widely increased by nearly 25 percent in 2019. Among its top tourist drawers is Boracay Island in Aklan, Puerto Princesa Underground River in Palawan, voted in 2012 by the worldwide community as one of the New 7 Wonders of the World for being the longest safe underground stream. Chocolate Hills in Bohol and the Banaue Rice Terraces in Ifugao, as well as the cities of Manila, Cebu, and Davao.

On the other hand, despite the successful slogan of the government in the tourism industry, the country still encounters issues and challenges in tourism, not to mention the pandemic that froze all industries around

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the globe. There are still issues from the past that are present among tourist and tourism spots in the country. The Department of Tourism collected information about tourism in 2018 using statistics from its Economic Analysis and Information Management Division (SEAIMD). There are 3,706,721 tourists who have arrived in the Philippines as of June 2018, up 11.35% from the same month in 2017. This tourist increase is noted in the statistics for the first semester of 2018. In the study of Williams (2020), the tourism industry was challenged due to the advent of the COVID-19 pandemic; thus, the worldwide problem of revisiting tourist destinations was triggered by many factors such as health protocols, locations, transportation, tour guides, and tourism situation of the place. Thus, the tourism industry creates innovation to cater to the market's demands. The Philippine Statistics Authority states that when comparing the percentage of tourism to the GDP from 2019 to 2020, the 2019 percentage is 12.8%, and the 2020 percentage is 5.4%, a decrease of 7.4% due to the impact of the 2019 pandemic. This decrease also has an impact on the total employment percentage share, which goes down by 1.7%. This shows the big impact of COVID-19 on the tourism industry in the midst of the pandemic. This is in conjunction with the reopening of the Philippine airline's borders and partner nations to immunize tourists from other countries after almost two years have passed since the country completely loosened its travel restrictions to fully vaccinated international leisure travelers from 157 visa-free countries. Furthermore, starting April 2022, Philippine embassies and consulates will resume via issuance, and quotas on port arrivals will be all together.

Instead of common issues of the Tourism industry in the local community, particularly in Marilao, the researchers were motivated to conduct a study examining the Tourist Self Congruity and Destination Personality to Revisit Intention of the tourist to the selected destinations, which are National Shrine and Parish of the Divine Mercy at Sta Rosa 1 Marilao, Bulacan, Liwasang Pangkalikasan ng Marilao at Sitio Laot Prenza I, Marilao, Bulacan, and Hidden Sanctuary Hotel and Resort at Villarica road, Camansi, Prenza 1, Marilao, Bulacan. The LGU, local community, and owner of the tourist destination will all gain from this study, but the local community will stand to gain the most.

The purpose of this study is to identify the tourist self-congruity with destination personality dimensions and parameters of the respondents in order to elicit a revisit intention response from them using Stimulus (Tourist self-congruity with destination personality) Response (Revisit Intention) (SR). This study will lead the tourism industry, management, tourism office, tourists, the local community, and future researchers to understand how important it is to comprehend how tourists behave when visiting local destinations. As a result, the town may think about continuously improving its platforms and adopting the best strategy for various types of tourism engagement. The current trends in the tourism sector this research provides will be useful to the learners. Overall, the study will encourage tourist recommendations and suggestions, particularly for the local tourism government and students, to examine those needs that need to be improved by the tourism industry. It uses the dimensions and scale items of the destination personality (excitement, sincerity, and conviviality) and the tourists' self-concepts (actual, ideal, social, and/or ideal social self-concepts). This study evaluates tourists' self-congruity with destination personality in specific tourist destinations, including the National Shrine and Parish of the Divine Mercy, Liwasang Pangkalisan ng Marilao, and Hidden Sanctuary Hotel and Resort. This also determines the revisit intention and assesses if a significant relationship exists.

### **Review of Related Literature**

Various related studies provide significant insights into these concepts, offering a comprehensive understanding of their interplay in the context of tourism.

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### ***Destination Personality***

The literature review explores destination personality dimensions such as sincerity, excitement, and conviviality (Zulfijar et al., 2022). Aaker's Brand Personality Scale (1997) contributes to understanding the five dimensions: Sincerity, Excitement, Ruggedness, Sophistication, and Competence. The interplay between human personality and brand perception emphasizes the validity of brand personality scales (Aaker, 1997). Other studies highlight the need for precise definitions and instruments to measure personality variables influencing consumer behavior (Zulfijar et al., 2022). Soundari and Shankar (2019) evaluate Coimbatore's personality, revealing it as convivial and sophisticated, impacting tourists' perceptions.

### ***Self-Congruity in Tourism***

Self-congruity theory explores how consumers compare brand or destination personality traits with their self-concepts (Sirgy, 2018). It influences consumer behavior, trust, loyalty, and word-of-mouth advertising. This theory, rooted in consumer behavior studies, has extended to tourism contexts (Kye-Sung Chon, 2017). Understanding the self and its congruence with destination or brand personalities plays a pivotal role in shaping consumer decisions (James, 2016).

### ***Revisit Intention***

Studies like Libre et al. (2022) and Borbon et al. (2022) investigate factors influencing tourists' intentions to revisit destinations. They reveal direct relationships between tourist experiences, perceived value, and the intention to return to specific tourist sites. Festijo's study (2019) emphasizes accessibility and visit purpose as pivotal factors affecting revisit intentions.

### ***Tourist Destination Attributes***

The attractiveness and characteristics of a destination significantly influence tourist decisions (Biganoa et al., 2018). Studies focus on how tourists perceive, select, and modify their perceptions of destinations based on various factors, including social network images and locals' attitudes (Pan et al., 2020). Factors such as accessibility, quality of services, and locals' views toward tourists play vital roles in shaping tourists' perceptions and decisions (Fonacier et al., 2020).

Destination personality, a relatively novel concept in tourism, creates unique and positive perceptions, promoting tourist destinations and fostering emotional ties. It helps differentiate destinations in a competitive tourism market (Lado-Sestayo & Catro, 2018). Understanding the interaction between tourist behavior, self-congruity, and destination personality contributes to progress in the tourism industry by influencing revisit intentions and shaping tourists' perceptions.

### ***Theoretical Framework***

There are three theoretical frameworks guiding this study:

First, it encompasses the Stimulus Response (SR) Model, Self-Congruity Theory, and Destination Personality Dimensions. These theories provide a foundational structure for understanding the relationship between tourists' self-concepts and their perceptions of destination personalities, influencing their intention to revisit specific tourist destinations; second, Kotler's (1997) Stimulus Response (SR) Model delves into consumer behavior, depicting how marketing stimuli and environmental factors influence consumers in their decision-making processes. This model aids in understanding how consumers interact with various marketing elements, including product, price, place, and promotion. Third and last is the Self Congruity

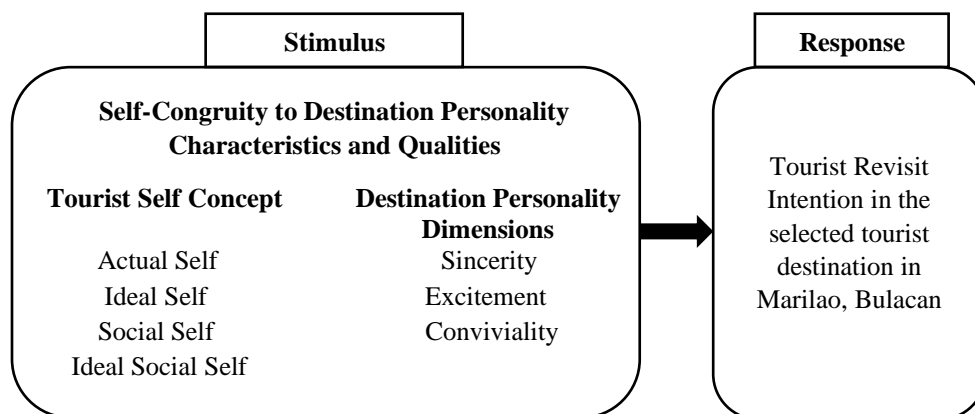
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Theory, developed by M. Joseph Sirgy, which is integrated into this study to explore tourists' behaviors based on their self-perception alignment with destination personalities. It involves assessing tourists' actual, ideal, social, and ideal social self-concepts and their matching with destination personality dimensions—Sincerity (reliable, sincere, intelligent, successful, and wholesomeness), Excitement (daring, exciting, original, and spirited), and Conviviality (friendly, family-oriented, charming).

Research findings by S.A. Sop (2020) highlight the relevance of a four-dimensional approach within self-congruity theory, considering how consumers view themselves (actual self), how they aspire to perceive themselves (ideal self), how they believe others perceive them (social self), and how they aim to be perceived by significant others (ideal social self). This study applies a quantitative research design to investigate these dimensions.

Figure 1 illustrates the integration of the Stimulus Response Model and the Self Congruity Theory in the context of tourists' perceptions and revisit intentions regarding specific tourist destinations in Marilao, Bulacan. It encompasses tourists' self-concepts, destination personality dimensions, and the stimuli that influence their revisit intentions.

**Figure 1**  
*Operational Paradigm*  
*(Integration of the Stimulus Response Model and the Self Congruity Theory)*



### **Research Problem**

The primary objective of this study is to explore Tourist Self Congruity with Destination Personality as Determinants to Revisit Intention. It aims to address the following research questions:

1. What is the tourists' assessment of their self-congruence with destination personality dimensions concerning different components of self-concept (actual, ideal, social, and ideal social self)?
  2. To what extent are the tourists likely to revisit tourist destinations in Marilao, Bulacan, based on their assessments of self-congruity with destination personality?
  3. Is there a significant relationship between tourists' self-congruity with destination personality and their intention to revisit these destinations?
  4. Is there a significant difference among the revisit intentions of the tourists from the three different destinations?
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### **Hypotheses**

H<sub>o1</sub>:  $\rho = 0$ : There is no significant relationship between tourists' self-congruity with destination personality and their revisit intention.

H<sub>o2</sub>:  $\mu_1 = \mu_2 = \mu_3$  : There is no significant difference among the revisit intentions of the tourists from the three different destinations.

### **Methods**

The study adopted a quantitative-descriptive research design focused on gathering numerical data to describe respondents' self-congruence to the destination personality of tourist spots in Marilao, Bulacan. This approach, as defined by Hicks (2019) and Jacobsen (2016), employs statistical methods to depict the characteristics and behaviors of the sampled population, making it ideal for this investigation. The primary method utilized was a survey designed by the researchers to collect detailed insights into how respondents' travel preferences are influenced by their personalities and perceptions of themselves as tourists.

Purposive sampling was employed, selecting 60 non-resident respondents based on their prior experiences visiting specific tourist destinations in Marilao, Bulacan—Hidden Sanctuary Hotel and Resort, Liwasang Pangkalikasan ng Marilao, or the National Shrine and Parish of the Divine Mercy. These destinations were chosen due to their popularity on Marilao's tourist attraction website. The survey questionnaire, created using Google Forms, consisted of closed-ended queries to assess respondents' self-congruity with Marilao's tourist destinations. The questionnaire focused on evaluating respondents' intentions to return to these destinations. Weighted mean was employed to analyze respondents' assessments of self-congruity to tourist destinations and their intentions to revisit. This method considers different weights applied to responses to maintain accuracy. Additionally, the Pearson correlation coefficient (Pearson r) and t-test were utilized to evaluate the relationship between tourists' self-congruity with destination personality and their intention to revisit. Analysis of Variance (ANOVA) to test the null hypothesis and help understand the difference among the revisit intentions of the tourists from the three destinations.

### **Results**

Data that were collected, tabulated, counted, computed, analyzed, and interpreted from 60 respondents who visited the National Shrine and Parish of the Divine Mercy, Liwasang Pangkalikasan ng Marilao, or Hidden Sanctuary Hotel and Resort tourist destination. These tourists come from outside the town of Marilao; the data were analyzed based on their self-congruence intertwined with destination personality.

Table 1 shows the level of agreement of the tourist with their self-congruence to destination personality dimensions in terms of the components of self-concept. General results show that the tourists who visited the National Shrine and Parish of the Divine Mercy, Liwasang Pangkalikasan ng Marilao, or Hidden Sanctuary Hotel and Resort find their self-concept in terms of actual, ideal, social, and ideal social self to be in agreement to the characteristics or qualities of the above-mentioned tourists' destinations. Based on this result, it can be surmised that the tourist visited the destinations since it is compatible with who they are. They see themselves to be in possession of sincerity, excitement, and conviviality, and they also know that people see them this way and would like people to really see them possessing such qualities or characteristics as in the tourist destination.

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**Table 1**  
*Tourist Level of Agreement with Their Self-Congruence to Destination Personality Dimensions in Terms of the Components of Self Concept*

Self-Concept	Destination Personality Dimension			Average Weighted Mean
	Sincerity	Excitement	Conviviality	
Actual Self	3.40 (Agree)	3.32 (Agree)	3.48 (Agree)	3.40 (Agree)
Ideal Self	3.52 (Strongly Agree)	3.42 (Agree)	3.56 (Agree)	3.50 (Strongly Agree)
Social Self	3.35 (Agree)	3.25 (Agree)	3.42 (Agree)	3.34 (Agree)
Ideal Social Self	3.52 (Agree)	3.41 (Agree)	3.53 (Agree)	3.49 (Agree)

Among the four components, results show that the tourists find their “ideal self” to be most congruent or coinciding with destination personality. This is an indication that the tourists who visited the different tourist destinations in Marilao, which are National Shrine and Parish of the Divine Mercy, Liwasang Pangkalikasan ng Marilao, and Hidden Sanctuary Hotel and Resort would like themselves to become or to possess the qualities of the above in terms of sincerity, excitement, and conviviality. Results also show that they agree that their actual self is somehow identical to the qualities of the destination, having the “ideal self” to obtain the highest weighted mean of 3.50 which implies that they strongly desire to possess such qualities. This suggests that more than how other see them or how they want other to see them, they desire to percieve themselves to be more like the personality of the destination that they visit where they possess sincerity, excitement, and conviviality.

Further results show that the tourists have a strong desire to possess the sincerity and conviviality qualities of the tourist destination that they visited as evidenced by the weighted mean of 3.52 and 3.56 respectively, the highest among all others.

In the study of Yang et al. (2020), which looked into how self-congruity affects destination brand personality, revisit intention, and attach importance to how gender affects self-congruity in a positive relationship way. The 226 Chinese outbound tourists in Glasgow, Scotland, provided information through a survey, which was then evaluated to give proof. According to the findings, the self-congruity was somewhat influenced by the destination brand personality and revisit intention. The approach failed which is the Aaker’s five dimension of destination personality to perform actual self-congruity to influence all five dimensions of destination brand personality sincerity, excitement, competence, sophistication, and ruggedness then revisit intention. The result showed that the ideal self-congruity regulates the connection between the intention to revisit and the personality of the destination brand personality (sincerity and excitement).

The research of Yang, (2020), is similar to the results of this current study, and to strengthen this claim, the result of the ideal self is drawn from Yang's research, which demonstrates that the ideal self regulates the relationship between destination brand personality and that ideal self is the most congruent with the destination personality. Sincerity and excitement, on the other hand, control the relationship between self-

congruity and destination brand personality in the research study. However, the quality of the destination that was visited the most wanted was conviviality.

Table 2 shows the level of likelihood of the tourists revisiting the tourist destinations in Marilao, Bulacan, on the basis of their assessment of self-congruence to destination personality. The weighted mean of 3.46 shows that they are likely to return. Since this result is on the basis of the tourist's agreement of their self-congruence to the qualities and characteristics of the destination, it suggests that the possibility of their coming back is influenced by how they see themselves to the destination that they visited.

**Table 2**  
*Tourist Level of Likelihood to Revisit the Tourist Destinations in Marilao, Bulacan*

	<b>Weighted Mean</b>	<b>Verbal Interpretation</b>
Likelihood of revisiting Marilao's tourist destination	3.46	Likely

According to the study of Zhang et al. (2022), in order to better understand the relationship between destination personality, destination image, self-congruity, and behavioral intention in the context of golf tourism, this study looked at both the controlling effects of destination image and self-congruity as well as the relationship between destination personality and brand image. The 519 golfers who traveled to Hainan, China, in 2021 gathered reliable statistics to them. The findings demonstrate that destination personality had beneficial effects on destination images, destination personality had positive effects on behavioral intention, destination personality had positive effects on self-congruity, self-congruity had positive effects on behavioral intention, and destination image had positive effects on behavioral intention. Additionally, self-congruity and destination personality both positively influence the link between destination personality and behavioral intention.

With regard to Zhang's (2022) research study, the tourist's intention to return to the visited destination is strongly affected by how well their self matches the destination's personality.

**Table 3**  
*Significance of Relationship Between Tourists' Self Congruity with Destination Personality and Revisit Intention*

<b>Paired Variables</b>	<b>Pearson r</b>	<b>Description</b>	<b>t-value</b>		<b>Interpretation</b>
			<b>Comp.</b>	<b>Crit.</b>	
Tourists' self-congruity with destination personality and their revisit intention	0.410	Moderate positive relationship	8.349	±2.0	Significant relationship exists

Table 3 shows that there exists a significant relationship between the self-congruity of the tourist destination personality and their revisit intention to National Shrine and Parish of Divine Mercy, Liwasang Pangkalisakan ng Marilao, Hidden Sanctuary Hotel and Resort. At  $\alpha = 0.05$ , the null hypothesis is rejected as  $t_{crit.} < t_{comp.}$

**Table 4**

*ANOVA for Significance of Difference in the Revisit Intentions of the Tourists from Three Destinations*

<b>Source of Variation</b>	<b>SS</b>	<b>df</b>	<b>MS</b>	<b>F</b>	<b>F crit</b>
Between groups	1.433	2	0.717	2.334	3.159
Within groups	17.5	57	0.307		
<b>Total</b>	<b>18.933</b>	<b>59</b>			

Table 4 exhibits sufficient evidence to show that there exists no significant difference among the revisit intentions of the tourists from the three different destinations since  $F_{\text{comp}} < F_{\text{crit}}$  at  $\alpha = 0.05$  where the null hypothesis is not rejected.

### **Discussions**

The results were gathered from 60 respondents who had previously visited the National Shrine and Parish of Divine Mercy, Liwasang Pangkalikasan ng Marilao, or Hidden Sanctuary Hotel and Resort. The data were collected online using Facebook and Facebook Messenger.

Tourists from outside the town of Marilao find their self-concept in terms of actual self, ideal self, social self, and ideal social self to be in congruence with the destination personality dimensions in sincerity, excitement, and conviviality. Results showed that the tourists agree that they possess the characteristics of the destinations they visit and also believe that people see them to be that way.

Moreover, they want their ideal of what they want themselves to be and their ideal social what they want others to see them, to possess more of the qualities and characteristics of the destination they visited. As a result, statistics show that their assessed self-congruence with the destination has a significant correlation to their intention to revisit the same. As they find themselves possessing the qualities or characteristics of the place, the likelihood that they want to revisit such a place.

### **Conclusions**

In the investigation of the tourists' congruity with destination personality as determinants to their revisit intention to National Shrine and Parish of Divine Mercy, Liwasang Pangkalikasan ng Marilao, and Hidden Sanctuary Hotel and Resort, the researchers are led to the following conclusions:

Tourists visiting specific destinations consider their qualities or characteristics in congruence with their own self-concept. As the tourists find their own selves to be congruent with the destination's personality, they are likely to revisit the latter. Thus, tourists' self-congruence with the destination's personality is a determinant of their intention to revisit the place.

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