Role of personal values and personality traits on intention to recommend a destination

Arnold Japutra\textsuperscript{a*}, Sandra Maria Correia Loureiro\textsuperscript{b}, Shasha Wang\textsuperscript{c}

\textsuperscript{a}Business School, University of Western Australia, Perth, Australia
\textsuperscript{b}Instituto Universitario de Lisboa (ISCTE-IUL), Business Research Unit (BRU/IUL), Lisbon, Portugal
\textsuperscript{c}School of Advertising, Marketing and Public Relations, Queensland University of Technology, Brisbane, Australia

\textsuperscript{*}corresponding author

Abstract

In this study, the researchers explore the antecedents of tourists’ intention to recommend a destination using an extended Theory of Planned Behavior (TPB). Two personal values (i.e., prosocial and maturity) and two personality traits (i.e., extraversion and agreeableness), which are rarely studied but important elements for marketers to better understand the market (e.g., segment the market), are examined. To test the extended model of TPB, a survey (n=312) was conducted with tourists in Portugal. The researchers find support for the hypothesis that tourists with higher prosocial values, maturity values, and extraversion personality traits are more likely to have a favorable attitude toward a destination and a tendency to recommend the destination. Theoretical and managerial implications are discussed.

Keywords: Prosocial values; Maturity values; Extraversion; Agreeableness; Word-of-Mouth (WOM)
**Author Biographies**

**Arnold Japutra** is a lecturer in marketing in the Business School at the University of Western Australia. His research interests include brand management, relationship marketing, consumer psychology and consumer behavior. His work has been published in many journals such as International Journal of Hospitality Management, International Journal of Tourism Research, Current Issues in Tourism, Journal of Business Research, European Journal of Marketing, Journal of Destination Marketing and Management, Journal of Retailing and Consumer Services, among others.

Affiliation:  
Email: arnold.japutra@uwa.edu.au  
The University of Western Australia, 35 Stirling Highway,  
6009 Perth, Australia

**Sandra Maria Correia Loureiro** is the director of the PhD in tourism Management and coordinator of the specialization in marketing of the PhD in management. Her current research interests include tourism marketing, relationship marketing and the use of virtual reality technologies in marketing and tourism. Her papers have been published in a variety of peer reviewed journals that include International journal of Hospitality Management, International Journal of Tourism Research, Journal of Marketing, Journal of Retailing, Journal of Service Management, Journal of Cleaner Production, Journal of Retailing and Consumer Services, among others. Her work has also been presented at international conferences such as EMAC, ANZMAC, and KAMS-Global Marketing Conference.

Affiliation:  
Email: sandramloureiro@netcabo.pt  
Instituto Universitário de Lisboa (ISCTE-IUL), Business Research Unit (BRU/UNIDE), Av. Forças Armadas 1649-026 Lisbon, Portugal

**Shasha Wang** is a lecturer in the School of Advertising, Marketing and Public Relations at the QUT Business School. Prior to joining QUT, Dr Wang was a marketing lecturer in the Business School, University of Western Australia. She also worked in automobile industry before her PhD. She is an active researcher in the areas of advertising, promotion, consumer psychology and behavior (particularly disadvantaged groups such as children), and tourism marketing. Dr Wang has published articles in Psychology and Marketing, Journal of Retailing and Consumer Services, Higher Education, Tourism Review, Australasian Marketing Journal and others.

Affiliation:  
Email: shasha.wang@qut.edu.au  
Queensland University of Technology, Business School, 2 George St, Brisbane City QLD 4000, Australia