

TELL ME WHO YOU ARE AND I WILL TELL YOU WHERE TO GO: EXAMINING THE ROLE OF BIG FIVE PERSONALITY IN SOFT-ADVENTURE TRAVELING TYPE

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Abstract: When choosing travelling activities, individuals have the freedom to choose what type of travelling they are interested in, in this case, the interest is thought to tend to reflect and be influenced by personality. This study aims to look at the role of trait big five personalities on the tendency of individual interest in soft-adventure travel by using a quantitative approach and multiple-regression methods. The sample involved was 1558 Indonesian citizens who were at least 18 years old and liked travelling activities that were taken using purposive sampling techniques. Measurements in this study use the Big Five Inventory 44 item. The results showed that the big five personalities had a simultaneous role in the tendency of soft-adventure interest and partially the traits that had a role were conscientiousness, extraversion and agreeableness.

Key words: Big five personality, Soft-adventure travel, Traveling Type

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INTRODUCTION

Travelling has become a necessity for some people because these activities can eliminate boredom, increase creative power and provide relaxation for individuals (Kalebos, 2016). Tourism activities in Indonesia are starting to develop and have become a lifestyle in its own right. The Central Bureau of Statistics of the Ministry of Tourism said that there was an increase in the number of trips compared to the previous year, in which there were more than 270 million trips to various provinces carried out by the Indonesian population during 2017 (Badan Pusat Statistik Kementerian Pariwisata, 2018). Tourism has various types in describing its activities and adventure travel is the type that experiences the fastest growth in the field of tourism.

The global adventure travel tourism market is valued at 444,850 million dollars in 2016 and is projected to reach 1,335,738 million dollars in 2023 (Doshi and Das, 2018). Adventure travel is a tour or trip with a specific purpose to explore new experiences, meet places and unknown people, involving perceived risks or controlled hazards associated with personal challenges, in natural environments or outdoor settings (Buckley, 2007; Sung et al., 1996). Scott and Mowen (2007) identify adventure travel into four categories. The first is luxury travel, which is defined literally as luxury travel or travel style (Popescu and Olteanu, 2014). Second is camping travel which is a trip to an outdoor location to interact with nature. Third, hard-adventure travel defined as a trip to gain extreme experiences that have a high level of potential risk in the external environment. Finally, soft-adventure travel is a trip that has a low level of risk to moderate and includes a comfortable environment (Scott and Mowen, 2007; Hill, 1995).

When compared to other categories, soft-adventure travel is the most popular activity. As a sector that is experiencing rapid improvement, soft-adventure travel is demanded to consider potential market tastes (Taruna, 2012). Market tastes can be known by studying the needs and desires of consumers through psychographic segmentation by classifying the lifestyle or personality of the traveller (Jannah et al., 2018). That is because individuals tend to like destinations that are compatible with their personalities (Aaker, 1997) so that the higher the suitability of the two things, the greater the likelihood of tourists responding positively (Sirgy and Su, 2000). Although the use of personality elements in reflecting the activities carried out in the destination has not been confirmed. Few studies have discussed this, even though personality factors that are stable and believed to be universal (Scott and Mowen, 2007), such as the Big Five Personality (BFP) theory, can be used to understand tourists better and predict their travel possibilities. Several empirical studies convey that each trait tends to like different travel activities, such as the tendency of openness which described as liking new and unconventional things will be compatible with high-risk travelling activities (Breivik, 1997).

Conscientiousness tendencies which are described as regular individuals and be careful about matching predictable and safe travelling activities (Jani, 2014). Individuals with active, energetic and adventurous extraversion tendencies will love outdoor activities (Tran et al., 2015). Trait agreeableness will vary according to activities that make it possible to gain closeness with their travelling partners (Fluker and Turner, 2000). Trait neuroticism is predicted to prefer activities that have a high exclusive because individuals with a tendency to neuroticism are described as easily feeling anxious and not too fond of gathering in with many people (Popescu and Olteanu, 2014). However, unfortunately, this trend of travelling behaviour is not followed by the understanding of tourism entrepreneurs to facilitate the needs of tourists according to their personalities and travel styles. Tourism entrepreneurs generalize tourists and build tourist areas and facilities according to current trends, not according to the needs and psychological conditions of tourists. This research becomes interesting, involving the interests and needs of tourists in developing tourist destinations.

RESEARCH METHODS

This study aims to see whether there is a role for big five personalities (BPF), which consists of trait openness, conscientiousness, agreeableness, extraversion and neuroticism, towards the tendency of interest in soft-adventure travel. The research analysis uses multiple

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regression methods to look exploratively at the relationship between the two variables and how strong the role of the predictor is. This research involves the BFI 44-item scale (Ramdhani, 2012) to measure the personality of the traveller and soft-adventure propensity scale to measure traveller's interest in soft-adventure travel. The sample in this study amounted to 1558 who are Indonesian citizens, aged at least 18 years and like travelling activities. The sample selection is taken using a purposive sampling technique based on the criteria mentioned.

The researcher made the adaptation and modification on the scale of the type of soft-adventure travel propensity. The process of trans adaptation refers to Beaton (2000). Researchers conducted an additional process namely focused group discussion (FGD) by involving examples of subjects who have the research criteria as participants, to see whether the results of the adaptation and scale modification that had been done could be well understood by prospective subjects research.

The FGD process produced input in the form of a number of reviews regarding the preferences on how to fill and display the scale, location and activities depicted on the scale (which are considered still quite unfamiliar to FGD participants) as well as adding content to make it easier for the subject to imagine the location or activity intended on the scale.

Data Description

Subject description by gender, more female respondents contributed to this study, amounting to 84%. The dominance of these numbers is in line with research conducted by Tilley and Houston (2016) whereas the more we get old, women are more often travelling or travelling compared to men.

Table 1. Subject description based on age
(Data source: Personal original data)

| Age | Amount | Percentage |
|---------|--------|------------|
| 18 – 24 | 1277 | 81.96% |
| 25 – 34 | 212 | 13.61% |
| 35 – 44 | 57 | 3.66% |
| 45 – 54 | 12 | 0.77% |
| 55 – 64 | - | - |
| > 64 | - | - |

Table 2. Subject description based on work
(Data source: Personal original data)

| Activity | Amount | Percentage |
|---------------------|--------|------------|
| College students | 978 | 61.2% |
| Government employee | 23 | 1.4% |
| Employee | 381 | 23.9% |
| Entrepreneur | 95 | 5.9% |
| Housewife/ husband | 39 | 2.4% |
| Other | 42 | 5.2% |

Researchers used an age range that was also used by the Indonesian Ministry of Tourism to help categorize respondents' age groups. Travellers in the age group 18-24 dominated respondents in this study. This condition happened because according to a report from the Canadian Tourism Commission, Millennials or individuals born in the 80s and 90s travelled more frequently and further than other age groups (CTC Reserch, 2015). UNWTO (2010) also estimates that around 20% of the 940 million international tourists who travel the world are young people.

As stated by Hermawan and Hendrastomo (2017) that currently travelling has become a student's lifestyle, where the activity is carried out to fill the free time that is on the sidelines of the lecture routine. A study of recreational activities and travelling habits in college students, found that 92% of students travelled at least once a year (Mosonyi et al., 2013). So it is not surprising that the respondents who contributed the most to this study were students with a percentage of 61.2%. Subject description based on income.

Table 3. Subject description based on income (in IDR)
(Data source: Personal original data)

| Income | Amount | Percentage |
|-------------------------------|--------|------------|
| < Rp. 500,000 | 495 | 31.8% |
| Rp. 500,000 – Rp. 1,000,000 | 251 | 16.1% |
| Rp. 1,000,001 – Rp. 2,000,000 | 307 | 19.7% |
| Rp. 2,000,001 – Rp. 3,000,000 | 158 | 10.1% |
| Rp. 3,000,001 – Rp. 5,000,000 | 218 | 14% |

Table 4. Way to travelling
(Data source: Personal original data)

| Way to Travelling | Amount | Percentage |
|-------------------|--------|------------|
| Solo Travelling | 229 | 14.7% |
| Group Travelling | 1226 | 78.7% |
| Open Trip | 103 | 6.6% |

The majority of respondents in this study are students who are generally still part-time workers or do not even have income and still depend on pocket money given by parents, so the majority of subjects in this study are in the income group below Rp.500,000. The subject description is based on self-image in travelling.

Table 5. Description of research (Data source: Personal original data)

| Variable | Value Decision | Categorization | Number of Subjects% |
|-----------------------|------------------|----------------|---------------------|
| Openness | $X < 20$ | Low | 0.32% |
| | $20 \leq X < 30$ | Moderate | 61.1% |
| | $30 \leq X$ | High | 38.5% |
| Conscientiousness | $X < 18$ | Low | 0.96% |
| | $18 \leq X < 27$ | Moderate | 53.7% |
| | $27 \leq X$ | High | 45.3% |
| Extraversion | $X < 16$ | Low | 0.12% |
| | $16 \leq X < 24$ | Moderate | 61.8% |
| | $24 \leq X$ | High | 37.9% |
| Agreeableness | $X < 18$ | Low | 0.06% |
| | $18 \leq X < 27$ | Moderate | 16.8% |
| | $27 \leq X$ | High | 83% |
| Neuroticism | $X < 16$ | Low | 14.3% |
| | $16 \leq X < 24$ | Moderate | 68.4% |
| | $24 \leq X$ | High | 17.2% |
| Soft-adventure travel | $X < 10$ | Low | 0.06% |
| | $10 \leq X < 15$ | Moderate | 1.86% |
| | $15 \leq X$ | High | 98% |

Respondents in this study were dominated by subjects who chose to travel together with the group rather than travelling alone or open trip. As in the Holiday Habit Report conducted by ABTA in 2018, it is known that 51% of travellers prefer to travel together with a partner, 33% choose to travel together with close family, and 4% of travellers choose to travel with colleagues or friends. This can be explained by a survey conducted by CWT (2017), the reason individuals tend to travel with groups is that the current millennial generation has the characteristic of being happy to interact with others when travelling compared to previous generations. The subject description is based on self-image in planning traveling. Respondents in this study were dominated by subjects who preferred to plan travelling independently, as many as 1427 subjects or 91.6% of the total respondents, compared to those who chose to use the services of a travel agency that only amounted to 8.4%. The value of the flexibility will be obtained when planning the trip as desired by the traveller. Currently independently planning the trip to be carried out is also supported by the ease of accessing the internet that provides information to visually present various tourist destinations that may not be entirely accessible to travel agencies (Bhati et al., 2013).

The tendency of openness in the subjects in this study was in the medium categorization with 964 subjects. Likewise with the tendency of conscientiousness, extraversion and neuroticism, each of which amounted to 837, 984 and 1066 subjects. While the tendency of agreeableness and tendency of the type of soft-adventure travelling in this study were dominated by respondents with high categorization totalling 1294 and 1528 subjects.

RESULTS

Simultaneous Test

Table 6. Test Results F (Data source: Personal original data)

| | Sum of Squares | df | Mean Square | F | Sig. |
|------------|----------------|------|-------------|--------|------|
| Regression | 1002.631 | 5 | 200.526 | 42.077 | .000 |
| Residual | 7396.427 | 1552 | 4.766 | | |
| Total | 8399.058 | 1557 | | | |

Based on the analysis it is known that the coefficient F is 42,077 with p equal to 0.00 ($p > 0.05$), so it can conclude that there is a simultaneous role of the big five personalities on the tendency of soft-adventure travel.

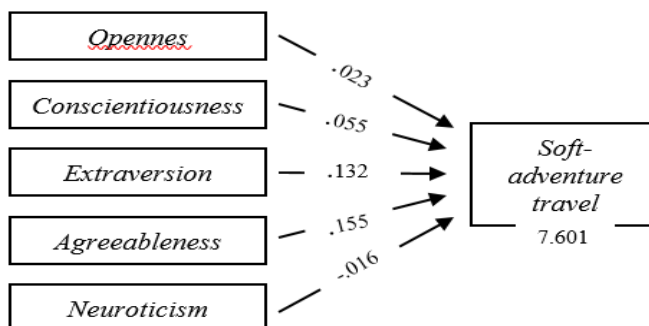


Figure 1. Beta Coefficient (Data source: Personal original data)

The analysis produces the following regression equation:
 $Y = 7.601 + 0.023x_1 + 0.055x_2 + 0.132x_3 + 0.155x_4 - 0.016x_5$

The regression equation above means that if the value of the independent variable is controlled or considered to be 0, then the Y value is 7.601. This means that the value of the tendency of interest in soft-adventure travel without big five personalities is 7,601. Openness variable regression coefficient (X1) of 0.023 means that if the value of other independent variables fixed and openness has increased by 1 unit and other X variables are 0, then the tendency of interest in soft-adventure travel will increase by 0.023.

The regression coefficient of the conscientiousness variable (X2) of 0.055 means that if the value of the other independent variables fixed and openness has increased by 1 unit, and the other X variable is 0, then the tendency of interest in soft-adventure travel will increase by 0.055. Extraversion variable regression coefficient (X3) of 0.132 means that if the value of other independent variables fixed and extraversion has increased by 1 unit and other X variables are 0, then the tendency of interest in soft-adventure travel will increase by 0.132. The regression coefficient of agreeableness variable (X4) of 0.155 means that if the value of other independent variables fixed and agreeableness has increased by 1 unit, and the other X variable is 0, then the tendency of interest in soft-adventure travel will increase by 0.155. While the regression coefficient of the neuroticism variable (X5) of -0.016 means that if the value of the other independent variables fixed, and neuroticism has increased by 1 unit, and the other X variable is 0, then the tendency of interest in soft-adventure travel will decrease by 0.016. The t-test is used to look at the role of the trait (or other more appropriate terms) partially namely openness, conscientiousness, extraversion, agreeableness and neuroticism on soft-adventure travel.

Following are the results of testing the role of each trait partially:

Table 7. t-Test (Data source: Personal original data)

| Trait | t | Sig. |
|-------------------|-------|------|
| Openness | 1.360 | .174 |
| Conscientiousness | 3.015 | .003 |
| Extraversion | 5.108 | .000 |
| Agreeableness | 7.609 | .000 |
| Neuroticism | -.995 | .320 |

t-test results with Multiple-Regression analysis shown in the table show that; Trait openness and neuroticism have at the value of 1,360 and negative 0.995 with $p > 0.05$, so it can conclude that partial openness and neuroticism do not have a significant role in the tendency of interest in soft-adventure travel. Trait conscientiousness, extraversion and agreeableness have t values of 3,015, 5,108 and 7,609 are positive with $p < 0.05$ so it can be concluded that conscientiousness, extraversion and agreeableness partially contribute to the tendency of interest in soft-adventure travel.

Coefficient of Determination

Table 8. Coefficient determination (Data source: Personal original data)

| R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------------------|----------|-------------------|----------------------------|
| .346 ^a | .119 | .117 | 2.18306 |

The coefficient of determination (R^2) Big five personality is 0.119. This can be interpreted that the big five personality variable can explain the dependent variable (the tendency of interest in soft-adventure travel) by 11.9%, while the rest is explained by other factors not examined.

DISCUSSION

The results of the analysis show that big five personality plays a role simultaneously on soft-adventure travel, which means that together trait in big five personalities can predict the tendency of individual interests towards soft-adventure travel. The results of the study are following the statement of McShane and Von Gilinow (2010) which revealed that the five personality traits do not stand alone in isolation which means that the traits of one another trait affect each other's behaviour, interests and abilities. This description is in line with the findings of Tran, Nguyen and Nguyen (2015) who found that travel business owners can attract customers and expand their tourism business by studying the five personality traits and identifying according to marketing targets. While partially the results of the study show that there are three traits of big five personalities that contribute to the tendency of interest in soft-adventure travel, with trait having the biggest role being agreeableness, while the other two traits do not show a significant role. The first trait that has a role is the personality trait of conscientiousness. Trait conscientiousness has a positive role in the tendency of soft-adventure travelling types, which means that the greater the tendency of conscientiousness, the greater the individual's tendency to like soft-adventure travel. This is reinforced by the facets of conscientiousness personality tendencies, namely individuals with conscientiousness personality tendencies are described as controlled, thoughtful and careful individuals (McCrae and Costa, 2003).

This is consistent with the characteristics of the type of soft-adventure travelling that has a low level of risk, has definite results, can be arranged in detail, and is located in a safe and controlled environment (Scott and Mowen, 2007; Swarbrooke et al., 2003). The elaboration is also in line with Jani's research (2014) which shows that individuals with high conscientiousness tendencies like safe and comfortable family travelling activities, while individuals with low conscientiousness tendencies like travelling activities related to sports or massive games. The next personality trait that has a role with a positive predictive value of the type of soft-adventure travelling is extraversion trait. This explains that the higher the tendency for someone extraversion, the greater the tendency for individuals to like soft-adventure travel. Individuals with extraversion personality tendencies described as individuals who enjoy and like relationships with many people, full of enthusiasm and adventurous (McCrae and Costa, 2003; Cervone and Pervin, 2012). This is in line with the tendency of soft-adventure travel that is often part of group travel and is an activity with opportunities to socialize in a controlled environment (Scott and Mowen, 2007; Swarbrooke et al., 2003). This explanation is supported by research on the effects of BFP on the type of recreation by Tran, Nguyen and Nguyen (2015) who found a significant relationship between personality traits of extraversion and social interactions, including travelling long distances, interacting, socializing and gathering with other tourists.

The personality trait that also has a decisive role with a tendency to interest in soft-adventure travel is agreeableness trait. Just like the previous trait, this explains that the greater the tendency of individual personality trait agreeableness, the higher the individual's tendency to like soft-adventure travel. This is in line with the facet of the agreeableness personality described by individuals who have high intimacy and altruism, compliance and always try to avoid conflict (John and Srivastava, 1999 in Wulandari and Rehulina, 2013). This is in accordance with the characteristics of soft-adventure travel which is often a part of group travel, consisting of safe activities that are safe and far from violating existing values or norms, as well as offering greater comfort for individuals to obtain quality gathering with their groups (Scott and Mowen, 2007; Swarbrooke et al., 2003). The results obtained are in line with research conducted by Scott and Mowen in 2007, which obtained similar results for American travellers. This explanation was also supported by the findings of Fluker and Turner (2000) which state that the motivation to engage in adventure travel includes 'to be with my friends' and 'to enjoy group experiences' while personality trait that has no role in the tendency of interest in soft-adventure travel is openness trait.

Individuals with openness personality tendencies were described as liking new things, full of curiosity, looking for varied and different and unconventional experiences (Schneider and Vogt, 2012). According to research conducted by Breivik (1997) on the sensation-seeking and risk-taking personality of mountaineers Everest, individuals with these characteristics are more likely to engage in adventure activities with high or extreme risk levels. This is not appropriate or contrary to the characteristics of soft-adventure travel that is prioritizing security in low-risk activities. Another personality trait that does not have the role of interest in soft-adventure travel is trait neuroticism. Neuroticism Personality traits describe the level of emotional stability an individual has (Cervone and Pervin, 2012). Research conducted in India in looking at intentions to visit the Green Hotel also obtained similar results which showed only personality trait neuroticism which was not significant in predicting visit intention (Verma et al., 2017). The possibility that can explain this is due to the tendency of high trait neuroticism of individuals to describe individuals who are prone to stress and anxiety, and have unrealistic ideas, tend to have maladaptive, shy, impulsive and lack of confidence coping responses (Cervone and Pervin, 2012; McCrae and Costa, 2003). This does not match the characteristics of soft-adventure travel that involves participation in new activities in the outside environment and often becomes part of group trips that require socializing (Scott and Mowen, 2007; Swarbrooke et al., 2003).

CONCLUSIONS AND RECOMMENDATIONS

Based on the analysis of research on the role of the Big Five Personality towards the tendency of the Soft-Adventure traveling type, it concluded that Big Five Personality plays a role simultaneously in the tendency to choose the Soft-Adventure traveling type. As a partial result that the openness to experience trait does not have a significant role in the tendency to choose the soft-adventure traveling type. Conscientiousness personality trait has a role in the tendency to choose the type of traveling soft-adventure. Extraversion personality trait

has a role in the tendency to choose soft-adventure traveling type. Agreeableness personality traits have the strongest role in the tendency to choose the soft-adventure traveling type compared to other personality traits and the last personality traits, neuroticism personality trait does not have a significant role in the tendency to choose the soft-adventure traveling type. Tourism managers, such as the Ministry / Office of Tourism, can consider the personality traits of the Big Five Personality to be used as a basis and reference in helping to develop and market tourist destinations that have long existed and new destinations that have similar characteristics to soft-adventure travel.

Trait conscientiousness, agreeableness, and extraversion can be used as reinforcements that persuade travelers to choose the soft-adventure type of traveling. This strengthening can be applied by making the facet of personality as the basis for choosing words in making slogans to attract travelers to visit the intended destination.

For tour service providers, such as travel agencies, they can consider the Big Five Personality trait to be used as a strategy in marketing their agency. This can be applied by adjusting the facilities that will be provided when visiting destinations that have soft-adventure travel characteristics with the facets of conscientiousness, agreeableness, and neuroticism personality traits.

Travelers can consider the tendency of conscientiousness, agreeableness, and neuroticism personality traits when choosing a tourist destination with soft-adventure travel characteristics and adjusting traveling activities with personality facets in order to get satisfaction from the activities that will be undertaken.

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