

**THE INFLUENCE OF PERSONALITY TRAITS ON TOURISM
ACADEMICS' PREFERENCES AND SATISFACTION OF
ACADEMIC CONFERENCE**



DOCTORAL DISSERTATION

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**MERSİN UNIVERSITY
INSTITUTE OF SOCIAL SCIENCE**

**DEPARTMENT OF
TOURISM MANAGEMENT**

MERSİN

JANUARY - 2019

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Supervisor

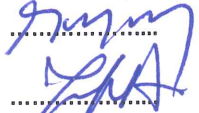
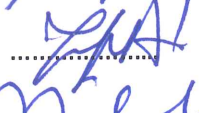
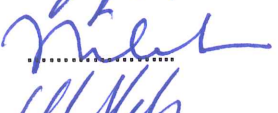
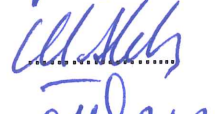
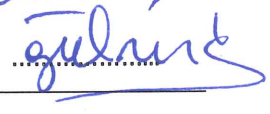
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ONAY

Ahmed Ali Mohd Zareer tarafından Doç. Dr. Kamil UNUR danışmanlığında hazırlanan "The Influence of Personality Traits On Tourism Academics' Preferences and Satisfaction of Academic Conferences" başlıklı çalışma aşağıda imzaları bulunan jüri üyeleri tarafından oy birliği ile Doktora tezi olarak kabul edilmiştir.

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ÖZET

Bu çalışmanın asıl amacı kongre turizmi katılımcılarının tercihi ve genel tatmini üzerinde, Beş Faktör Kişilik Özelliklerinin (Big Five) etkisini ortaya koymaktır. Öte yandan bu amaca bağlı olarak mevcut çalışma, katılımcıların tercih faktörlerinin onların genel tatmin düzeyleri üzerindeki etkisini de ortaya koymayı amaçlamaktadır. Bu çalışmanın örneklemini Türkiye’de turizm bölümlerinde faaliyet gösteren ve en az bir kongreye katılım sağlayan akademisyenlerden oluşmakta ve veriler Büyük beşli envanter, kongre tercih ve genel memnuniyet ölçekler aracılığıyla Mayıs-Kasım 2017 tarihleri arasındaki 6 aylık sürede birebir görüşmeler ve posta yoluyla elde edilmiştir. Tesadüfi olmayan örnekleme yöntemiyle online anketlerin mail atılmasıyla ve anketlerin elden teslim edilmesiyle toplamda 1168 anket dağıtılmış olup, analizlerde toplam 470 (yanıt oranı =% 40) anket kullanılmıştır. Çalışmanın sonuçları göstermektedir ki; ulusal kongrelere katılım oranı, uluslararası kongrelere katılım oranından daha yüksektir; kongre katılım tercih unsurları ise eğlence, konferans faktörleri, maliyet, mesleki gelişim, altyapı, zaman maliyeti ve varış noktası şeklindedir. Büyük Beşli kişilik özellikleri olan dışa dönüklük, nevroz, deneyime açıklık, uyumluluk ve sorumluluk/özdenetim referansı, genel tatminin var olduğuna fakat büyük beşli kişilik özelliklerinin genel kongre tatmini üzerinde hiçbir etkisinin olmadığına ulaşılmıştır. Öte yandan büyük beşli kişilik özelliklerinin kongre katılım tercih unsurları üzerinde de hiçbir etkisine ulaşılamamışken; kongre tercihi ve genel memnuniyet arasındaki korelasyona bağlı olarak çalışma sonucunda eğlence ile genel tatmin arasında pozitif, maliyet ile genel tatmin arasında ise negatif bir ilişki elde edilmiştir. T testi ve ANOVA sonuçlarına göre, kongre faktörlerinde iki cinsiyet arasında farklılıklar elde edilmiştir. Tercih unsurlarında ise yaşa akademik unvana ve deneyim süresine göre, anlamlı farklılıklar elde edilmiştir. Son olarak da ileride yapılacak araştırmalar için öneriler geliştirilmiştir.

Anahtar Kelimeler: Beş Faktör Kişilik Özellikleri, Kongre Motivasyonu, Genel Tatmin, Turizm Bölümü Akademisyenleri

Danışman: Doç. Dr. Kamil UNUR, Turizm İşletmeciliği Bölümü, Mersin Üniversitesi, Mersin.

ABSTRACT

The present study is aiming at, exploring the influence of the Big Five personality traits on the attendees' preference and overall satisfaction. In addition, this study will demonstrate the influence of the attendees' preference factors on their overall satisfaction level. The study population consists of all tourism academician in Turkey who at least attended one conference. Study data have been collected using a Big Five Inventory, conference preference scale and overall satisfaction. The surveys were distributed face to face and by mail over 6 months period from May until November 2017. Using non-probability convenient sampling technique, a total of 1168 hand to hand and self-demonstrated online questionnaire were distributed Total of 470 questionnaires (response rate= 40%) were used in the analysis. Independent T-test, one-way ANOVA and Regression analysis have been conducted. The result of this analysis showed that the participation rate of national conference was higher than the international. Conference attendance preference factors were, entertainment, conference factors, cost, professional development, infrastructure, time cost, and destination. Big five personality traits were, extraversion, neuroticism, openness to experience, agreeableness and conscientiousness. Overall satisfaction level was also demonstrated. This study also showed that there is no significant effect of any of the big five traits on overall conference satisfaction. Furthermore, no effect found of big five personality traits on conference attendance preference. In relation to the effect of conference preference on overall satisfaction, this study indicated that entertainment have a positive effect and cost has negative effect on overall satisfaction. T-test showed that female and male preference differ significantly in conference factors. Result of one-way ANOVA showed that preference significantly differ in age group. Preference also differs in terms of academic title and experience years. Finally, future research managerial recommendations have been provided.

Key words: Big five personality, Conference preference, Motivation, Overall satisfaction, Tourism academician.

Supervisor: Associate Professor. Dr. Kamil UNUR, Department of Tourism Business, Mersin University, Mersin.

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CONTENTS

	Page
FIRST PAGE	i
CONFORMATION PAGE	ii
ETİK BEYAN	iii
ÖZET	iv
ABSTRACT	v
ACKNOWLEDGMENT	vi
CONTENTS	vii
LIST OF TABLES	ix
ABBREVIATIONS	x
1. INTRODUCTION	1
1.1. Aim Of The Study	3
1.2. Limitation Of The Study	3
1.3. Study Hypotheses	4
1.4. Hypotheses	4
1.5. Importance Of The Study	8
1.6. Scope Of The Study	9
1.7. Definitions	9
2. BASIC CONCEPTS, THEORIES AND LITERATURE REVIEW	11
2.1. Introduction	11
2.2. Conference And Other Meetings	11
2.2.1. Meeting Typology	11
2.2.2. Conference Concept	12
2.2.3. Academic Conference	13
2.2.4. Conference and Tourism	14
2.2.5. Turkish Academician Promotion Policy	15
2.3. Personality Concept	15
2.4. Personality Theories	16
2.4.1. Sigmund Freud Psychoanalytic Theory Of Personality	17
2.4.2. Personality Traits Theories	18
2.4.3. Gordon Allport Trait Theory	18
2.4.4. Raymond B. Cattell, 16 Personality Factor (16pf) Trait Theory	19
2.4.5. Hans J. Eysenck Personality Theory	19
2.4.6. Big Five Inventory (Bfi)	20
2.5. Preference and Motivation	21
2.5.1. Motivation Concept	21
2.5.2. Preference Concept	21
2.5.3. Preference, Motivation and Tourism	21
2.6. Satisfaction Concept	25
2.7. Study Variables Literature Review	26
2.7.1. Conference Attendee's Motivation and Preference	26
2.7.2. Personality, Motivation and Preference	29
2.7.3. Conference Attendee's Satisfaction Literature Review	30
2.7.4. Personality Traits and Satisfaction	31
2.7.5. Preference, Motivation and Satisfaction	32
3. STUDY METHODOLOGY	35
3.1. Introduction	35
3.2. Research Model	35
3.3. Design Of Study Instrument	35
3.3.1. Demographic Questions	36
3.3.2. Big Five Inventory (Bfi)	36

3.3.3. Conference Attendee Preference Scale	37
3.3.4. Conference Attendee Satisfaction Scale	38
3.4. Population And Sampling	38
3.5. Pilot Study	39
3.6. Implementation Of The Survey	39
3.7. Data Analysis Techniques	40
3.8. Validity	41
4. STUDY FINDINGS	43
4.1. An Overview	43
4.2. Reliability	43
4.3. Construct Validity	44
4.4. Demographic Results And Academics Profile	47
4.5. Conference Activities	48
4.6. Hypothesis Test	49
4.6.1. Hypothesis 1	49
4.6.2. Hypothesis 2	50
4.6.3. Hypothesis 3	50
4.6.1. Hypothesis 4.	50
5. DISCUSSION AND CONCLUSION	54
5.1. Introduction	54
5.2. Discussion	54
5.2.1. Study Participants Overview	54
5.2.2. Study Variables Overview	55
5.2.3. Personality And Overall Satisfaction	55
5.2.4. Personality And Academic Conference Attendees' Preference In Turkey	56
5.2.5. Conference Preference And Overall Satisfaction	56
5.2.6. Preference Differences In Term Of Age And Gender.	57
5.3. Recommendation For Future Research	58
5.4. Conclusion	58
REFERENCE LIST	60
APPENDIX LIST	73
CURRICULUM VITAE	98

LIST OF TABLES

	Page
Table 2. 1 Meeting Types	11
Table 2.2 Personality Theories	17
Table 3. 1 The Bif Scale Scoring	37
Table 4. 1 Preference Factor Analysis	45
Table 4. 2 Bfi Factor Analysis	46
Table 4. 3 Overall Satisfaction Factor Analysis	47
Table 4. 4 Respondents Sex	47
Table 4. 5 Respondents Age	47
Table 4. 6 Respondents Academic Title And Experience Of The Respondents	48
Table 4. 7 Conference Activities	48
Table 4. 8 Multiple Regression Results For Personality Effects On Overall Satisfaction	49
Table 4. 9 Multiple Regression Test Result For The Effect Of Personality Traits On Preference.	50
Table 4. 10 Multiple Regression Result For The Effect Of Preference Factors On Overall Satisfaction Level.	50
Table 4. 11 Independent Sample T-Test Results For Preference Factors Differences In Terms Of Gender.	51
Table 4. 12 One-Way Anova Results For Preference Differences In Terms Of Age.	51
Table 4. 13 One-Way Anova Results For The Preference Differences In Terms Of Academic Title	52
Table 4. 14 One-Way Anova Analysis Results For Preference Differences In Terms Of Years Of Experience	53

ABBREVIATIONS

ABBREVIATION	Descriptions
E	Extraversion
O	Openness to experience
A	Agreeableness
C	Conscientiousness
N	Neuroticism
BFI	Big Five Inventory
UNWTO	World Tourism Organization
ICCA	International Congress and Convention Association
EFA	Exploratory Factor Analysis
ICCA	International Congress and Convention Association
WTTC	World Travel and Tourism Council

1. INTRODUCTION

Conference tourism is a type of tourism where tourists are participating in activities for exchanging information. It comes in different forms such as, conference, symposium, seminar, workshop and meeting (Montgomery and Strick, 1995). In hospitality industry, conference tourism attendees are considered to be the biggest spenders, \$2,352 on average; broken down as the following: trip expenditure \$843, on transportation, \$691 on accommodations, \$417 on entertainment, and \$401 on food & beverage (Barker, 1999). Moreover, Kim et al (2003) calculated the economic impacts of international convention tourism in South Korea. Kim found out that 130 million dollars was the direct spending of convention attendees, and they generate more than 13,000 full time jobs. According to World Travel and Tourism Council (WTTC, 2018), business travel expenditure accounted to 23.2% of the total tourism expenditure, and expected to grow by 3.7% in 2027. Turkey conference tourism is growing in a rapid tempo (TURSAB, 2013). Based on the International Congress and Convention Association (ICCA, 2013), the growth rate of international convention in Turkey was 170% in the past ten years. Convention tourism industry considered to be a service industry (Stickdorn & Zehrer, 2009). It admitted that the recognition of the tourists' needs is associated with their satisfaction level. This result is guaranteed by tourism service providers adjusting their services toward fulfilling the needs, and desires of their tourists in order to sustain a long term success of the conference destination.

Conference studies largely focused on the conference site selection process (Crouch & Ritchie, 1998; Grant & Weaver, 1996), the motivation of the conference attendees (Severt, et al., 2007), and the conference attendees' decision-making process (Zhang, et al., 2007; Oppermann & Chon, 1997; Mair & Thompson, 2009; Han 2014; Lee & Ryu, 2013). Although the industry is gaining importance, and growing rapidly in the economic world, research on academic conference attendees is considerably insufficient. Researching, analysing the motivation and satisfaction of the conference attendees is in high demand in order to understand their needs and desires to provide them with suitable services that fit their needs. Due to the fast growing conference industry, Zareer and Akgündüz (2015) suggested that the tourism research body have to consider the conference attendees' behaviour, and needs as a priority.

Motivation has been heavily studied in the 20th century (Ryan & Deci, 2000). Being motivated means that you are moved to do a particular activity. Motivation is divided into two types; intrinsic motivation which is energised by internal reward such as enjoyment; the extrinsic motivation is ignited by external sources. Studies on tourist motivation are divided into push factors (Intrinsic motivation) and pull factors (Extrinsic motivation) (Jönsson & Devonish, 2008). However, push factors are considered to be inner psychological needs: tourists travel to satisfy their personal desire (Kozak, 2002). Studies on conference attendees'

motivation, revealed the similarity between conference attendees' motivation, and the tourists' motivation as they share similar push and pull factors (Oppermann & Chon, 1997; Mair & Thompson, 2009). Many studies have linked work motivation and satisfaction to the employee's personality type. However, the studies of customer motivation and satisfaction are neglecting the importance of customer personality influence on motivation. Motivation found to have a direct influence on preference. Studies of the influence of personality of preference also have been neglected.

Consumer satisfaction studies started with the work of Cardozo (1965), who studied customer expectation and satisfaction. Different studies attempted to define consumer satisfaction (Giese and Cote, 2000). Consumer satisfaction is defined as, the evaluation of the service or the product during and after consumption according to the expectation and perceived performance of the product and service (Gundersen, et al., 1996; Oliver, 1980). Many studies agreed on the importance of the consumer satisfaction, as it plays a strong role on gaining consumer loyalty, and positive word of mouth which is considered as a free promotion for the firm (Huiqun & Xin, 2009; Stevens, et al., 1995; Qu, 1998). Despite, the importance of attendees' satisfaction for successful destinations, conference attendees' satisfaction had been given a limited attention (Zhang, et al., 2010). Oppermann (1996) noted that it's crucial to pay more attention to the conference attendees' behavior, as they considered to be the final consumer for the association or the destination. According to Scheffer & Manke (2009), the understanding of the differences between personality traits can facilitate the process of interaction between the firms whether they are providing services or products.

Various psychological studies agreed that human decision-making, perception, and behaviour control are accomplished in large part on the implicit or the unconscious level (Camerer, et al., 2005; Nisbett & Wilson, 1977; Scheffer & Kuhl, 2006; Scheffer & Heckhausen, 2010; Zajonc, 1980). Zaltman (2003) noted that 95% of the human daily decision-making is made intuitively. He is not denying the rationality behind the human decision making, yet he emphasizes the difficulty of thinking before taking every decision in the midst of the busy materialistic world we live in. Thus, any decision would be regarded as rational after taking it.

Sigmund Freud, Carl Jung and Alfred Adler have constructed theories that endeavored to explain the human personality as a whole, in order to, understand its motivation and behavior (Schultz & Schultz, 2005). Gordon Allport (1937) stated that there are different traits that exist in every person. However, these traits congregate to make a unique person (Allport, 1961). This notion of personality traits have been tackled by myriad scholar, yet there is a consensus that: "Personality traits are the sum that reflects the blending of a person's behavioral characteristics, through model, and emotions expression, a sum that can be used to distinguish the person from others" (Taso & Chang, 2010, p. 1801). In (1961) Ernest, Tupes and Raymond Christal were the

first to establish the five-factor model. This model is not a theory based, but rather on an experience (Lucius, 2015). The “Big Five model” distinguishes five major personality traits, which are Extraversion (E), Openness to experience (O), Agreeableness (A), Conscientiousness (C) and Neuroticism (N) (Hema, et al., 2012). Each of these personalities has its own sub-trait that makes us distinguish a person from another.

According to the researcher’s knowledge, and after extensive readings, limited number of studies on the conference tourism attendees’ preference and satisfaction were found. Also in-depth literature review showed little researches, if any, attempted to explore the influence of different personality traits on conference tourists’ preference or satisfaction (Lee & Ryu, 2013). As clarified above, the realization of how personality types of conference tourists affects their preference and satisfaction is the key to allow the conference services providers to design a more personalised service attributes in order to attract more conference tourism attendees, and assure their satisfaction.

1.1. Aim of the Study

Conference tourism industry is growing rapidly in Turkey bringing significant economic benefits. Due to the limited number of studies on conference tourism attendees, more researches on this area are seen to be a necessity. Therefore, the present study is aiming at, exploring the influence of the Big Five personality traits on the conference attendees’ preference and overall satisfaction. Furthermore, this study will demonstrate the influence of the attendees’ preference factors on their overall satisfaction level.

1.2. Limitation of the Study

This study is conducted to measure the influence of big five personality traits on the conference tourism attendees’ preference and satisfaction. The study focus is limited to measure the preference, and satisfaction factors of academics who attend tourism faculties and colleges in Turkey including (Masters Students, PhD. Students, Teaching Assistances, Assistant Professors, Associated Professors and Professors). However, other limitation is related to the scales themselves. For example, big five inventory measuring instrument is measuring only five personality traits, Extraversion, Openness to experience, Agreeableness, Conscientiousness and Neuroticism.

On the other hand, there is a limitation related to the unknown population. As a result, non-probability convenient technique had been adapted to collect data. However, non-probability convenient sampling technique can have an effect on the ability to generalize the study results. Reaching the sample manifest another limitation due to the lack of financial

support to the study, and the limited time for data collection. The use of google form to create and send questionnaire by mail also limited the response rate.

1.3. Study Hypotheses

The present study, is investigating academic conference tourism attendees in Turkey. It is testing attendees' preferences and satisfaction, and how different personality traits effect their preference and satisfaction. In accordance to the purpose of this study, the following hypotheses were suggested in order to be tested by the end of this study.

1.4. Hypotheses

Franzoi (2002, p. 397) defines trait as "a relatively stable tendency to behave in a particular way across a variety of situations," which means that personality traits have an influence on human behaviour. Studies on the influence of personality traits on consumer behaviour, found that the correlation between consumer behaviour and their personality traits is significant (Tsao and Chang, 2010; Strahilevitz and Myers 1988). However, Ames & Bianchi, (2008) noted that agreeableness trait is related to positive satisfaction as they are more likely to be satisfied amongst the other personality traits. Similar result had been shown in Siddiqui, (2011). Also extraversion has a positive emotions and has been linked to positive satisfaction level, unlike neuroticism that showed negative emotion, which may lead to negative satisfaction level (Mooradian and Olver, 1997; Matzler, et al., 2005). Moreover, the study on the bank consumer satisfaction which was conducted by Karbasi, et al (2014), demonstrated the influence of all big five personality traits on the satisfaction, and the significant correlation between the two variables. Other studies also indicated the influence of personality traits on buying intentions, motivation (Bosnjak, Galesic & Tuten, 2007) and choice motivation (Duhachek & Iacobucci, 2005). Therefore, and in accordance to the past studies, the following hypothesis was suggested.

H1. Tourism academics personality traits have an effect on their overall satisfaction level after attending a conference.

Udo-Imeh (2015) noted that agreeableness personalities have a strong influence on their buying behaviour; furthermore, it is the strongest predictor among other traits. People who are characterise with agreeableness, get satisfied easily due to their modesty and warmth sup-traits (Ames & Bianchi, 2008). Sub-traits will have an influence on the agreeableness person's satisfaction of the services that have been provided. On the other hand, agreeableness showed a lower level of job satisfaction, when they were given tasks that do not suit their personality (Neil, Sliter & Frost, 2014). Therefore, the present study is suggesting that after

participant (after purchasing) behaviour will be affected by several factors such as the content of the conference program, the service quality, and to what extent they will be able to tolerate it. Accordingly, the following hypothesis is suggested.

H1. a. Agreeableness personality trait, affect conference attendees overall satisfaction level.

Yoo and Gretzel (2011) study results indicated that people with neuroticism showed less willingness to share knowledge with others. Moreover, research linked neuroticism with negative emotion such as anxiety depression and anger-proneness (Corr, et al., 2013). Mooradian and Olver (1997) found in their study that neuroticism personality trait, has a strong link post-purchasing behaviour, such as giving negative comments, and complaining about the products. Another study conducted by Karbasi, et al., (2014) also reveals the same results, and noted that neuroticism personality traits showed negative satisfaction level. In addition, neuroticism personality has a significant relation to the job satisfaction (Avery, Smillie & Fife-Schaw, 2015). In reliant to the study result above, the following hypothesis was suggested.

H1. b. Neuroticism personality trait, have an effect attendees' overall satisfaction level after attending a conference.

H1. c. Extraversion personality trait, affect conference attendees' overall satisfaction level.

H1. d. Conscientiousness personality trait, affect conference attendees' overall satisfaction level.

H1. e. Openness personality trait, affect conference attendees' overall satisfaction level.

Tourists' motivation divided into push and pull factors (Jönsson & Devonish, 2008). Push factors are considered to be inner psychological needs that lead tourists to travel to satisfy their personal needs (Kozak, 2002). Studies, which attempted to find a link between motivation and the personality traits, suggested that personality traits have an influence on motivation (Komarraju & Karau, 2005; Komarraju, Karau & Schmeck, 2009). Judge and Ilies (2002) provided a meta-analysis on the relationship between three theories of motivation and personality traits (Big Five model) found that neuroticism, extraversion, and conscientiousness personality traits have a correlation to the motivation. Vittorio et al. (1998) studied the relation between big five personality traits and higher education motivation. He found a relation between each of the 5 trait with education motivational factors. Another study conducted by Vasalampi, et al (2014) resulted at personality traits are related to what degree people will be motivated for social and education motivation. In reliant on the above discussion the following hypothesis was suggested.

H2. Tourism academics' personality traits have an effect on their preference to attend a conference.

One of the main goals to participate in a conference is networking, and meeting colleagues in the same field (Severt, et al., 2007). However, studies of personality traits, explain that extraversion personality trait has the orientation to be open to the outer world (Gould, 1991). This is because of the ability of extraverted people to socialize and to be a part of their environment. They are also, more likely to create contact with others while the introversion people are more comfortable with their internal world (Harbaugh, 2010). Thus, networking and socialising –which are considered to be intrinsic motivation factors, and meeting new people will have an influence on the extraverted person's preference to participate in a conference. On the other hand, extraversion trait is related to a positive emotion, and also linked to a positive satisfaction level. Moreover, the study of Avery, Smillie and Fife-Schaw (2015), indicated the influence of extraversion personality and job satisfaction. Christiansen, Sliter and Frost (2014) also, concluded that extraverted showed a higher level of satisfaction when the work tasks that were given to extraverted people were fit to their characteristics. In accordance to the above the following hypothesis was suggested.

H2. a. Extraversion personality trait effect the preference toward conference activities.

Openness to experience has a strong desire to seek new exploration and get new knowledge (DeYoung, et al. 2012). A study conducted by Tim, et al, (2012) resulted that openness to experience is linked directly to the achievement motivation. Studies by Clark and Schroth (2010), Komarraju, Karau and Schmeck (2009) indicated that openness to experience students have an intrinsic motivation to go to school in order to learn new things. The present study is suggesting that the educational benefits and the destination factors of the conference and conference program can be considered as an extrinsic motivation for openness to experience to participate in a convention.

H2. b. Openness to experience personality traits have an effect on conference preference.

Conscientiousness personality trait is more goal-oriented personality and starves for achievement and success (Rothmann & Coetzer, 2003). For instance, Komarraju and Karau (2005) study indicated that conscientiousness personality trait is related to achievement motivation when it comes to the studying motivation. Another study showed the relation between conscientiousness has an effect on academic performance that became as a result of the academic motivation (Feyter, et al, 2012). Another study on the academic motivation indicated that the conscientiousness has intrinsic motivation for academic achievement (Meera Komarraju, Karau & Schmeck, 2009). This study suggesting that the person with

conscientiousness personality will decide to participate in a conference according to his or her goal and achievement motivation. According to Miar & Thompson (2009), personal and professional development is considered as a strong influencer on the decision to participate or not in a conference. This is where Conscientiousness trait would fit in this study. Conferences usually help academics to develop their careers, knowledge and academic network. Conscientiousness trait will be mostly concern of this part, where the conference motivation factors would motivate them to participate. Conscientiousness will use academic conferences to enhance their career, exchange idea and learn something new. According to the above the following hypothesis is suggested.

H2. c. Conscientiousness personality trait, have an effect on the academic conference attendance preference.

Motivational factors such as personal/business, association/conference, location, intervening opportunities (Oppermann and Chon, 1997), activities and opportunities, networking, convenience of conference, education benefits, products and deals (Severt, et al., 2007), cost, location, time and convenience, health and wellbeing (Miar & Thompson, 2009), and leisure activities (Tretyakevich & Maggi, 2012; Mohamed & Ekiz 2011; Kozak & Karagöz Yüncü, 2011) have empirically found to be influential factors to attend a conference event. Whereas, the factors that affect the attendees' satisfaction were, educational benefits (Severt, et al., 2007), destination factors (Lee and back, 2008; Lu and Cai, 2011), and conference factors (Tanford, et al., 2012; Dragićević, et al., 2011; Jelena, et al., 2012). By reviewing the literature related to conference attendees' motivational factors, and conference satisfaction factors a similarity between factors that stimulate or motivate attendees and factors that influence their satisfaction level were found. Accordingly, the following hypothesis is suggested.

H2. d. Agreeableness personality trait, have an effect on the academic conference attendance preference.

H2. e. Neuroticism personality trait, have an effect on the academic conference attendance preference.

H3. Academics' preference has an effect on their overall satisfaction level.

Little research has been conducted to measure the influence of the demographic attribute such as age and gender on conference preference (Mair, 2010). However, different studies have showed that gender and age were significantly influencing the motivation to attend a conference. Hede et al. (2004) found that that age groups influence motivation. Also the result of Park (2009) study found similar results. However, both studies did not found significant influence of gender on motivation. Another study conducted by Thompson and Schofield (2009) found that motivation was influenced by both age and gender. Following the earlier study Mair (2010) conducted a study in order to profile conference attendees. The result of her study

indicated that demographic attributes significantly influenced motivation factors such as networking and professional development. In accordance to the above the following hypothesis is suggested.

H4. Academics attendance preference differs in terms of demographic attributes.

1.5. Importance of the Study

After going through the literature, and according to the author best knowledge; little if any researches attempted to find academic conference attendees preference and satisfaction of conference tourism attendees in accordance to their personality traits, which acts as the main purpose of this study. Therefore, the present study will be one of the rare studies in this area; the conference tourism attendees' preference and satisfaction and their personality traits. This study is attempting to measure effectively all personality traits, which the tourism academics in Turkey might possess, their satisfaction level, and preference and link them to their personality traits.

On the other hand, conference tourism industry has been growing rapidly in the last decade (Yang & Gu, 2012). In Turkey, meeting industry share was 7.7% of the total of international tourists' receipt in 2013 (TÜRSAB, 2014). Moreover, conference tourism is witnessing a rapid growth in Turkey by 170% as a growth rate in the past decade according to 2013 statistics (TURSAB, 2013). These numbers show the great importance of this industry for the Turkish economy. Thus, the need for more research on the people in this industry has become crucial. Therefore, this study is going to provide the marketers with information about the personality types of the tourism academics in Turkey, their preference, and what preference factors might influence their overall satisfaction.

There is a lack of the literature concerning the conference attendees' personality, their preference and satisfaction especially studies which attempted to create links between these three aspects (Davis, et al., 2007; Nickerson and Ellis, 1991; Frew and shaw, 1998; Otero-López and Villardefrancos 2013). Unlike the other studies, the present study explores the relation between conference tourism attendees' personality traits, their preferences and satisfaction level. The result of this study will be regarded as a contribution to the conference tourism service industry's literature. It will also be the first to give the conference tourism decision makers and professionals a general idea about the conference tourism attendee's personality traits, especially the tourism academics in Turkey. This information will help them to create more personalized services to match with this segment needs when attending a tourism convention. In addition, this study will explore the effect of the Big Five personality traits on the preference and satisfaction of conference tourism attendees for the first time. Therefore, this study will provide an indispensable addition to the literature on the influence of personality

traits on the attendees' preference and satisfaction. Moreover, it will work as a guideline on the use of the Big Five Model on the conference tourism attendees' preference and satisfaction. Nevertheless, it is possible to find a significant influence of the personality traits on their preference and satisfaction. If this study is able to find a link between personality, preference and satisfaction, a whole point of view will be created and it will raise many questions. Furthermore, a new research methods and scales will be developed.

1.6. Scope of the Study

This study is conducted in order to find the relation between conference tourism attendees' personality traits, their preference and overall satisfaction in conference tourism in Turkey. Tourism academics in Turkey including Professors, Associate Professors, Assistant Professors, Teaching and research Assistants, Ph.D. and Masters Students who participated in any national or international conference are considered to be the case for this study. Therefore, the researcher reviewed literature, on consumer and conference attendees' preference and satisfaction, Personality traits and other studies that attempted to find the relation between consumer preference, customer satisfaction and personality traits.

1.7. Definitions

In this section, the main concepts of the study will be defined in order to give the readers a clear vision on what this study is searching and make it easy to proceed in the study.

Motivation: Motivation has been defined simply as: "the attribute that moves us to do or not to do something" (Broussard & Garrison 2004 p. 106). Other research defined motivation as "the reasons underlying behaviors" (Guay et al., 2010, p. 712). Variety of studies were conducted toward human motivation and divided human motivation into two types one is extrinsic and other is intrinsic motivation (Miller, 2014). Slavin (2009, p. 312) noted that "intrinsic motivation the motivation that driven by an interest or enjoyment in the task itself, and exists within the individual rather than relying on external pressure or desire for reward". While the extrinsic motivation is referred to external factors such as: reward or social acceptance (Miller, 2014).

Satisfaction: "Satisfaction is the consumer's fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under- or over-fulfillment." (Oliver, 1997: 13).

Personality Psychology: Is study of “dynamic organization within the individual of those psychological systems that determine his unique adjustments to the environment” (Allport, 1937, p. 48).

Personality: After combining different personality definition, this study has established the following definition: Personality is a combination of the individual’s various set of thoughts, emotions, psychological traits, psychological mechanisms and behaviors, which makes the individual dissimilar to others in terms of characteristics (Funder, 2004; Larsen & Buss, 2005; Pervin, et al., 2005; McAdams, 2006; Mayer, 2007).

Personality Trait: is “multifaceted collections of specific cognitive, affective, and behavioral tendencies.” (Costa and McCrae, 1995: 25).

Big Five Personality dimension or traits: John, et al., (2008: 138), briefly defined the five dimensions as follows:

“Extraversion: Implies approach toward the social and material world and includes traits such as sociability and activities assertiveness and positive emotionally.”

“Agreeableness: contrasts prosocial and communal orientation toward others with antagonism and includes traits such as altruism, tender-mindedness, trust and modesty.”

“Conscientiousness: describes socially prescribed impulse control that facilitate task and goal directed behavior, such as thinking before acting, delaying gratification, following norms and rules and planning, organizing and prioritizing tasks.”

“Neuroticism: contrast emotional stability and even temperedness with negative emotionality, such as feeling anxious, nervous, sad and tense.”

“Openness to experience: describes the breadth, depth, originality and complexity of and individual’s mental and experiential life.”

Conference Tourism: This study is using the convention and the conference terms to refer to similar activities where there is a meeting includes programs for education program and networking (Fenich, 2014; Çakıcı, 2006).

Conference Tourism Attendee: Attendee is “a person who attends a conference or other gathering” (oxford dictionary, 2017). This study refers conference tourism attendees to anyone who is travel away from the usual environment to attend conference or conference activities and stay at the destination for more than 24 hours.

2. BASIC CONCEPTS, THEORIES AND LITERATURE REVIEW

2.1. Introduction

This section provides a holistic view on the study concepts definitions and history. In addition, the theories that have been established on the study variables are discussed. Intensive literature reviews on personality, personality traits, conference participant preference and after conference participant satisfaction have been carried out.

2.2. Conference and Other Meetings

The meeting industry is one of the fastest growing type of tourism industry (UNWTO, 2017). In this section, an overview will be provided on the meeting industry typology and its relation to tourism.

2.2.1. Meeting Typology

Under the business tourism industry umbrella, there are a various type of meeting according to the purpose of the meeting number of delegate and the meeting duration (Bowding & McPherson, 2006). The World Tourism Organization indicated that the type of meeting can vary in accordance to the subject of the event, the period of the meeting, number of delegates, the event fees and type of services provided (UNWTO, 2006). The type of meeting has been categorized by Karasu (1985:63) in accordance to the number of delegates participated in the meeting. For example, to call the meeting a congress the number of delegates must exceed 300 participants. Table 1 shows the type of meeting in accordance to the number of delegates.

Table 2. 1 Meeting types

Number of delegates	50 delegates	50-300 delegates	More than 300 delegates
	Seminar	Plenary sessions	Congress/ Convention
	Colloquium	Conferences	Plenary sessions
	Workshop	Symposium	
	Panel	Summit	
Category	Commission meeting		
	Audit Committee meeting		
	Board of Auditors Meetings		
	Working Meeting		
	Group meeting		

Source: Karasu, Kongre Turizmi ve Türkiye, 1985:36.

Different typology suggested to make meeting classification. Erdoğan (2006) indicated that the meeting can be classified in accordance to the number of participants, the aim of the

meeting, the subject and how frequent the meeting being held. Aim of the meeting can be for different purposes, political, economic, education and information exchange (Erdoğan, 2006: 36). The subject of the meeting can vary it can be held for documentation of biography, religious meetings, social and humanist sciences meetings, employer and professional meetings (UIA. 1995). Another classification can be taking in account the national and international meeting/conferences. National conferences are held on national scale and participants in the conference are from the same country or people who are resident at the country. Usually, national conferences are for two or three days. Aymankuy (2003) suggested that in national conferences the extra services, such as entertainment opportunities are separated from the conference fees, and the participant can choose to participate or not. However, international conferences are held on international scale where the participants are coming from different countries. Usually the fees of the conference include extra services such as tour in the city, gala and other entertainment opportunities. The accommodation also can be more luxurious than the accommodation for national conferences. Moreover, when national conference papers can be present in the country language, in international conferences both the country language and other languages can be used in presentations.

2.2.2. Conference Concept

History and present are showing us examples of politicians, merchants, academics and many other groups, coming together to discuss their thoughts, problems and concerns or to present their ideas and exchange knowledge. The need for people to meet has resulted to the born of industry that is called “event industry” or meeting industry that generate economic and social benefits (Getz, 2008). The planned event industry is considerably a large industry that has many branches. The planned event includes business tourism industry as one branch of its many branches (Bson, 2009). Planned event typology which have been suggested by Getz (2008), has also agreed to include business tourism as subcategory of planned events. The concept business tourism referees to the act of travel of individuals or groups for more than one day to carry out business activities that related to their profession (Davidson, 1994). Traveling for business can include many sub-categories for variety of jobs, ways of travel, and distance. Swarbrooke and Horner (2001:4) suggested 16 different categories of business travel including important forms of business tourism. However, one of the major types in the list was meeting industry that is related to tourism. This type of business tourism has been also included in Getz typology (2008:305-328).

Meeting activities have been carried out since the beginning of time. People have been coming together for many reasons as it applies to the human need for socializing. At the same time these meetings resulted into more professional meetings in order to solve problems or

discuss topics that concern groups in small and large scales. The main subject of this study is concentrating on the academic meetings, specifically academic conferences. Conference is considered to be a subdivision under the meetings umbrella (Montgomery and Strick, 1995). It can be called convention in the United States of America, and Congress in some European countries depending on the size of the event (Swarbrooke & Horner, 2001). Oxford English language dictionary defines conference as a “formal meeting of people with a shared interest, typically one that takes place over several days” (2017). Appleby (2002: 13) stated that “conferences are sometimes also called seminars, which are usually smaller groups of delegates, or symposiums – a conference or meeting to discuss a particular subject”. In some literature, the term conference is mixed with other terms such as a convention or a meeting (Davidson, 1994). However, the World Tourism Organization (UNWTO, 2006) stated that the meeting events differ according to criteria that include a number of delegates, subjects and periods. Karasu (1985:36) brought a classification to distinguish between different meeting activities according to the number of delegates and suggested that 50 delegates are the minimum number of participants to be called a conference. In accordance to the above, the term conference can be defined as a 50 or more people come together to discuss subject of shared interest and also to exchange information. From this definition, the academic conferences are researchers from and sometimes outside the academic body, gathering to present their idea, get knowledge and socialize through interacting with other participant attending the event.

Conference industry intersects with tourism industry in many ways, and that is the reason behind calling it conference tourism. Karasu (1985) argued that the conference and convention industry is separate from tourism industry. However, when the tourism activity takes a place that is when we call it conference tourism. It is also important to look at the link between the two industries from the point that attendees use the same infrastructure and transportation methods as the regular tourists do (Pechlaner & Zeni, 2007). Therefore, many studies on conference and conference attendees’ motivations attributes showed the similarity between traveling for business and traveling for other tourism types (Pechlaner & Zeni, 2007; Oh, Uysal, & Weaver, 1995; Bieger & Laesser, 2002; Rittichainuwat, et al, 2001).

2.2.3. Academic Conference

The purpose of conference can vary according to the subject and the organization that make it (Bowding & McPherson, 2006). According to the definition of the conference that CIC (2003) suggested that conference is an activity brings people together to solve problem, initiate productive discussions and exchange ideas and knowledge. Rogers (2003: 9) Suggested segmentation to the conference “Corporate or for-profit segment, National association conference segment and International association congress market”. Under the corporate or for-

profit segment all type of meetings can be included “sales, conferences, product launches, management meetings, training courses, business presentations, Annual General meetings.” (Rogers, 2003: 9). However, the national association conference segment and International association congress market are the segments that include scientific and academic conferences.

Academic conferences are events organized in order to bring Academic from the same or different fields to together. The academic conference has several presentations where academics show what they are researching, present their idea and discuss them, ask questions, learn, socialize, network and search for new research projects and find possible job opportunities.

2.2.4. Conference and Tourism

Conference is related to tourism in many ways. It had been agreed that conference is one of the tourism activities where participants travel for business (Pechlaner & Zeni, 2007). The conference attendees usually use the same facilities that tourists use such as transportation, hotels and participating in tours and leisure activities. The following show the characteristics of conference.

- In order to create facilities for conferences the county have to put large investments. The conference acquires infrastructure such as hotels, the convention centres and transportation facilities (Çakıcı, 2006).
- Originally the meeting industry is separate from the tourism industry. However, when tourism activates such as travel, using tourism accommodation and leisure activities is being a part of the meeting, the meeting industry become a meeting tourism industry (Karasu, 1985).
- The conference tourism is different from other tourism form in term of the seasonality. Conferences can be held in any time of the year, the thing that makes it more profitable for the county or the city (Çakıcı, 2006).
- According to Gülbahar (2006) the international conference attendee can be a strong marketing tool to the city or the county where the conference is held.
- Business tourist in general spends more the other tourists especially when they make an international trip. According the ICCA (2012) the conference tourist spends triple the regular tourist spends in a trip.

The meeting tourism is rapid growing industry and brings with it economic growth to the city on one hand, and it impact the culture and environment on the other hand (Lee & Back, 2005). According to Braun (1992) the meeting industry create jobs as the participants in these events use accommodation eat in restaurants, use different type of transportation and etc.

The impact of the conference in terms of culture comes from the interaction between the attendees and the local community and the attendees with other attendees (Tapper, 2001). Aymankuy (2008) argued that the culture impact is caused by the idea exchange that occurs when two or more participant comes together from different background. He also added that the participants in such events are usually having a sufficient education level to present their culture and learn about new one. However, the industry has its dark side. It can have a major negative impact of the environment. The industry as mentioned needs huge infrastructures and facilities for the attendees. In addition, the use of transportation leads to more carbon dioxide emissions in the air (Park and Boo, 2000).

2.2.5. Turkish Academician Promotion Policy

The professional development is one of the main motivation factors and preference elements to attend an academic conference. Therefore, it is important to understand the link between the academic conference preference elements and the promotion system in Turkey. The academic promotion policy is defined as “a set of interrelated decisions, from different levels of authorities, concerning the criteria and procedures for promoting academics to higher ranks.” (Cai & Zheng, 2016: 5).

According to the Higher Education Board (YÖK, 2018) The Turkish promotion system acquires the academic to fulfill minimum requirements before applying for promotion. The system gives different points according to the academic activities the Turkish academic make. Also, these point are limited for each activity. For example, the academician can get at least 5 point and maximum 10 point from presenting a paper in national or international conferences. In order to promote from assistant professor to associate professor the academician should have at least 100 points. And these points are collected from publishing books or book chapters, purplish papers in national and international journals, getting citations on his/her papers and presenting papers in national and international conferences. All the academic activities that mentioned earlier are required for the academician before apply for the associate professor promotion.

2.3. Personality Concept

Linguistically, the word personality comes from the Greek word “persona” in English means “mask”, and in Latin it means face or head, and refers to the mask or role that people display in their everyday life (Allport, 1937: 27). The complex nature of the personality made it hard to come with a single definition for the concept. Therefore, researchers did not agree on one comprehensive definition for personality and gave different definitions due to the

perspective that they are looking through to the concept. Allport (1937: 48) defined personality as “the dynamic organisation within the individuals of those psychological systems that determine his unique adjustment to his environment”. Allport viewed the personality as a reflection to the environment. However, Pervin (1996) supposed that personality must consist of different components, and produced by several factors. Also the same researcher gave a broader definition to the personality. “Personality is the complex organization of cognitions, affects, and behaviours that gives direction and pattern (coherence) to the person’s life. Like the body, personality consists of both structures and processes; it reflects both nature (genes) and nurture (experience). In addition, personality includes the effects of the past, including memories of the past, as well as constructions of the present and future” (Pervin, 1996: 414).

The proponents of trait theory of personality viewed the personality, as a set of traits come together to create the human personality, and defined it as “personality is the set of psychological traits and mechanisms within the individual that are organized and relatively enduring and that influence his or her interactions with, and adaptations to, the intrapsychic, physical, and social environments.” (Larsen & Buss, 2005: 4). David C. Funder (2013: 5) defined personality as “an individual’s characteristic patterns of thought, emotion, and behaviour, together with the psychological mechanisms--hidden or not--behind those patterns”. In addition, Isabel Briggs Myers who developed personality type theory defines personality as “the organized, developing system within the individual that represents the collective action of that individual’s major psychological subsystems.” (Mayer, 2007: 14). All personality definitions mentioned above, clearly expressed the role of personality to make the human nature, and agreed on the dynamic function of the environment on shaping our personality. In addition, personality determines the way we interact with the environment, and how we perceive the world around us. However, the majority of definitions describe personality as dynamic and developing systems that change and evolve through time and situations.

2.4. Personality Theories

Personality psychology is a subdivision of psychology, where human person is studied as whole (McAdams, 2006). Robert B. Ewen (2003) suggested that a good personality theory should have a various set of basics and terms that have been set by the theorist to deliver an interrelated construct which encompasses the phenomena. The present study is providing a general insight on the theories of personality as introduction before proceeding with the personality trait theory which be used in this study. In order to, understand the development of the personality studies and theories, we have to go back through history and take a closer look at the earlier attempts to provide a better insight to human personality.

Table 2.2 Personality Theories

Perspective	Theory	Author	Year
Psychodynamic	Analytical Psychology	Carl Gustav Jung	1921
	Individual Psychology	Alfred Adler	1922
	Psychoanalysis	Sigmund Freud	1927
	The Escape from Freedom	Erich Fromm	1941
	Neurosis and Human Growth	Karen Horney	1950
	The Interpersonal Theory of Psychiatry	Harry Stack Sullivan	1953
	Ego Psychology	Erik Erikson	1963
Humanistic	Self-Actualization Theory	Abraham H. Maslow	1954
	Existential Psychology	Rollo May	1961
Trait	Trait Theory	Gordon W. Allport	1937
	Personality Theory	Hans Eysenck	1952
	16 Personality Factor (16pf) Trait Theory	Raymond B. Cattell	1965
Cognitive	The Psychology of Personal Constructs	George A. Kelly	1950
	Social-Cognitive Theory	Albert Bandura	1986

2.4.1. Sigmund Freud Psychoanalytic Theory of Personality

In the present section the researcher felt that there is a need for a small insight into early attempts to understand the personality structure and development. Therefore, the researcher gave a general idea about the first theory of personality constructed by Sigmund Freud. Sigmund Freud, father of psychoanalysis. According to Freud's "psychoanalytic theory of personality" human personality is divided into three main pillars: ID, Ego and Superego (Freud, 1927). The ID is the pillar that comes with birth and it completely falls under the unconscious mind (Freud, 1965b). The ID is illogical, and always seeks for need satisfaction (Ewen, 2003). The ego, however, evolves at the age of six to eight months developed from the ID, and it is the only pillar that acts with the surrounding environment as it includes the unconscious, precocious and the unconscious (Freud, 1969a). The last pillar is the super-ego and it is the last developing component of the personality as it is developed at the age of five years old (Freud, 1962). The super-ego is the moral component where the human start distinguishes right from wrong based on what is considered bad or good in the society or according to the parents' views (Freud, 1969a). The development of personality has 5 psychosexual stages in Freud's theory. The first stage is the "oral" stage and it developed in the early childhood between 12 to 18 months where the core sexual desire centred in the oral area (Freud, 1965d). 1 to 1½ years is the age when another stage start developing, which is the "anal" stage and it comes as a reason of the control that the child start gaining at this age (Freud, 1965b). However, when the child starts his/her second or third year "Phallic" stage where child start depreciates between male and female. Boys in this stage start to have sexual desires toward their mothers also being jealous from their fathers where the girls start to have something called "penis envy" when they comprehend that there is something missing this feeling generates sexual desires toward the father (Mischel, Shoda & Ayduk, 2008). At the age of 5 or 6 "latency" personality stage starts to

evolve and the child repress memories of sexuality and bring them to the unconscious mind as forbidden activities (Ewen, 2003). The last stage of Freud's psychoanalytic theory of personality is the "genital" stage where the personality is fully developed and the person starts to create a genuine love and relations with others (Freud, 1965b).

2.4.2. Personality Traits Theories

Psychologists have been working on the personality trait theories in order to determine which trait can describe people personality in order to enhance the understanding of human personality, and to determine to what extent it effects human behaviour (Mischel, Shoda & Ayduk, 2008). Many studies have concluded that personality traits affect human behaviour (Allport, 1961; Alston, 1975, Hirschberg, 1978). The work of Allport, Cattell and Eysenck opened a whole new world for psychometric examination and self-report tests (Digman, 1990). However, the following illustrates the most common personality trait theories.

2.4.3. Gordon Allport Trait Theory

The origin of trait theory leads us to the work of Allport and Odbert (1936). The research they conducted breaks a new ground, by using the English dictionaries to collect all 18,000 adjectives that describe humans which make them unique from other people in personality and reduced the number to 4500 traits (Allport, 1937). Furthermore, to validate their research, they classify these adjectives into groups can be seen as constant traits (Allport & Odbert, 1936). Allport's Trait theory argued that each one of us have different traits (Allport, 1961: 339). The theory divided traits in three categories, the Cardinal traits, Central traits and Secondary traits (Ewen, 2003: 265). Cardinal traits, include traits that effect the human major actions and influencing our all behaviour that includes the Secondary and Central traits (Allport, 1961: 363). Allport also suggested that not everyone have the same set of traits for example, a person could have a power motivation or self-obsession and other person possess different set of traits (Allport, 1961: 365). Central traits, are less dominant and stable traits such as sociability, agreeability and hard-working traits (Allport, 1937: 102). Secondary traits, are more of unstable traits that person can have for a time and vanished according to a certain situation such as a person confident person but when it comes to speaking to the opposite sex he become very anxious (Mischel, Shoda & Ayduk, 2008). Despite the pioneering approach that Allport and Odbert initiated in studying individual differences, however, is seem to be very hard to encompass and it will take very long time to be studied (John, et al., 1988).

2.4.4. Raymond B. Cattell, 16 Personality Factor (16PF) Trait Theory

Personality according to Cattell can be used as a predictor of human behaviour in a given situation (Cattell, 1950: 2). Depending on the work of Allport and Odbert, Raymond B. Cattell (1943) in reliance on other resources available, and using factor analysis he reduced the list to 171 traits (John, 1988). Cattell collected his data through three different sources, L data which includes the life record, such as: record from work or school, Q data which was collected through a personality questionnaire, and T data. This was collected through an objective testing (Cattell, 1950). Cattell's 16 PF theory argues that some traits are inherited, and others are learned (Ewen, 2003). Also, he is saying that all humans have the same 16 traits but, some people possess higher levels of traits than others (Cattell, 1946). People have different personality traits by nature as Cattell distinguished between the motivational factor of personality and the structure of personality itself (Cattell, 1946). Examples of source traits can be ego strength, curiosity and neuroticism (Cattell, 1950). In his theory, traits are categorised as source and surface traits (Ewen, 2003). Source traits are not visible to others, and they are the essential basics for creating surface traits (Mischel, Shoda & Ayduk, 2008). However, surface traits are the observable traits that the person possesses (Ewen, 2003). Examples of surface traits such as: Aggressiveness, Anxiety and Liveliness (Cattell, 1950). In addition, Cattell established another category for traits according to their functions such as dynamic traits, which plays the role of goal-directed traits, temperament traits is linked to emotions and the ability traits that help people to achieve their goals (Cattell, 1965). Subsequently, Cattell applied many empirical researches, and again reduced personality traits from 16 to 12 factors, then created the 16 factor personality test (John, 1990).

2.4.5. Hans J. Eysenck Personality Theory

Following Cattell's work, Hans J. Eysenck, also used factor analysis in his work. However, he denied the work of Cattell and described it as not scientific (Eysenck, 1970). Eysenck, using factor analysis to extend the personality work, and proposed that the personality had only three "super traits" which are introversion-extraversion, and neuroticism or stability (Eysenck & Eysenck, 1982; 1985). Eysenck indicated that the majority of persons who possess the trait extraversion-introversion have it through heredity (Eysenck, 1975). Furthermore, Eysenck stated that introversion-extraversion "must stand and fall by empirical confirmation" (Eysenck & Rachman, 1965, p. 19). According to Eysenck's personality theory, people will be inside this circle of traits between extraverted, and introverted rather than going to be at the extreme edges (Mischel, Shoda & Ayduk, 2008).

2.4.6. Big Five Inventory (BFI)

The big five domains are not following any theoretical basis, as it has been constructed depending on the analysis of terms from the natural language (McCrae & Costa, 1985a). Depending on the lexical hypothesis by Allport, Cattell, and Eysenck, researchers start their work to build personality questionnaires to gain more information about personality, and make the tool more efficient (e.g. Norman, 1963). Fiske (1949) was the first to establish the five factors personality using Cattell's categories and analysed them. Later on, the big five questionnaire also was used by other researchers, and the result were close or similar Fiske work (Norman, 1963; Borgatta, 1964). The study of measuring personality that was done by many researchers concluded that the five factor personality is most stable measure to describe the structure of personality (John, 1990; Goldberg, 1993). Early work of McCrae and Costa (1983), revealed only three personality dimensions. However, to encompass the other two dimensions they later added agreeableness and Conscientiousness to develop the five factor model throughout several studies, and analysis. As result the five domains have been approved (McCrae & Costa, 1985a, 1987). John, Donahue, and Kentle (1991) extended the study of big five personality, and proposed a shorter questionnaire "Big Five Inventory" to assist and measure personality. A large scale study on university students was conducted to obtain the BFI and the study succeeded to reveal the five factors or personality dimensions (John, Robins & Pervin, 2008). The BFI consists of 44 short items. The items represent the adjectives that the personality dimensions include. The five dimension are "Extraversion, Agreeableness, Conscientiousness, Neuroticism and openness or openness to experience" (John, 1989).

Extraversion characterises the social, out-going, energy, enthusiasm, love for party and socialising. People who always wanted to be around other people and low level of extraversion are introversion, who possesses the opposite behaviours (Ewen, 2003). Extraverted people are friendly people who would initiate a conversation with other. They also, like to be the centre of attention at all times (John, et al, 2008). Agreeableness encompasses persons who tend to help others, moral, sympathises with other and trustworthy (Costa and McCrae, 1995). Agreeableness are kind people, friendly and easy going creating social harmony is very important for them (Kentle, 1991). Conscientiousness represents people who are hard-working and reliable (John, et al, 2008). Conscientiousness makes plans and stick to them and they are self-discipline people. They usually thrive for success that's why they are mostly successful. Openness to experience, describes people who are more open to others and tend to be creative (Ewen, 2003). According to John and Srivastava (1999), openness to experience are intellectual people and they describe it as the density of human mind. People with this trait are open for trying new things, go through different experiences and they also have a strong

imagination and love for art and learning. Finally, neuroticism, which symbolizes people who are tense, anxious and have the feeling of insecurity (Costa and McCrae, 1995). Those people are lacking self-confidence, sad, emotionally unstable and get nervous easily (John, 1989).

2.5. Preference and Motivation

Understanding human motivation and behavior is fundamental to study tourist behavior. Therefore, this part is going to give a general explanation of the concepts.

2.5.1. Motivation Concept

Motivation can be defined as the energy that makes a person do or not do a specific action (Moutinho, 2000). Solomon, (2004: 114) stated that motivation is “driving force that makes us move”. Motivation is an important attribute to move people to get what they need or want (Romando, 2008). Snepenger, et al (2006) argued that motivation is very important in travel behaviour, and the decision-making process. The origin of motivation can be divided into two categories, the first is inherited or innate motivation such as motivation to eat and procreate. The second is learned motivation or the motivation that comes after experience like the need for achievement and to avoid a certain punishment (Laming, 2004).

2.5.2. Preference Concept

Preference defends as “a greater liking for one alternative over another or others” (Oxford dictionary, 2019). Preference is when we have different alternatives and we choose X over Y. According to Lichtenstein & Slovic (2006), preference plays a role in decision making process and explained that preferences are acts carried by individuals when they encounter matters affect their behavior. The explanation they provide is form a psychological point of view. In economy, preference or more specifically customer preference is measure by the customers preferred goods or services (Thiyagaraj, 2015). The customer choice comes after, the need recognition, then searching for information afterword the evacuation stage takes a place (Kotlar et al, 1999). Customer preference functions at the stage of customer evaluation. The customer at this stage will have different choices and he or she will choose from alternatives for the best of his/her interest.

2.5.3. Preference, Motivation and Tourism

In this section the study provides an insight to the motivation and preference concepts Furthermore, it will dig into travel and event participation preference and motivation attributes.

Dann, (1981) conducted a study to conceptually review the literature on tourism motivation. In the same study he defined motivation as “a meaningful state of mind is subsequently interpretable by others as a valid explanation for such a decision” (Dann, 1981: 205). Another research defined motivation as “an internal factor that arouses, directs and integrates a person’s behavior” (Iso-Ahola, 1980: 230). Motivation study has its roots in psychology (Fiske, 2008). While the study of tourism motivation traces back to anthropology, and social psychology studies (Cohen, 1972; Gnoth, 1997; Egresi & Kara, 2014). One well-known theory is proposed by Maslow (1970) “hierarchy of needs” has been employed in many tourism motivation research (Šimková, 2014). Maslow hierarchy of needs proposed that human motives are constructed by their needs that must be fulfilled (Kotler, 2012). The hierarchy of needs is related to tourism motivation in several ways. For example, safe destination is crucial aspect for tourism, as the tourists need to be safe at the destination (Weber, 2001). In addition, tourists fulfil the need of socializing when participating in tourism activities. Thus, travel is considered to act as a tool for people to fulfil the need for self-actualization by gaining knowledge, meeting new cultures and developing their selves.

Lundberg (1971) was one of the early authors who started conceptual study to determine tourist motivation. Lundberg conducted a study to explore the reasons that make people travel. For this purpose, he identified different motives (e.g. relaxation, education, culture, ethnic and etc.). Following the study of Lundberg, Cohen (1974), attempted to identify the tourist motives by asking again: who is the tourist? In his study he categorised tourist motivation according to their role into eight types. These types of motives included student, thermalists, pilgrims and etc. Later in 1979, Cohen, suggested five separate models of tourist experience that lead to tourist motivation. Also, he explained how the motive bridging from leisure need to the religious need (Cohen, 1979). Furthermore, Crompton (1979) conducted a study to explore how travel motivation influences the tourist decision at destination selection. The result of the study indicated that there are nine different motives that influence leisure tourism behaviour. Another study conducted by Witt and Wright (1992) was designed to establish a review of the motivation theories related to tourism context. In addition, the study used the expectancy theory of motivation as a model to identify tourism motivation. The study of Pearce and Caltabiano (1983) applied Maslow’s hierarchy of needs to examine the tourist motivation. Study result indicated that the tourism experiences can be positive or negative experiences which resulted into differences in the need structure.

Pull and push factors of tourism destination or activity are considered to be an important model used to study tourism motivation, and it was adapted in many tourism researchs (Dann, 1977; 1981; Hanqin & Lam, 1999; Oh, Uysal, & Weaver, 1995; Baloglu & Uysal, 1996; Jang & Cai 2002; Bieger & Laesser, 2002; Walters, Mair, & Ritchie, 2015). Ryan and Deci

(2000) defined intrinsic motivation (push factor) as “the doing of an activity for its inherent satisfactions rather than for some separable consequence”. Push factors, are a socio-psychological motivational factors that play a primary role in travel decision-making. On the other hand, pull factors play the role of external factors that were offered by destination or touristic activity (Boo & Jones, 2009). Two separate studies conducted by Crompton (1979) and Uysal & Hagan (1993), has explored the tourists push and pull factors that affect their decision-making for a trip, and the results were as the following: Push factors are Social interaction, escape from the normal environment, enhance health and rest. While the pull factors are novelty, education, historical sites, recreation and destination image. Li (2006) reviewed studies on event and festival tourism participating motivation, and the result showed a similarity in motivation factor when people attend an event tourism activity to the tourism activities adding to them family gathering factor. Motivation also is studied to determine tourist behaviour (Lee & Hsu, 2013). Many studies have approved the relation between motivation and behaviour (Xu & Chan, 2016). The study of Yoo and Uysal (2005) indicated that motivation influence satisfaction and loyalty of tourist. Lee and Hsu (2013) examined the push and pull factors and their effect on future recommendation of the destination. The result showed the push factor was a strong influence where the pull factor was weak in relation to future destination recommendation. Jappar et al (2017) conducted a study to determine the relation between motivation and satisfaction in the field of medical tourism. The result of the study also showed that motivation factors have influence on satisfaction. Motivation is found to have an influence on attitude toward travel. Hsu, Cai and Li (2010) conducted a study to find the relation between expectation, motivation and attitude to visit a destination. The result of the study showed positive effect of expectation on forming motivation and motivation found to effect travellers’ attitude toward visiting a destination.

In the research of consumer behavior, Dalqvist and Linde (2002) divided the consumer behavior into four different types the (1) one is rational consumer behavior, it occurs usually when consumer attempt to buy expensive products. The consumer in this type is try to get information about the product and after that they take their decision of buying or not buying the product, (2) unconscious consumer behavior, usually related to emotional behavior as the consumer will find information about the product and then knowledge after that they will make their decision about the purchasing, (3) the learned consumer behavior this type attempt to buy the product without thinking of choosing what to buy this behavior occurs when the consumer has a product buying habit and (4) the social consumer behavior, this type is mainly affected by the social environment of aspects like status, and life style and they attempt to buy according to these influences. According to Kotler, et al. (2004: 279) the consumer behavior is constructed of five stages; (1) Need recognition (2) information search (3) evaluation of alternatives (4)

porches decision and (5) post purchasing behavior. Kotler, et al (1999) argued that the consumers don't go through all these stages every time they want to buy something in other words this model could not be applied for the daily purchasing behavior for example when buying a newspaper or chocolate bar.

- Need recognition: starts when the consumer has a need or desire for a product. And this need comes from internal (feeling hungry) or external (advertisements on magazine or on TV) stimuli.
- Information search: consumer start to find information about a product from different sources in order to, get more knowledge about the product.
- Evaluating of alternative: after gather the information about the product, consumer start to evaluate a product after comparing it with other products.
- Purchasing decision: when the consumers decide to purchase and this stage is influenced by several of factors that researcher going to discuss some of them in the literature review.
- Post-purchasing decision: this occurs after using or consuming a product. Consumers in this stage make a compression between their expectation and perception of a product.

The stages of evaluation and buying decision are the stages where the tourist preference takes a place. The study of tourism motivation facilitates the design of more personalized services toward tourists. The importance of motivation in tourism research have been highlighted by tourism marketers (Tran & Ralston, 2006). The study of Opperman (2000) showed that motivation has a direct influence of tourist's choice to revisit a given destination. Goodall (1988) study the tourist's choice when they want to take a trip. The study ideated that motivation as one of the influencers that affect the tourist choice and the study resulted that motivation directly influence tourist preference. To understand how the motivation is linked to preference we can review the work of Sigmund Freud, and father of psychoanalysis. According to Freud's "psychoanalytic theory of personality" human personality is divided into three main pillars id, Ego and Superego (Freud, 1927). The id is the pillar that comes with birth and it is completely fall under the unconscious mind (Freud, 1965b). The id is an illogical and always seeks for need satisfaction (Ewen, 2003). The ego, however, evolve at the age of six to eight months developing form the id and it is the only pillar the act with surrounding environment as it includes the unconscious, precocious and the unconscious (Freud, 1969a). The last pillar is the super-ego and it is the last developing component of the personality as it developed at the age of five years old (Freud, 1962). The super-ego is the moral component where the human start denunciates right from wrong through the aspects the considered bad or good in the society or the parent's views (Freud, 1969a). The development of personality has 5 psychosexual stages in Freud's theory. The first sage is the "oral" stage and it developed in the

early childhood between 12 to 18 months where the core sexual desire centred in the oral area (Freud, 1965d). 1 to 1½ years is the age when another stage start developing, which is the “anal” stage and it comes as a reason of the control that the child start gaining at this age (Freud, 1965b). However, when the child starts his/her second or third year “Phallic” stage where child start depreciates between male and female. Boys in this stage start to have sexual desires toward their mothers also being jealous from their fathers where the girls start to have something called “penis envy” when they comprehend that there is something missing this feeling generates sexual desires toward the father (Mischel, Shoda & Ayduk, 2008). At the age of 5 or 6 “latency” personality stage starts to evolve and the child repress memories of sexuality and bring them to the unconcise mind as forbidden activities (Ewen, 2003). The last stage of Freud’s psychoanalytic theory of personality is the “genital” stage where the personality is fully developed and the person starts to create a genuine love and relations with others (Freud, 1965b). According to Freud the human behavior is directed by the unconcise. However, Freud see that the human unconscious that lead human motivation cannot be measure. There are three basic human needs introduced by Freud, “obtaining relationship satisfaction, “expressing aggression”, and reducing anxiety and suffering.” (Tran & Ralston, 2006: 427). McClelland et al (1953), introduced a model to measure unconscious human needs. They argue that every human has a level of affiliation, achievement, and power needs. People who are high of the need of affiliation would have the need to socialize and maintain healthy relationships. After reflecting this concept on tourists, the tourists who are high in the need of afflation will satisfy the need by looking for socializing in their holidays. Needs are the basic stimulus for motivation. Motivation as we discussed earlier, is directing behavior. Therefore, preference comes in the middle between motivation and the human behavior. Tran & Ralston (2006) conducted a study to find the relation between tourist motivation and preferences. The study is based on McClelland et al (1953). The result of the study showed that motivation to be a strong influence over culture and adventure tourists.

The above discussion gave a general view at the tourist motivation and preference and demonstrated the relationship between psychological theories and tourist motivation. In addition, the chapter is a try to enter to the main subject of this study the academic conference attendee’s motivation and preference factors.

2.6. Satisfaction Concept

Satisfaction concept has introduced in the early 60s by Keith when the author attempted to define the marketing concept he considered the satisfaction of customer needs as the core of marketing process (Keith, 1960). Due to the complexity of satisfaction concept, researchers did not agree on one ultimate definition for satisfy action (Tong, 2015). Satisfaction study is

generally divided into two groups, process and outcome (Parker & Mathew, 2001). Tse and Wilton, (1988: 204) define satisfaction as “the consumer’s response to the evaluation of the perceived discrepancy between prior expectations and the actual performance of the product or service as perceived after its consumption” another definition was suggested by Goodman (2009: 22), “customer satisfaction is complicate to define because normally it is extenuated by expectation. Customers will be satisfied if the product or service above demands or expectation. However, the most adapted definition used in the satisfaction literature is inspired for the Expectancy-Disconfirmation paradigm (Oliver, 1980; Kotler, 1991; Yi, 1991; Bea, 2012). The Expectancy-Disconfirmation paradigm defines satisfaction as “Satisfaction is the consumer’s fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under- or over-fulfillment.” (Oliver, 1997: 13). This, the Expectancy-Disconfirmation paradigm definition is also the satisfaction definition which have been adapted in this study.

2.7. Study Variables Literature Review

The present study aimed at exploring the relation between conference tourism attendee’s personality trait and their preference and overall satisfaction. Another aim of the study is to determine what preference factors might affect conference attendees’ overall satisfaction. The following section consists of a literature review on the three basic concepts and how they are related to each other.

2.7.1. Conference Attendee’s Motivation and Preference

Several studies have been conducted and models have been suggested in order to understand the conference attendee’s motivation. According to Dann (1981) push and pull factors, are the main motivation to travel. Travel (push factors) is related to the human needs such as novelty and need to escape (Cha, et al 1995). Jang and Cai (2002) noted that there is a strong relation between travel motivation factors and decision making process. Different push and pull factors can significantly affect the travel choice of destination or even the decision to take the trip or not. Among the Studies on conference tourism motivation, there is the study of Price (1993). The study concluded that education, networking, and enhancing careers are the most important motivation factors to attend a convention. Oppermann and Chon (1997) argued that conference attendee’s motivation is similar to leisure tourist motivation. Their study proposed two models; one to address the decision making process by the potential conference attendees. They suggested four different factors that have an influence on the motivation as

following: personal/business, association/conference, location, and intervening (networking) opportunities.

Conference is a requirement for academic to build a better career and keep a good academic reputation (Venkatesh, Morris, & Ackerman, 2000). Moreover, learn and share information and ideas are considered to be positive outcome of conference (Miar, 2015). Rogers (2012) noted that the quality of speakers, topic and the quality of presentations are important factors, influencing the decision to choose one conference from all the alternatives. Severt, et al (2007) conducted a research to examine the motivation and behavioural intention of conference attendees. 400 conference attendees were the population of the study. The findings of the study suggested that there are five factors affecting the motivation to attend a conference; activities and opportunities, networking, convenience of conference, education benefits and products and deals.

Miar & Thompson (2009) accentuated that conference attendees buying behaviour, is similar to the leisure buying behaviour. People receive invitations through email to attend a conference, or a face-to-face direct invitation. This action will make them recognize the need to participate in a conference. In other words, it will motivate them to take part in a given conference. Afterwards, they will start evaluating the process of the conference then they will decide whether to participate or not. In this stage, conference characteristics are considered to have an influence on the attendees' motivation. The study was conducted to find dimensions that effect UK association conference delegate's decision-making process. 1400 questionnaires were distributed in six UK association conferences. It ultimately uncovered six dimensions affecting the attendees' decision-making and therefore, attendees' motivation as follows; personal/professional development, networking opportunities, cost, location, time and convenience and health and wellbeing are influential factors on the motivation of the conference attendees. The outcome of this study supported Oppermann and Chon (1997) findings and append two more variables and emphasized the cost factor as an important dimension on the decision making process.

Tretyakevich and Maggi (2012) examined the leisure factors and whether they have an influence on the conference attendees' motivation. 67, academics and professionals took a place in the study. Study finding, showed that the leisure activities were one of the most important factors in conference attendance motivation. Another study conducted by Malekmohammadi, Mohamed and Ekiz (2011), examined the influence of the demographic characteristics such as nationality, gender and age on motivation to attend an international conference. The data were collected from 150 participants from 5 international conferences in Singapore. Factor analysis has been used to determine the motivational factors among the international conference participants. The factors divided into push and pull factors. Push factors included, professional

and leisure seeking factors. Pull factors includes destination and conference factors. The findings of this study, indicated that professional, leisure seeking factors, destination and leisure factors, played a strong role influencing the motivation to attend a conference. The study also found that there is no significant relation between demographic characteristics and motivation to attend a conference.

According to Lee and Back (2007) there are several reasons behind the participation of a conference. Reasons might be motivational or barriers to participate. Motivational factors are: professional development, education opportunities, networking and new work opportunities. Where the barriers can be Lack of time, lack of money or financial support (Grant & Opperman, 1995), long distance and travel risk (Ngamson ve Beck, 2000).

Rittichainuwat, Beck and Lalopa (2001) attempted to understand the facilitator and inhibitor motivation when attending an international conference. The sample included 600 association members who participate in conference in Hong Kong. The study showed that sightseeing, self-enhancement, business and association activities were the most influential factors for participating in a conference. In another area of study. Lee & Ryu (2013) examined the relationship between self-congruity and the conference attendee's behaviour. He found that education is an important factor for behaviour intentions. He argued that self-congruity plays a role especially, in the academic conference as the attendees through the education and networking, they attempt to compare their self-image to other participants. Mair, Binney and Whitelaw (2018). Conducted a study to examine the motivation factors and barriers toward attending association conference. The data collected form 109 CAUTHE association members. The result of the study showed that professional development, networking and lean about new research activities at their field, were the most important motivation factors to attend an academic conference. These result are similar to earlier studies on the conference motivation subject. On the other hand, the study found that conference and transportation costs were ranked high as conference attending barriers.

Kozak and Karagöz (2011), examined the influence of demographic characteristics among tourism academics in Turkish universities on the conference Preference. The data collected from a sample of 264 academics. After applying factor analysis, the finding of the study emphasized the importance of leisure and entertainment, as a push factor and other pull factors such as, destination, time, cost, and conference factors were influential factors on academic conference participation preferences. Preference factors are including factors similar to the conference participation factor such as leisure, destination cost and conference factors that includes the education benefits.

2.7.2. Personality, Motivation and Preference

Studies on the influence of personality on motivation were largely concentrated on the work motivation and employee's performance (Corr, et al 2013). Various studies attempted to explore the link between personality and motivation. However, the relation is not clearly understood (Parks & Guay, 2009). DeYoung et al (2011) noted that openness to experience trait, are more related to the search for new experiences and knowledge. Knowledge gaining plays a strong role to make openness to experience feel rewarded. In other words, going out for the world and get new ideas and experiences, would work as motivational function. Same study, showed that extraverted people are more likely to be sensitive to more tangible rewards. Corr, et al (2013) study, described conscientiousness person to be hardworking, organized and reliable. Also hypothesises that conscientiousness people are motivated because of their desire to get a reward for their hard work. On the other hand, they work hard to avoid punishment. However, the studies on motivation and its link to personality traits are rarely conducted (Medford & McGeown 2012). Other studies on the relationship between personality and motivation to academic achievement, found that conscientiousness and openness to experiences, are most reasonable traits to be related to motivation (Richardson and Abraham, 2009; Komarraju, Karau & Schmeck, 2009; Hazrati-Viari, et al 2012). Therefore, conscientiousness and openness to experience are suggested have relation to the personal development, and achievement motivation. These two motivation factors, also serve as motivational factors to attend a conference. Vasalampi, et al (2014) conducted a study to find if personality influence the motivation to devote time and effort to develop their academic life. 4133 students from secondary schools in Germany participated in the study survey. The study results indicated that personality traits have a direct influence on the students' motivation, to extract more efforts toward their academic and social life. Seidman (2013) investigated the influence of personality traits on the use of Facebook as a tool to gain the self-presentational needs. Also, how different personalities fulfil the need for belonging. 148 students participated in the survey. Result of the study, found that extraverted students, used Facebook to communicate with others. In addition, students with neuroticism and agreeableness were using the site in order to fulfill the belongingness need. The result also showed that high neuroticism students were related to self-presentational behaviours. The relationship between academic motivation and personality was examined by Komarraju and Karau (2005). The study results, showed that "engagement, achievement, and avoidance" motivation factors were influenced by different personality traits. Furthermore, openness to experience and extraversion, were related to the motivational factor engagement, conscientiousness students showed a positive relation to the achievement motivation aspects, where the motivational factor avoidance was

related to the neuroticism students. The study of De Feyter, et al (2012) attempted to find the influence of personality traits on academic performance. 375 students participated in the study. The result of the study indicated that academic motivation moderates the influence of conscientiousness, extraversion and neuroticism personalities of academic performance. Clark and Schroth (2010) examined 451 college students' intrinsic and extrinsic academic motivation that influenced by their personality trait. The academic intrinsic motivation factors were influencing factors for conscientiousness, agreeableness, extraversion and openness to experience to attend school. Extrinsic academic factors, found to influence neuroticism and conscientiousness.

Freud and Allport argued the influence personality on motivation and how the motivation has a direct influence on behavior. Tran & Ralston (2006) study results also show how motivation influences preference. In their study they argue that personality influence motivation in the first place. As the motivation is considered to have a direct effect on human behavior then they assumed that personality also has direct influence on preference.

2.7.3. Conference Attendee's Satisfaction Literature Review

Conference tourism is rapid growing industry on the national and international scale (Jelena, et al 2012). Understanding the attendees of conference tourism, will lead to better quality service provided to them. Therefore, several studies had been conducted to find factors that affect conference attendee's satisfaction. For instance, conference attendees who gained educational benefits were more satisfied from the conference outcomes. Also they were more willing to return again and recommend the conference to their friends (Severt, et al 2007). In addition, conference program could be enough in order to meet the attendees needs and satisfy them (Zhanga, et al 2007). Kim, Lee and Love (2009) conducted a study to examine the factors that influence attendee's satisfaction. The study concluded that food plays an important role in conference attendee's satisfaction and their intention to return next year. Lu and Cai (2011) emphasize that destinations, venues and events have a strong influence on the attendees' overall satisfaction, which lead to more loyal consumer. Tanford et al. (2012) conducted a study to uncover the factors that influence the conference attendees' satisfaction. Factors such as conference activities, which include networking and conference programme, were the most influential factors on attendees' satisfaction. Dragičević, et al. (2011) study results showed that venue, congress organisation, available technical equipment (congress elements), and the congress destination are the main factors that affect the attendees' satisfaction, when attending a conference in Novi Sad. Another study, conducted in Taiwan, demonstrated that the technical equipment, room and seat space, empathy factors and the quality of service are

important service attributes effecting international attendees' satisfaction (Kuo, Chen and Lin, 2010). Lee and back (2008) noted that attendees' brand satisfaction is influenced by variety of factors such as, accessibility to the conference, security, cost of travel and the extra opportunities (attractions) provided by conference. Moreover, networking, education opportunity, venue and technical support were important factor influencing the conference attendees' satisfaction, and behavioral intentions (Jelena, et al 2012). Conference attendees' satisfaction, lead to better reputation of the conference or the conference organizers. According to studies above, education and knowledge gaining, networking and new opportunities, overall services and destination attributes, are the main influencers on the attendees' satisfaction. Thus, conference organizers have to take in account all of these factors when planning for the next conference.

2.7.4. Personality Traits and Satisfaction

The influence of personality traits on consumer behaviour were empirically demonstrated by various studies (Onu, et al 2014; Sarker, et al 2013; Hema, et al 2012; Tsao & Chang, 2010; Lin, 2010; Brand & Altstötter-Gleich, 2008; Hirsh and Dolderman, 2007; Dholakia, 1978). Homburg, and Giering (2001) noted that consumer characteristics has a strong influence on the satisfaction level and loyalty. Udo-Imeh (2015) noted that agreeableness personality trait has a strong influence on their buying behaviour, furthermore it is the strongest predictor among other traits. People who score high in agreeableness, next to be modest and welcoming, they are also known to get satisfied easily (Ames & Bianchi, 2008). Mooradian and Olver (1997) conducted a study to examine the influence of personality traits on consumer emotion, and purchasing process. The study concluded that extraverted people showed a positive relation to emotion and buying-based behaviours, as they were more likely to be satisfied and give positive recommendations. On the other hand, neuroticism personality trait was related to negative emotions and less satisfied. They also attempted to give negative feedback. Matzler, et al (2005) study result agreed with Mooradian and Olver (1997) study, however, Neuroticism relation to satisfaction was stronger than extraversion trait. Another study conducted to link the personality with phone a credit card services satisfaction. The study result noted that Agreeableness personality trait was the only trait which has a significant correlation to satisfaction (Siddiqui, 2011). Karbasi, et al (2014) examined the effect of personality traits on the bank satisfaction and loyalty. The study found that personality traits extraversion, openness to experience, agreeableness and conscientiousness had a strong influence on positive satisfaction. Neuroticism, on the other hand, responded negatively to satisfaction. Mathieu (2013) conducted a study to examines the affect that neuroticism personality traits has on job satisfaction, and its relation to the other traits of the big five model. The result of the study

indicated that neuroticism have strong influence on satisfaction. In addition, the study found the neuroticism correlated positively to extraversion and openness to experience. Another study by Christiansen, Sliter and Frost (2014) attempted to find links between personality traits and job satisfaction, in relation to the tasks that were given to the employees. The results showed that agreeableness and conscientiousness were not satisfied when the task that they were given did not fit them. On the other hand, neuroticism employees showed lower satisfaction level when they were given tasks that are meant to fit to extraverted employees. A study conducted in Turkey in order to examine the influence of different personality trait on job satisfaction in five stars' hotels in Alanya by Yildirim, Gulmez and Yildirim (2016). The study found that openness to experience and conscientiousness traits were correlated to the overall work satisfaction, where the extraversion showed a lower level of satisfaction.

2.7.5. Preference, Motivation and Satisfaction

Conference tourism is a growing market in tourism industry, and contributing a fair amount to countries economy (Getz, 2008). Conference attendees (tourist) are the most important aspect in conference tourism industry. As a human the study of tourist has been link to psychological studies, seeking to build a better understanding of the tourist inner psychology, and how it is affecting their behavior (Wacker, 1996). The relations between motivation and satisfaction have been studied in tourism. Studies widely conducted to explore, support or reject the relation between tourist motivation and satisfaction. The following literature review illustrates and discusses this point of in interest.

Qu and Ping (1999) conducted a study to explore the tourist motivation and satisfaction factors. The study also assesses the effect of satisfaction level and the re-visit intentions of 330 tourists in Hon Kong came by cruise. The results of the study showed that the motivation factors are similar to the travel motivation factors that have been suggested by other travel research, such as escapism, socializing and site seeing. The satisfaction factors however, were linked to different aspects such as service and staff quality, entertainment and variety of activities. At the same time satisfaction played the role as a predictor for re-visit intentions. Lee, Lee and Wicks (2004) examined the influence of motivation on satisfaction of festival visitors. The data have been collected in a festival in South Korea. A total of 726 questionnaires were used in the analysis. The study builds the motivation scale using the literature on event and festival motivation, after determining the motivation factors to attend the festival, the study results indicated that the overall satisfaction had been influenced by 4 motivation factors and tourist types. A study conducted by Qiao, et al (2008) in order to identify motivation and satisfaction of the Chinese tourists when they visit South Korea. The influence of satisfaction on re-visit intention had been tested. 240 questionnaires were analysed. The result of regression analysis

indicates that the push and pull factors of tourist to visit a destination have influenced overall satisfaction. Another result showed that satisfaction level had a relation to re-visit intention. Yoon and Uysal (2005) intended to find the relation between push and pull factors and satisfaction. Also, to find the roll that satisfaction plays in loyalty to a given destination. They collected 148 questionnaires from tourists at hotels in Northern Cyprus. Several motivation and satisfaction factors have been found. The study grouped motivation factors as pull and push factors. The results showed that there was no relation between pull factors and satisfaction, however, the push factors have negative effects on satisfaction and destination loyalty through satisfaction. Restaurant customers' motivation and satisfaction in Korea have been tested by Jang and Zhao (2006). The study took a place in 5 well known international restaurants in Korea, and 483 questionnaires were the data that have been used in analysis. The result indicates that the motivation factors such as quality of products and services have a positive relation to overall satisfaction. Prebensen, Skallerud and Chen (2010) conducted a study to explore the relation between tourist motivation, satisfaction and behavioral intention such as word of mouth. 1222 useable questionnaires were collected by post. The study has sat a two motivation dimensions "mind such as culture and escapism and body such as warmth and health". Then test their relation to satisfaction from one side and to word of mouth from the other. The result of the study showed that mind motivation dimension had an effect on satisfaction, another result indicated the influence of satisfaction on word of mouth. The result of the study came similar to the result of earlier study conducted by Kozak and Rimmington (2000) that indicated that satisfaction has a strong influence of behavioral intention. Smith, Costello and Muenchen (2010) also have studied the relation between motivation, satisfaction and world of mouth in "culinary tourism event". The study data had been collected from a culinary event in Memphis USA. 1445 useable questionnaire were analyzed. The study used the push and pull motivation factors to examine their influence on satisfaction. However, external motivation factors (pull factors) were found to have an effect on satisfaction. On the other hand, satisfaction had an influence on word of mouth. Another example of the influence of motivation on satisfaction have been explored in rural area sittings (accessibility, parking, pricing, road, sing pored and guided tours). The study divided tourist into four groups according to motivation such as rest, culture, nature and revisit tourists. The study has been conducted by Devesa, Laguna and Palacios (2010). The data had been collected from rural region in Spain and total of 163 questionnaires were used in analysis. The result of the study showed that the pricing and restaurant availability have influenced satisfaction. Nevertheless, general motivation factor found to influence overall satisfaction. Savinovic, Kim and Long (2012) intended to investigate the influence of motivation on satisfaction, and how satisfaction affect the decision to re-visit a culture festival. 183 questionnaires have been used in analysis. In this

study result showed that motivation affected satisfaction directly, and the relation between motivation and re-visit intention had been found. After testing the influence of satisfaction on re-visit intentions the result indicated that re-visit intention had been directly linked to the level of satisfaction. Study of motivation and satisfaction does not stop at this stage. Recently, Jaapar, et al (2017) conducted a study to explore the influence of tourist motivation on satisfaction in dental tourism sitting (i.e. dental care information, quality of service, prices and saving and culture differences) in Malaysia. The data was collected from 12 dental care establishments. Total of 196 useable questionnaires were collected. The result of study showed that the motivation factors have an effect on satisfaction. Montanga, et al (2017) conducted a study to examine the influence of push and pull factor on tourist experience and how tourist experience influences the satisfaction when visiting a wildlife area. The data had been collected in produced areas in Zimbabwe and 67 useable questionnaires were analyzed. The result of the study showed that motivation had a direct influence of tourist experience where the tourist experience influenced the overall satisfaction. Wang, Musa and Taha (2017) conducted a study to examine the relation between travel motivation and satisfaction in Malaysia. The data had been collected from international tourist travel to the country and a total of 504 useable questionnaires were used in analysis. The study identifies motivation as pull and push factors. The result showed that push factors were more influential factors on satisfaction that pull factors. The relation or influence of motivation on satisfaction has been studied in convention tourism. For example, a study conducted by Severt, et al (2007) to explore the motivation, satisfaction and the destination loyalty. The data had been collected from a conference in United State of America and 150 useable questionnaires were analyzed. Result of the study indicated that conference attendee's educational benefits influence overall satisfaction. Satisfaction also, had an influence on re-visit intentions. Another study conducted by Kim and Malek (2017) aimed at identify the relation between motivation, satisfaction and return intentions in medical convention. 1091 useable questionnaires were used in analysis. The result of this study showed that the motivation had an influence on attendees' satisfaction at the same time the satisfaction level impacted the attendees' loyalty to the convention.

3. STUDY METHODOLOGY

3.1. Introduction

This chapter will discuss the study methodology and the research model to draw a clear map to the study strategy and answer research questions. Also, will validate the study hypothesis to achieve the study aim. Research methodology "is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically" (Kothari, 2004, p. 8). Therefore, this chapter shows the systematic method that the researcher is following to conduct this study.

3.2. Research Model

Despite the increasing economic importance of the conference industry and benefit that can be brought to the cities, conference attendees have been rarely studied. The present study is an empirical study attempting to explore new variables that may have an influence on conference attendee's preference and overall satisfaction. Therefore, (1) the role of big five personality traits on influencing conference attendees' preference, (2) overall satisfaction, and (3) the role of academic conference attendees' preference influencing after conference overall satisfaction will be tested.

Relating to the literature that emphasize the influence of big five personality traits on customer's motivation such as (Corr, et al 2013; DeYoung et al 2011), behavior intentions (Hema, et al 2012; Tsao & Chang, 2010) and the influence of preference on overall satisfaction the study have conducted data some analysis. The big five personality considered to be independent variable where the attendee's preference and satisfaction are dependent variables. Moreover, the influence of attendee's preference on their overall satisfaction will be tested. In this step, attendee's preference factors work as independent variables and attendee's satisfaction as a dependent variable.

3.3. Design of Study Instrument

The present study instrument was developed by using three scales to build the questionnaire, to answer the study questions, achieve the study aim and validate its hypothesis. Questionnaire is "a format that enables standardized, relatively structured, data to be gathered about each of a (usually) large number of cases" (Matthews & Ross, 2010: 201).

The questionnaire adapted by this study includes three scales, and demographic questions. The questionnaires composed by 87 items. The three scales are divided as the following: 1. the big five personality scale consist of 46 items, 2. the conference attendee's

preference scale consist of 27 items and 3. The attendees' overall satisfaction scale consist of 3 items. However, the questionnaire used 5 different types of questions, such as: open questions, yes or no questions, category questions –age and title– 5 Likert scale strongly agree to strongly disagree statements and rating scale from very important to not important at all.

3.3.1. Demographic Questions

The demographic data allows the researcher to gain a better understanding of the respondents' general characteristics such as their age, sex and social status. Moreover, demographic data can be used in the analysis as the research divide them into different categories to test how different category affect or will be affected by research variables.

The demographic questions consist of 12 items collecting information about three general aspects. Personal information such as age and sex, information about respondent career history and title, and collects information about their conference participation activities. The age category was divided in five groups according to the Turkish statistic institution (TÜİK, 2016). The academic titles were divided into 7 titles from Professor to Masters Student. In addition, conference activities related questions were added as the respondents were asked about the type of the last conference they attended. Two types of conference were specified national or international conferences. Also the respondents were asked if they have past conference experiences or if it was there first time to attend a conference.

3.3.2. Big Five Inventory (BFI)

The big five personality scale was originally developed by John Donahue and Kentle (1991). Costa and McCrae (1992) noted that big five traits are the main aspects that make the personality of human, and it has a strong influence on our motivation and behaviors. Many scales have been developed to measure big five personality traits and it have been widely used in many research (Tsao and Chang, 2010). The Big Five Inventory BFI is the original scale that have been translated to Turkish language and adapted in this study. The original scale (BFI) had been developed by John, Donahue, Kentle, Naumann and Soto between the years 1991-2008 (John, et al. 2008). It consists of 44 items to measure five dimensions of personality traits.

The items of the original BFI are distributed as following items number where R point at items that are going to be reversed before analysis.

Table 3. 1 The BIF Scale Scoring

Factor	Items
Extraversion	1, 6R, 11, 16, 21R, 26, 31R, 36
Agreeableness	2R, 7, 12R, 17, 22, 27R, 32, 37R, 42
Conscientiousness	3, 8R, 13, 18R, 23R, 28, 33, 38, 43R
Continued Table 3.1	
Neuroticism	4, 9R, 14, 19, 24R, 29, 34R, 39
Openness	5, 10, 15, 20, 25, 30, 35R, 40, 41R, 44

Source: John, et al. 2008

The BFI instrument is a reliable scale, as the alpha reliability of BFI reach ($\alpha = 0.75$ to 0.90) (Rammstedt & John, 2005; 2007). In another study Hampson and Goldberg (2006) after conducting the test and re-test for the correlation stability of the BFI instrument, the result was ($\alpha = 0.70$ to 0.79) for the five personality dimensions.

However, the scale was translated into Turkish language and tested by Hasan Köşker (2016). Reliability test was made to the Turkish scale and the results were as following: Conscientiousness 6 items ($\alpha = 0.926$), Openness to experience 5 items ($\alpha = 0.900$), Extraversion 7 items ($\alpha = 0.874$), Agreeableness 5 items ($\alpha = 0.697$) and Neuroticism 7 items ($\alpha = 0.717$). The original scale includes 44 items where the Turkish scale includes 46 items. The two added items are a result of dividing two items from the original scale into two items each to fit the Turkish language. 5 Likert scale was used from 1 strongly disagree to 5 strongly agree (See Appendix 1).

3.3.3. Conference attendee preference scale

The conference attendees' preference scale consists of 27 items the first 22 items were adapted from a study conducted by Nazmi Kozak and Deniz K. Yüncü (2011). The original study aimed at, demonstrating the factors that affect conference attendance preference due to the attendees' demographic differences. The questionnaire was distributed over Turkish academics participated in national and international conferences in Turkey. The original 22 items scale indicated 6 main factors that influence conference selection which is, conference factors ($\alpha = 0.74$), leisure and entertainment ($\alpha = 0.82$), cost ($\alpha = 0.74$), time ($\alpha = 0.75$), infrastructure ($\alpha = 0.72$) and destination factors ($\alpha = 0.71$). However, after consulting 30 tourism academics and professionals, 5 more items were added. The extra five items were added to find out more about the effect of professional development factor within the academic body. 5 Likert scale was used from 1 very important to 5 not important at all (See Appendix 2.).

3.3.4. Conference attendee satisfaction scale

The satisfaction scale, consists of three items, were adapted from J. Joseph Cronin, JR., Michael K. Brady and G. Tomas M. Hult (2000: 213). The scale is measuring the overall satisfaction after the conference satisfaction. (See appendix 3.)

3.4. Population and Sampling

Study population relates to “the total number of cases that can be included as research subjects” (Matthews & Ross, 2010: 154). Which means that all individuals that fit to the criteria the research suggested can be a part of the study population.

To achieve the study aims, the population of the study consists of all academics attending all 87 tourism departments including tourism faculties and collages around Turkey (Erdenç & Yılmaz, 2012: 23). The population represents academic titles according to the Turkish academic ranking. Therefore, it includes all 7 academic titles as following: Full Professors, Associate Professors, Assistant Professors, Teaching Assistants, Research assistance, Ph.D. and Masters Students. Furthermore, one criterion was added; academic to be considered as a part of the study population he/she must have been attending -at least- one conference in the past two years.

According to the Turkish Council of Higher Education the number of tourism academics who work in Turkey is 911. This number only includes the academics who work at the university from Full Professor to Research Assistants (YÖK, 2017). However, there is no clear statistics about the number of Ph.D. and Masters Students who finished or still proceeding their education in the universities in Turkey. Due to the insufficient statistics, the population as whole is unknown to the researcher.

The sample in this study refers to the number of respondents that the study can reach from the study population. Right sample size is essential to proceed correctly in quantitative studies (Bartlett, Kotrlik & Higgins, 2001). Holton and Burnett (1997: 71) stated that “One of the real advantages of quantitative methods is their ability to use smaller groups of people to make inferences about larger groups that would be prohibitively expensive to study”. While there has been no agreement on what constitutes an adequate sample size on unknown population (Tosun, 2006). However, this study had adapted Sekaran (2003, 294) method of calculating the sample size. According to Sekaran (2003), if the population is 10,000,000 then 384 sample size is acceptable. As population of this study is unknown. It has been agreed on the sample size of 384 is enough. The number of respondents for this study was 470 usable questionnaires. In order to attain the reliability of the sample size to use in the analysis, literature suggested a positive relationship between the number of items used in attitudinal surveys and the sample

size. At least 1:4 (Tinsley and Tinsley 1987) or 1:5 (Hinkin et al. 1997) were regarded acceptable. Some researchers (e.g., Hair et al. 1995; Nunnally 1967) proposed 1:10 as a more acceptable. Kass and Tinsley (1979) recommended five to 10 participants per item. Given the time and budget restrictions, the 1:5 ratio was adopted to calculate the sample size for the present study. This ratio is accepted as a rule of thumb (Reisinger & Turner, 1999) and was advocated to be sufficient (Hinkin et al. 1997). The study scales have 76 items and the non-probability convenience sampling approach was used and the sample size in this study (N= 470, more than 1:6) which falls within the recommendations of Tinsley and Tinsley (1987), Hinkin et al. (1997), and Kass and Tinsley (1979).

3.5. Pilot Study

Pilot study is a process includes pretesting the study questionnaire (Kothari, 2004; Walliman, 2011). The study had been preceded by a pilot study to pinpoint the weakness that the study questionnaire may consist. Therefore, 114 responses were collected from 1st of March until 15th April 2017. The responses were collected from different universities in Turkey. The respondents were 58 females and 56 males. The majority of respondents was in the age between 30-49 years old, and has the academic titles, PhD student, assistant professor and professor.

Pilot study results showed that the preference scale general reliability was $\alpha = 0.92$ and five conference participation preference have been identified as following, conference factors $\alpha = 0.79$, cost $\alpha = 0.93$, entertainment $\alpha = 0.82$, professional development $\alpha = 0.67$ and infrastructure $\alpha = 0.85$. However, the original scale in Kozak and Yüncü (2011) indicated study six conference participation factors.

The BFI scale general reliability ($\alpha = 0.70$). In addition, all five factors have been indicated as following, extraversion ($\alpha = 0.81$), openness to experience ($\alpha = 0.73$), agreeableness ($\alpha = 0.71$), neuroticism ($\alpha = 0.70$) and conscientiousness ($\alpha = 0.70$). Finally, after participating overall satisfaction scale general reliability revealed an alpha ($\alpha = 0.83$).

3.6. Implementation of the Survey

The survey was distributed over tourism academics that are attending 82 tourism faculties and colleges around Turkey, during spring and winter semesters in the academic year of 2017-2018. In order to collect data from the study sample two distribution channels were used 1. Hand to hand and 2. Self-demonstrated online survey.

100 surveys were distributed hand to hand in 2 different universities in Turkey. Mersin and Anadolu Universities. In addition, 150 surveys were distributed by hand in the second and

last day of two conferences. “The first international congress on future of tourism innovation entrepreneurship and sustainability” that was held in Mersin University in September 2017. “The Second Gastronomy Tourism Congress” that was held at Çanakkele 18 Mart University in September 2017.

Self-demonstrated online questionnaire has been created and sent using Google Forms’ “send survey option” to 1050 academic email list. The email list was collected from 82 tourism faculties and collages official websites. Also, help from friends in different tourism school of tourism around Turkey have been received. However, Five University websites did not allowed access to faculty members’ email lists. Despite the researcher efforts to reach the missing email lists, through calling the faculties and due to the privacy policy, emails could not be collected. However, out of 1050 recipients list 132 email were not valid, wrong or not on the server and have been discarded from the list. The online questionnaires were distributed over a 6 months period between May and November 2017. During June and July months, many of the Turkish Universities are in summer break and this led to a poor response rate. Nulty (2008: 305) suggested that email repetition and “extend the duration of a survey’s availability” are useful ways to increase response rate. Therefore, the same email was sent for the second time in September in order to increase the response rate. In addition, phone calls were made to the deans, teaching assistances and academic friends in many universities to encourage them to respond to the survey.

In the end of the period in November, the questionnaire has been closed for respondents. Total of 578 hand to hand and self-demonstrated online questionnaires were collected. There is an argument going in the academic body on what is the acceptable respond rate, Morton, et al (2012: 107) indicated that complexity of life and a “general decrease in volunteerism and social participation generally” were two reasons have been influencing the low respond rates in the past two decades. However, Visser et al. (1996) argued that some study with low respond rates can show validity even if the rate is low as 20%. By dividing the responses number on the total population, 40% was the response rate from both channel and it have been seen as good response rate for this study. Following to the survey collecting process, several evaluations had been taken for each questionnaire in term of completeness, correctness and consistency. The evaluation resulted at discarding 116 responds. The reason behind the elimination of the responses, were due to uncompleted responses, and carless responses.

3.7. Data Analysis Techniques

To get a result from the study several data analyze techniques have been used. The data that has been collected through hand to hand questionnaire and the self-demonstrated online questionnaire have been transferred to “Statistical Package for the Social Sciences” program

SPSS. Afterward, the data had been checked if there were any coding mistakes. In addition, some of the items in the big five scale have been re-coded. Missing data have been removed as a preparation to the analysis.

Missing data analysis: missing data can be a difficulty for some analysis. Therefore, Quinn and Keough (2002) suggested the removing them is the best action for executing correct and valid analysis. Missing data analysis have been done in the evaluation phase as mentioned earlier. Due to the analysis results 67 responses had been entirely deleted.

Factor analysis: "factor analysis and its extensions are widely used in the social and behavioral sciences, and can be considered useful tools for exploration and model fitting in multivariate analysis" (Yalcin & Amemiya, 2001: 275). This study used factor analysis to test the validity and reliability of the questionnaire. Furthermore, it had been used to obtain the five factors in the BFI scale and the seven factors in the conference participation preference scale.

Regression analysis: is considered one of the multivariate analysis and researchers use in the purpose to find relationships among variables (Quinn & Keough 2002). The present study executed the regression analysis in addition to correlation analysis to find the effect of big five personality traits as independent factor and preference and satisfaction as dependent factors.

Independent T-test: Is a test used to find difference or to compare between two groups which their means are not dependent on each other. This study used T-test in order to find preference differences in terms of gender.

One-way ANOVA test: "is a statistical method to determine if there is a difference in means between two or more independent groups, where the groups are defined by the outcomes for a single categorical variable." (Murry, 2017:1). This study used ANOVA test to find if there are any differences of preference in terms of demographic characteristics.

3.8. Validity

Some research instruments might be reliable and have an internal constancy, but at the same time it may not be valid. This will take us to another way "concept validity" to ensure the research and instrument legitimacy. According to Joppe (2000: 1) validity "determines whether the research truly measures that which it was intended to measure or how truthful the research results are." Mainly, there are three important concepts fall under validity and it can be categorized as, face or content validity, criterion-related validity and construct validity (Kothari, 2004: 74). Content validity refers to "the judgement that an instrument is measuring what it is supposed to is primarily based upon the logical link between the questions and the objectives of the study" (Kumar, 2011: 167).

Testing the content validity can be done by help of expert judgment (Kothari, 2004). Therefore, the questionnaire had been sent to 30 experts to judge its validity. Afterword, the expert judgment concludes at adding five items to test the academics preference, BFI scale were left as the study adapted it from the Turkish version and after participation satisfaction scale have been modified as they agreed to measure the general satisfaction. There for 8 items were discarded. Criterion-related however, refers to “our ability to predict some outcome or estimate the existence of some current condition” (Kothari, 2004: 74). This can be tested through correlation when developing new tests. Finally, the construct validity. Construct validity considered to be the most complex and it can be measured using statistics (Kumar, 2011).



4. STUDY FINDINGS

4.1. An Overview

The following chapter presents the study findings. As mentioned in chapter three, this study focuses on the influence of big five personality traits on preference and satisfaction. Also, the influence of preference on satisfaction. The cases represent the academics of tourism faculties in Turkey who attended at least one national or international conference. Tourism academic profile and the key relations will be illustrated. 1266 questionnaires have been distributed and 578 questionnaires have been collected. However, 470 questionnaires have been used in analysis. The eliminated 108 questionnaires were removed due to missing data (83 questionnaires), careless responses (25 questionnaires).

4.2. Reliability

It is initial to measure whether the measuring scales of the study is reliable or not in order to proceed with other analyses to indicate a statistically correct result (Nayak & Singh, 2015). According to Kothari (2004: 73) reliability “has to do with the accuracy and precision of a measurement procedure” Reliability refers to “the consistency or dependability of a measurement technique, and it is concerned with the consistency or stability of the score obtained from a measure or assessment over time and across settings or conditions” (Marczyk, DeMatteo & Festinger, 2005: 103).

The present study measured reliability after performing factor analysis for BFI and conference attending preference scales. Afterword, Cronbach alpha values were investigated through reliability test using SPSS. The analyses have been done on 470 questionnaires. Seven preference factors were indicated as result to the factor analysis and their alpha values were as the following, entertainment ($\alpha= 0.79$), cost ($\alpha= 0.93$), conference factors ($\alpha= 0.80$), infrastructure ($\alpha= 0.87$), professional development ($\alpha= 0.77$), time cost ($\alpha= 0.78$) and destination ($\alpha= 0.72$). Cronbach alpha test result should be greater than 0.70 to be accepted. Results showed that all alpha values in preference scale were greater than 0.70. As a result, all seven factors have been accepted.

Same procedure has been done for the BFI scale and the results showed alpha values for five factors as following, extraversion ($\alpha= 0.81$), neuroticism ($\alpha= 0.74$), conscientiousness ($\alpha= 0.74$), openness to experience ($\alpha= 0.75$) and agreeableness ($\alpha= 0.69$). The alpha test results for BFI scale also was accepted as a reliable scale. Finally, the overall satisfaction scale alpha was ($\alpha= 0.93$).

4.3. Construct validity

According to Matthews and Ross (2010: 217) construct validity is “the extent to which a set of questions appears to result in findings that conform to what would be predicted from theory”. In order to confirm construct validity, factor analysis must be used (DiStefano & Hess, 2005; Hair, et al 2010). Therefore, the study preceded an exploratory factor analysis to ensure the construct validity for each construct. Big five personality, preference and satisfaction are the constructs that have been tested.

To have the exploratory factor analysis procedure done, many extraction methods are available. However, according to Costello and Osborne (2005), principle component extraction method is recommended, and Varimax rotation method is the most used method for rotation. As a result of the literature review, both principle component extraction method and Varimax rotation method have been adapted. According to Kaiser and Rice (1974:112) The Kaiser-Meyer-Olkin Measure (KMO) value has to be more than .60 to be acceptable. The result of the factors analysis showed that all 3 scales have a KMO value over .70 and it had been accepted to precede the analysis.

Preference scale revealed seven factors. The results showed that preference factor came similar to the original study conducted by Kozak and Yüncü (2011). However, taking in account the professional development factor as an addition to the original scale. Seven factors were revealed as following, Entertainment 5 items, cost 3 items, conference factors 3 items, infrastructure 3 items, professional development 5 items, time cost 3 items and destination 3 items. The result also showed that the KMO value was .879 and the approximate was $\chi^2 = 6272.925$.

Table 4. 1 Preference factor analysis

Factor	Factor loading	Mean	Explained Variance	Eiegen values	Alpha
1. Entertainment (5 items)					
Natural and cultural attractions of the conference destination are important.	.846	3.97	11.18%	8.102	.792
Variety of entertainment facilities in the destination where the conference is organized is important.	.769	2.97			
The cuisine of destination where the conference is organized is important.	.754	3.26			
Social programs offered by the conference are important.	.666	3.63			
It is important that my family can participate in the conference program.	.413	2.96			
2. Cost (3 items)					
Travel cost is important	.880	4.18	10.84%	2.405	.931
Cost of accommodation is important.	.870	4.17			
Conference registration fee is important.	.857	4.19			
3. Conference factors (5 items)					
Participation of specialists and respected speakers in the conference is important	.776	4.74	10.61%	2.258	.800
Scientific board of the conference is important	.773	4.23			
It is important that the goals of the conference meet my professional goals	.737	4.49			
Reputation of the organization that is organizing the conference is important	.707	4.50			
Subject of the conference is important	.639	4.76			
4. Professional Development (5 items)					
It is important for the conference to be international	.746	3.91	9.90%	1.737	.872
It is important that the paper presented in the conference be considered in my application for the associate professorship	.725	3.76			
It is important that costs of the conference be covered by the conference organizers	.666	3.70			
It is important that costs of the conference be covered by the university for which I work	.654	4.23			
Releasing the conference proceedings book is important	.547	4.21			
5. Infrastructure (3 items)					
Availability of alternative means of transportation at the conference destination is important	.709	3.96	8.47%	1.368	.774
Availability of direct flights to the conference destination is important	.651	3.93			
The variety of accommodation facilities is important	.644	3.99			
6. Time Cost (3 items)					
Duration of the trip to the conference is important	.777	4.00	8.39%	1.080	.789
Duration of the conference is important	.754	3.81			
Visa facilitation at the destination where the conference is held is important	.677	4.09			
7. Destination (3 items)					
It is important to have visited the conference destination before	.777	2.46	7.17%	1.033	.727
The climate at the conference destination is important	.737	3.24			
Conference destination's image is important	.642	3.81			

Kaiser-Meyer-Olkin Measure KMO =.879. Approx. Cumulative variance 66.59. Chi-Square 6272.925

Bartlett's Test of Sphericity, p=.000

Extraction method: Principle component, Rotation: Varimax.

The BFI factor analysis results indicated five factors Table 3.2. Extraversion 7 items, neuroticism 7 items, conscientiousness 6 items, openness to experience 5 items and agreeableness 6 items. KMO value was .826. Approximate was $\chi^2= 5204.338$.

Table 4. 2 BFI Factor analysis

Factor	Factor loading	Mean	Explained Variance	Eigen-values	Alpha
1. Extraversion (7 items)			9.33%	6.373	.817
Tends to be quiet*	.780	3.35			
Is talkative	.762	3.65			
Is reserved*	.710	3.62			
Is outgoing, sociable	.647	3.80			
Is sometimes shy, inhibited*	.541	3.01			
Has an assertive personality	.521	3.71			
Is full of energy	.509	3.85			
2. Neuroticism (7 items)			8.47%	3.417	.743
Worries a lot	.657	2.88			
Gets nervous easily	.650	3.12			
Can be moody	.625	2.91			
Is relaxed, handles stress well*	.606	3.14			
Is emotionally stable, not easily upset*	.573	2.55			
Is depressed, blue	.541	2.21			
Can be tense	.514	3.26			
3. Conscientiousness (6 items)			7.79%	2.466	.700
Does a thorough job	.710	4.25			
Does things efficiently	.681	4.24			
Is a reliable worker	.664	4.37			
Makes plans and follows through with them	.656	3.74			
Perseveres until the task is finished	.606	4.07			
Is easily distracted*	.402	3.23			
4. Openness to experience (5 items)			7.61%	2.007	.750
Is original, comes up with new ideas	.801	3.86			
Has an active imagination	.759	3.95			
Is inventive	.730	3.87			
Is ingenious, a deep thinker	.520	3.93			
Likes to reflect, play with ideas	.490	4.01			
5. Agreeableness (5 items)			7.09%	1.590	.696
Likes to cooperate with others	.712	4.22			
Is considerate and kind to almost everyone	.636	4.20			
Is helpful and unselfish with others	.581	4.27			
Is generally trusting	.555	4.26			
Has a forgiving nature	.554	3.93			

Kaiser-Meyer-Olkin Measure KMO =.826. Approx. Cumulative variance 51.77. Chi-Square 5204.338
Bartlett's Test of Sphericity, p=.000

* Reversed items

The BIF scale which have been adapted in this study to measure academic personality originally consisted of 46 items after the factor analysis 7 items were removed and 39 items were used in the analysis. However, in the present study 16 items were removed after factor analysis. Agreeableness and openness to experience personality type have been loaded as

factors twice. Therefore, after calculating their alpha, factors with highest alpha value were used in the analysis and other factors were removed.

The overall satisfaction scale however had 3 items Table 3.3. The scale KMO value was .751. Approximate was $\chi^2= 1261.295$.

Table 4. 3 Overall satisfaction factor analysis

Factor	Factor loading	Mean	Explained Variance	Eiegnv alues	Alpha
Overall satisfaction			88.88	2.667	.937
My choice to participate in this conference was a wise one	.959	4.06			
I think that I did the right thing when I attended this conference.	.944	4.10			
I am satisfied with my overall experience with this conference.	.926	4.09			

Kaiser-Meyer-Olkin Measure KMO =.751. Cumulative variance 88.88. Approx. Chi-Square 1261.295
Bartlett's Test of Sphericity, p=.000.

4.4. Demographic Results and Academics Profile

Tables (3.4 - 3.7) show the demographic and conference participation activities.

Table 4. 4 Respondents Sex

Gender		
Gender	Frequency	%
Female	219	46.6
Male	251	53.4
Total	470	100.0

Frequency analysis for the total of 470 questionnaires showed that 251 male (53.4%) and 219 female (46.6%) participated in the study the number of male and female was almost the same with 6.8% more male in the sample.

Table 4. 5 Respondents Age

Age		
Age Group	Frequency	%
20-29	97	20.6
30-39	209	44.5
40-49	100	21.3
50 & more	64	13.6
Total	470	100.0

Table 3.5, shows the age groups of the sample. As seen in the table the age group 30 to 39 are the majority of the study sample with 209 respondents which equals (44.5%) of the total sample. However, the age group 40 to 49 comes next with 100 respondents accumulated to (21.3%) and the age group 20-29 comes next with 97 respondents (20.6%). 50 and more age group came last as only 64 respondents (13.6%) were recorded.

Table 4. 6 Respondents Academic Title and Experience of the respondents

Academic Title			Years of Experience		
Title	Frequency	%	Time	Frequency	%
Full Professor	35	7.4	Less than 1 year	53	11.3
Associate Professor	60	12.8	1-3 years	82	17.4
Assistant Professor	115	24.5	4-7 years	116	24.7
Teaching Assistant	72	15.3	More than 7 years	219	46.6
Research Assistant	112	23.8	Total	470	100.0
PhD Student	46	9.8			
Master Student	30	6.4			
Total	470	100.0			

Table 3.6, illustrates the academic titles that the study respondents have. The results showed that 115 (24.5%) assistant professors and 112 (23.8%) research assistant titles were the majority of respondents. Associate professors accounted (12.8%) of the respondents. Finally, 46 respondents were (9.8%) PhD students, 35 respondents were (7.4%) full professor and 30 respondents (6.4%) were Master students. The low rate of PhD and Master Students respondents is related to the limited access to the email list of students in Turkish universities due to the privacy protection policies. However, academics who worked for more than 7 years are almost half of the respondents (46.6%) and who works for less than one year represented only (11.3%) of the total respondents.

4.5. Conference Activities

The following is showing results of the conference activities that the academics have participated in.

Table 4. 7 Conference activities

General conference activities								
Participation number	National with paper		National without paper		International with paper		International without paper	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%
None	65	11.9	229	48.7	60	12.8	312	66.4
One time	82	17.4	86	18.3	72	15.3	57	12.1
Two or more	332	70.6	155	33	338	71.9	101	21.5
Last conference activities								
Last participation time				Last conference type				
	Frequency	%	type	Frequency	%			
Less than 1 year	352	74.9	National	163	34.7			
1 year	75	16	International	307	65.3			
2 years & more	43	9.1						

Conference activities details are showing above in table 3.7. First part of the table shows the frequency of participation in two conference categories; national and international conferences. Each category is divided into participation with or without presenting a paper. However, most participants who have participated in national conference (70.6%) presented

paper and they participated for more than twice. Nevertheless, 33% of the respondent have participated conference more than twice without a paper and 48.7% of the respondent have never participated conference without a paper.

In international conferences participants showed similar behaviour as national. The participants who attended a conference with a paper for two or more times accounted for 1.9% whereas only 21.5% have not presented a paper. Finally, 66.4% of the respondent have never been in an international conference without paper.

Respondents who attended conference in less than one year were the majority with 74.9% and only 16% of the participants attended a conference 1 year ago. 9.1% of the participants attended a conference in the last two or more years. Last part of the table shows what type of conference the participants have attended for the last time. Respondents participated in international conference accounted for 65.3% and the rest 34.7% have attended a national conference.

4.6. Hypothesis Test

4.6.1. Hypothesis 1

Table 4. 8 Multiple Regression Results for Personality Effects on Overall Satisfaction

Variable	B	T	Sig	R	R ²	Adj R ²	F	P
(Constant)	4.008	8.783	.000	.077	.006	-.005	.560	.731
Extraversion	.027	.441	.660					
Neuroticism	.069	1.148	.252					
Conscientiousness	-.079	-1.065	.291					
Openness	-.026	-.369	.713					
Agreeableness	.048	.607	.544					

A multiple linear regression analysis was conducted to test if personality traits significantly affect study participants' overall satisfaction and the results are summarised in Table 3.8. Regression analysis results ($F(5.464) = .560$) adjusted $R^2 = -.005$, $p = .732$), showed that none of the personality traits have significant effect on overall satisfaction after attending an academic conference. As a result, hypotheses 1, 1a, 1b, 1c, 1d and 1e claimed that personality traits affect overall satisfaction of the study participants had been rejected.

4.6.2. Hypothesis 2

Table 4. 9 Multiple Regression test result for the effect of personality traits on preference.

Variable	B	T	Sig	R	R ²	Adj R ²	F	P
(Constant)	3.215	10.179	.000	.123	.015	.004	1.416	.217
Extraversion	.043	.076	.939					
Neuroticism	.041	1.200	.231					
Conscientiousness	.052	-.652	.515					
Openness	.049	1.276	.203					
Agreeableness	.055	1.623	.105					

A multiple regression was conducted to test if personality traits significantly affect conference attending preference and the results are summarised in Table 3.9. The regression results ($F(5.464) = 1.416$, a preference djusted $R^2 = .004$, $p = .217$), showed that none of the five personality traits have an effect preference of participants to attend academic conference. As a result, hypotheses 2, 2a, 2b, 2c, 2d and 2e that claimed that personality traits have an effect with conference attending preference had been rejected.

4.6.3. Hypothesis 3

Table 4. 10 Multiple Regression result for the effect of preference factors on overall satisfaction level.

Variable	B	T	Sig	R	R ²	Adj R ²	F	P
(Constant)	3.755	11.3327	.000	.193	.037	.023	2.558	.014*
Entertainment	.167	3.069	.002					
Cost	-.122	-2.244	.025					
Conference Factors	.081	1.147	.252					
Profs. development	-.039	-.760	.448					
Infrastructure	-.029	-.486	.627					
Time	.080	1.375	.170					
Destination	-.042	-.853	.394					

A multiple liner regression was conducted to test if preference factors significantly affect overall satisfaction level of conference attendees and results are summarised in Table 3.10. regression analysis results ($F(7.462) = 2.558$, $R^2 = .037$, $p = .014$), showed that entertainment and cost preference factors significantly affect attendees' overall satisfaction. As a result, hypothesis 3 that claims the effect of preference factors on attendees' overall satisfaction is accepted.

4.6.1. Hypothesis 4.

The following show the impact of demographic characteristics on preference.

Table 4. 11 Independent sample T-Test results for preference factors differences in terms of gender.

	Mean		SD		T	P
	Female	Male	Female	Male		
Sex						
Entertainment	3.31	3.32	.82278	.80722	-.144	.886
Cost	4.13	4.21	.83354	.84681	-.986	.325
Conference Factors	4.54	4.40	.46574	.59731	2.867	.004*
Profs. development	3.89	3.90	.78460	.87128	-.146	.884
Infrastructure	3.94	3.96	.81756	.89971	-.235	.814
Time	3.93	3.99	.84507	.78909	-.870	.385
Destination	3.13	3.20	.83698	.91747	-.852	.394

To test if gender has a significant effect on preference, independent samples t-test has been conducted and results are summarized in Table 3.11. The independent sample t-test result Female (M=4.54, SD=.46 male M=4.40, SD=.59), $t(469)=2.86, p=.004$) showed that gender has an effect on conference factors preference factor. The result showed that female participants are more motivated by conference factors than male participants.

Table 4. 12 One-way ANOVA results for preference differences in terms of age.

Factor		Sum of Squares	Df	Mean Square	F	Sig.
Entertainment	Between groups	8.522	3	2.750	4.241	.006
	Within groups	302.244	466	0.648		
	Total	310.495	469			
Cost	Between groups	7.380	3	2.459	3.537	.015
	Within groups	324.043	466	0.695		
	Total	331.423	469			
Conference Factors	Between groups	2.224	3	0.741	3.537	.057
	Within groups	136.653	466	0.293		
	Total	138.877	469			
Professional development	Between groups	7.730	3	2.576	3.796	.010
	Within groups	316.268	466	0.678		
	Total	323.100	469			
Infrastructure	Between groups	10.219	3	3.406	4.697	.003
	Within groups	337.901	466	0.725		
	Total	348.120	469			
Time	Between groups	7.092	3	2.364	3.614	.013
	Within groups	304.762	466	0.653		
	Total	311.854	469			
Destination	Between groups	5.672	3	1.890	2.461	.062
	Within groups	358.045	466	0.768		
	Total	363.718	469			

To test if age has a significant effect on conference attending preference factors, one-way ANOVA, test has been conducted and results are summarized in Table 3.12. One-way ANOVA test results Entertainment (F (3,466) = 4.241, $p=.006$). Cost (F (3,466) = 3.537, $p=.015$). Conference factors (F (3,466) = 3.537, $p=.057$). Professional development (F (3,466) = 3.796, $p=.010$). Infrastructure (F (3,466) = 4.697, $p=.003$). Time (F (3,466) = 3.614, $p=.013$). Destination (F (3,466) = 2.461, $p=.062$). Showed that age groups have a significant effect on 6 out of 7 preference factors.

Table 4. 13 One-way ANOVA results for the preference differences in terms of academic title

Factor		Sum of Squares	Df	Mean Square	F	Sig.
Entertainment	Between groups	5.674	6	0.945	1.486	.181
	Within groups	283.797	446	0.636		
	Total	289.472	452			
Cost	Between groups	16.168	6	2.694	3.933	.001
	Within groups	305.563	446	0.685		
	Total	321.731	452			
Conference Factors	Between groups	3.917	6	0.652	2.239	.039
	Within groups	130.040	446	0.292		
	Total	133.957	452			
Professional development	Between groups	12.100	6	2.016	3.796	.010
	Within groups	296.947	446	0.666		
	Total	309.048	452			
Infrastructure	Between groups	20.105	6	3.350	4.773	.000
	Within groups	313.106	446	0.702		
	Total	333.212	452			
Time	Between groups	11.452	6	1.908	2.926	.008
	Within groups	290.913	446	0.652		
	Total	302.365	452			
Destination	Between groups	6.650	6	1.108	1.443	.196
	Within groups	342.426	446	0.768		
	Total	349.077	452			

To test if age has a significant effect on conference attending preference factors, one-way ANOVA test has been conducted and results are summarized in Table. One-way ANOVA test results Entertainment ($F(6,466) = 1.486, p = .181$). Cost ($F(6,466) = 3.933, p = .001$). Conference factors ($F(6,466) = 2.239, p = .039$). Professional development ($F(6,466) = 3.796, p = .010$). Infrastructure ($F(6,466) = 4.773, p = .000$). Time ($F(6,466) = 2.926, p = .008$). Destination ($F(6,466) = 1.443, p = .196$). showed that age groups have a significant effect on 5 out of 7 preference factors.

Table 4. 14 One-way ANOVA analysis results for preference differences in terms of years of experience

Factor		Sum of Squares	Df	Mean Square	F	Sig.
Entertainment	Between groups	5.234	3	1.745	2.663	.047
	Within groups	305.261	466	.655		
	Total	310.496	469			
Cost	Between groups	3.915	3	1.305	1.857	.136
	Within groups	327.508	466	.703		
	Total	331.423	469			
Conference Factors	Between groups	.803	3	.268	.903	.439
	Within groups	138.075	466	.296		
	Total	138.878	469			
Professional development	Between groups	1.146	3	.382	.551	.648
	Within groups	322.852	466	.693		
	Total	323.998	469			
Infrastructure	Between groups	4.276	3	1.425	1.932	.124
	Within groups	343.844	466	.738		
	Total	348.120	469			
Time	Between groups	4.750	3	1.583	2.403	.067
	Within groups	307.105	466	.659		
	Total	311.855	469			
Destination	Between groups	1.319	3	.440	.565	.638
	Within groups	362.400	466	.778		
	Total	363.718	469			

To test if age has a significant effect on conference attending preference factors, one-way ANOVA test has been conducted and results are summarized in Table. One-way ANOVA test results Entertainment ($F(3,466) = 2.663, p = .047$). Cost ($F(3,466) = 1.857, p = .136$). Conference factors ($F(3,466) = .903, p = .439$). Professional development ($F(3,466) = 0.551, p = .648$). Infrastructure ($F(3,466) = 1.932, p = .124$). Time ($F(1.583) = 2.403, p = .067$). Destination ($F(3,466) = .565, p = .638$). showed that age groups have a significant effect on 5 out of 7 preference factors.

5. DISCUSSION AND CONCLUSION

5.1. Introduction

The present study, had been conducted to explore the influence of big five personality traits on academic conference tourism attendees' preference and overall satisfaction. Furthermore, this study demonstrated the influence of the attendees' preference factors on their overall satisfaction level. In this chapter, the study results are discussed to give the readers an insight of what have been done and how the results are relating to the pervious literature, or to show the dissimilarity that this study results indicated. Moreover, this chapter offered a conclusion summary the study to give adequate understanding of the problem. In the end of this chapter academic and managerial recommendations have been provided.

5.2. Discussion

In this section an insightful discussion of the study result will be provided.

5.2.1. Study Participants Overview

The study showed that number of male participants were only 7.2% male higher than females participates. The largest part 44.5% of participants' age was between 30 and 39 and they have an academic title of assistant professor and research assistant.

The participants reported more participants rate in both national and international conferences when they have paper to present. This led us to think that Turkish tourism academics prefer to attend conferences to share their knowledge as the majority of the study participants have never attended any national 49% or international 66% conference without presenting paper. The reason for this difference of participation without a paper could be referred to academic incentive system applied in Turkish universities as it does not give academic score after national conference participation. On the other hand, time, financial costs, lack of funding and visa barriers can be a major issue when participating in an international conference.

The result of this study showed that the participant rate of national conference was higher than the international. Here a question rises about the academic financial situation of the tourism academics in Turkey in regarding to academic conference funding. To what extent the Turkish tourism faculties or universities support and/or prepare academics for such events? The answer of this question represent another brick to build a better understanding of the Turkish tourism academic conference attendance behavior.

5.2.2. Study Variables Overview

The study of conference preference factors in this study is based on a previous study by Kozak and Yüncü (2011) with adding five items to measure the professional development role on preference. The Turkish academic promotion system give 3 points to academics who participate in an international conference. Therefore, the study found that professional development had an effected role in conference preference. This result extends the previous work of Kozak and Yüncü (2011) by adding professional development factor. Similar to the present study results have been found in different study results (e.g. Tretyakevich, Natalia, 2012; Maggi, Rico, 2009; Wha-In Lee, 2015). preference factor to participate in a conference were entertainment, cost, conference factors, professional development, time, destination and infrastructure. However, entertainment and cost were found to be the most important preference factors for this study, previous research on conference and convention preference emphasized the importance of education benefits, professional development and networking as the most important (Kim, Lee & Kim, 2012; Mair & Thompson, 2009). The support for this result came from Kozak and Yüncü (2011) study as they suggested the importance of entertainment for academic conference attendees' preference.

The BFI results indicated five personality factors. However, the five factor loading included 30 out 46 items. The cultural and language differences can lead to such problem (McCrae & Terracciano, 2005). The translated version of BFI scale had also discarded 7 items after performing factor analysis (Köşker, 2016). Factor analysis successfully revealed 5 personality trait, openness to experience, extraversion, agreeableness, neuroticism and conscientiousness. The five factors came similar to the five factor from the Turkish translated version by Köşker (2016) and the original scale by John, Naumann and Soto (2008).

5.2.3. Personality and overall satisfaction

In regarding to the effect of big five personality traits the result of this study showed that there is no significant effect of any of the big five traits on overall conference satisfaction. Study on the link between personality and satisfaction have agreed that big five personality traits had an influence on satisfaction. However, the relation between personality and satisfaction vary among studies. Not all study succeeded to establish a relation between all personality trait and satisfaction (e.g. Avery, 2015; Mathieu, 2013; Yildirim, et al, 2016). These study results may facilitate the explanation of the present study results. In addition, this study is the first study to attempt to demonstrate the influence of personality on the overall satisfaction after conference attendance.

No doubt, agreeableness personality trait had been seen as satisfaction predictor trait

where neuroticism trait is considered as a less satisfied trait according to its negative nature. But, the result of this study contradicts previous studies that showed neuroticism as less satisfied traits (Yoo & Gretzel, 2011; Mooradian & Olver, 1997 & Karbasi, et al, 2014). Nevertheless, Avery, Smillie and Fife-Schaw (2015) study showed that there was no relation between neuroticism and job satisfaction. Linking neuroticism trait to less satisfaction may not be the case every time. Due to neuroticism pessimistic nature this trait may have a negative expectation toward attending a conference or their expectations have no relation to what conference has to offer.

5.2.4. Personality and academic conference attendees' preference in Turkey

Big five personality have been found to have an influence on preference (Komarraju & Karau, 2005; Komarraju, Karau & Schmeck, 2009; Judge and Ilies, 2002 & Vittorio et al, 1998). In accordance, this study hypothesized that there is an effect of big five personality traits on preference to attend an academic conference. However, the result of this study unlike previous studies, showed that there is no significant effect of big five personality on preference to attend an academic conference. Preference of academician to attend an academic conference vary due to many reasons. Results of this study, showed that there are seven preference factors some of these preference factors may not be related to personality. For example, professional development is a must for academician to enhance economic status and/or to follow the rules publishing of their universities. In addition, entertainment has broad meaning and it differ from person to another and it is not easy to say what the respondent thought while answering the survey. This study, found that there is no relation between preference to attend an academic conference and personality types. However, the preference instrument that have been used in this study might be not adequate to measure personality influence on conference attending mot preference. As cost preference factor for example have is not related to personality. The result of the study also indicating that the preference to attend a conference may not be related to one's personality. Therefore, future studies might consider using different preference instrument.

5.2.5. Conference preference and overall satisfaction

One of main aims of this study is demonstrate the relation between academic conference attendance preference factors on and after attendance overall satisfaction. This study is considered to be first study that measure the link between Turkish academician academic conference attendance preference factors with their overall satisfaction. Previous research indicated several preference factors that have been connected to after conference/convention

attendance satisfaction. The destination factors (Lee & back, 2008; Lu & Cai, 2011), conference factors (Dragičević, et al, 2011; Jelena, et al, 2012; Tanford, et al, 2012), and educational benefit (Severt, et al, 2007). However, this study indicated that entertainment has a positive correlation and cost has negative effect on overall satisfaction. The remaining 5 preference factors have not significantly affect overall satisfaction. Almost 60% of the study participant age between 20 and 39 which might explain why entertainment and cost influence overall satisfaction. Younger academic including research and teaching assistants, Ph.D. and Masters Students may be sensitive to high cost at the same may want to have entertainment opportunities.

5.2.6. Preference differences in term of age and gender.

Preference differences in terms of demographic characteristics among tourism academics have been tested. Differences between genders were found only in the conference factors preference factor. Female participants relatively preferred conference factors more than male participants. Conference factors combine the conference subject, conference reputation, participants' quality and the conference goals. Previous studies on gender differences in conference attendance preference found that personal safety (Mair, 2005) and destination accessibility (Mair, 2010) are both important factor influencing the decision to attend a conference. At the same time, the result of Kozak and Yüncü (2011) study indicated that there were no differences between male and female preference toward conference participating. Kozak and Yüncü study has targeted the same academic group which was used to obtain the data for the present study. However, their sample size was limited to 246 participants. The study found that female participants preferred conference factors more than male. Conference factors are the topic of the conference, quality of speakers, reputation of the conference and the aims of the conference.

The study in addition tested if preference differs in terms of age. The result showed that 5 preference factors (entertainment, cost, professional development, infrastructure and time) were significantly different. Kozak and Yüncü (2011) found no differences in preference between age groups. However, Breiter and Milman (2006) study result support these result. Thompson and Schofield (2009) noted the significant influence of age on attendees' motivation. Park (2009). Mair (2013) found that age have influence on motivation such as networking and professional development. The preference differences in term of academic title were also tested. The result came quite interesting as the preference of the cost factor differ between Research Assistances and PhD students. PhD student prefer low cost conferences. This can be related to their lack of financial support. Other differences were found in conference factors as Assistant Professors preference on conference factors were higher than Associate Professors. Professional deployment showed differences between Professors and Assistant Professors and

Professors and Research Assistances. Assistant Professors and Research Assistances highly preferred professional development factor. These results are related to the need for these two groups to develop their selves by participating in national and international conferences to gain points in order develop their academic careers. Whereas, Professors are already on the top of the academic hierarchy.

5.3. Recommendation for future research

Studies about the influence of big five personality on conference attendance preference and after participate satisfaction is considered to be in its preliminary stages. The present study, attempted to establish a ground for the study on the personality influence on preference and behavior of the academic conference attendees. However, research on the link between personality and conference preference and satisfaction can be expanded by using different scales other the one have been used in this study. This may lead to robust result to this field of study.

In addition, lager sample includes all academicians from different fields can provide broader understanding to the research on this aspect. The majority of this study sample has participated in this study by filling online questionnaire. The researcher thinks that it would be better if the questionnaires were collected hand to hand on papers. This may lead to reduce the irresponsible respondents and ensure the reliability of data.

Contrary to this study, future research also may study the influence of Turkish academicians' conference preference on their satisfaction separately, without including personality variable. Again different preference and satisfaction scale can be used and lager sample can be recommended. Future studies may consider to widen their work to cover other academic field and tourism event such as business convention and exhibition, large and small scale meetings and even festival to enrich the Turkish event management and marketing literature. Studying other aspects which may lead to influence the preference can be studied. For example, the food and beverage offered during the conference. It is also would be beneficial to study the conference destination and how it may affect the attendees preference as it expected to play a strong role in attracting academics to attend.

5.4. Conclusion

To conclude, the study attempted to find the effect of big five personality traits on academic conference attendees preference and after attendance overall satisfaction. In addition, test the preference influence on overall satisfaction. The study results have identified five personality traits, extraversion, neuroticism, conscientiousness, openness to experience and

agreeableness as the personality factors. Furthermore, seven conference attendance preference factors have been indicated, entertainment, cost, professional development, conference factors, infrastructure, time cost and destination. However, the result of the study showed that there were no effect whatsoever of personality on conference attendance preference nor on overall satisfaction. On the other hand, influence of preference on overall satisfaction was only found in two factors; entertainment and cost.

Academic conferences and meetings is a great way to bring people and academics from the same field and from other fields together to build strong relations and exchange knowledge. For those who work on organizing academic conferences in Turkey, in order to build outstanding event for tourism academics in Turkey, they have to work on the preference aspect that stimulate academic preference. Conference factors such choosing wisely the main conference speakers and the conference scientific board. Being aware of the academic profile of the target academics also help to design conferences to suite their interests in order to provide them with quality education experience. Cost in addition, plays a strong role in academic conference attendance. Therefore, organizers ought to create pricing packages that suite different type of academics. Cost may include travel cost, accommodation cost and conference attendance fees. Special packages have to be designed for graduate students and academic those who have limited income and also for the academic who just started their career or start new family. Furthermore, organizer have to be aware of many of the destination competitiveness aspects such as its image before selecting it. Following the result from previous studies entertainment and leisure opportunities have an important account for motivating academics to attend a given conference. Offering them with opportunities to enjoy their free time and bring their family along to the destination where the conference is held is plus for the conference attractions.

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APPENDIX LIST

Appendix 1. Study Questionnaire

Sayın Hocam,

Bu anket, akademisyenlerle ilgili bir doktora tez çalışmasının parçasıdır. Bu anketteki bilgiler yalnızca ilgili araştırmanın bilimsel verilerini oluşturmak için kullanılacaktır. Ankette kişisel bilgiler yer almayacak ve mevcut bilgiler ise gizli tutacaktır. Anketi doldururken lütfen **en son katıldığınız kongreyi dikkate alınız**. Katılımınızın çalışmamız açısından çok önemli olduğunu belirtir katkılarınız için teşekkür ederiz.

Appendix 1.1. Big Five Inventory

TEMEL KİŞİLİK ÖZELLİKLERİ ÖLÇEĞİ						
Aşağıda bireyin kişilik özellikleriyle ilgili ifadeler bulunmaktadır. Lütfen bu ifadelere katılma derecenizi en uygun olduğunu düşündüğünüz seçeneği (X) ile işaretleyerek belirtiniz.		Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılmıyorum nede Katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum
1	Konuşkan biriyim					
2	Başkalarının hatasını bulmaya yatkınım					
3	Bir işi tam yaparım					
4	Karamsar biriyim					
5	Hüzünlü biriyim					
6	Orijinal biriyim, yeni fikirler üretirim					
7	İçine kapanık biriyim					
8	Yardımseverim					
9	Bazen dikkatsiz davranabiliyorum					
10	Rahatım, strese girmem					
11	Pek çok şeyi merak ederim					
12	Enerji doluyum					
13	Başkaları ile ağız dalaşı (sözlü kavga) başlatırım					
14	Bir görevin (çalışma, ödev, iş) verilmesi için güvenilir biriyim					
15	Gergin olabilirim					
16	Zeki, derin düşünebilen biriyim					
17	Diğer insanları heveslendiririm					
18	Bağışlayıcıyım					
19	Dağınık biriyim, çok derli toplu biri değilim					
20	Endişeli biriyim					
21	Hayal gücüm kuvvetlidir					
22	Sessizim					
23	Başka insanların güvendiği biriyim					
24	Tembel olmaya yatkınım					
25	Duygusal olarak dengeliyim, kolay kolay mutsuz olmam					
26	Yaratıcıyım					
27	Çekingen değilim, girişkenim					
28	Başka insanlara karşı soğuk ve ilgisizim					
29	Bir işi yarım bırakmam					
30	Duygu durumum değişkendir					
31	Sanatsal ve estetik şeyler benim için önemlidir					
32	Bazen utangaç ve çekingenim					
33	Herkese karşı düşünceli ve saygılıyım					
34	Yaptığım işleri etkili, hakkını vererek, iyi yaparım					
35	Gergin durumlarda, ortamlarda sakin kalabilirim					
36	Rutin, alışılmış, her zamanki şeyleri yapmayı tercih ederim					
37	Dışadönük sosyal biriyim					
38	Bazen diğer insanlara kaba davranırım					
39	Plan yapar, bu planları uygularım					

40	Çabuk heyecanlanırım					
	Continue Appendix 1.1.					
41	Fikirlerle oynamayı, benim için ne anlama geldikleri üzerinde düşünmeyi severim					
42	Sanata karşı pek ilgili değilim					
43	Başkaları ile yardımlaşmayı severim					
44	Dikkatim çabuk dağılır					
45	Sanatla, müzikle ilgiliyim					
46	Edebiyatla ilgiliyim					

Source: köşkar, 2016.

Appendix 1.2. Conference attendee preference scale

KONGRE TURİZMİNE KATILIM TERCİH ÖLÇEĞİ						
Aşağıdaki maddeler bir kongreye katılmanızı etkileyen faktörleri göstermektedir. Lütfen en son katıldığınız kongreyi dikkate alarak aşağıdaki ifadelere katılma derecenizi en uygun olduğuna düşündüğünüz seçeneği (X) ile işaretleyerek belirtiniz.						
Kongreye katılmamda		Hiç önemli değil	Önemli değil	Ne önemli ne de önemsiz	önemli	Çok önemli
1	Kongrede sunulan sosyal programlar önemlidir					
2	Kongrenin düzenlendiği yerde doğal ve kültürel çekicilikler önemlidir					
3	Kongrenin düzenlendiği yerin mutfağı önemlidir					
4	Kongrenin düzenlendiği yerdeki eğlence olanaklarının çeşitliliği önemlidir					
5	Kongre programı dahilinde aile önemlidir					
6	Kongrenin konusu önemlidir					
7	Kongreyi düzenleyen kurumun saygınlığı önemlidir					
8	Kongreye alanında uzman ve saygın konuşmacıların katılımı önemlidir					
9	Kongrenin bilim kurulu önemlidir					
10	Kongre amaçlarının kendi profesyonel amaçlarımla uyumluluğu önemlidir					
11	Kongrenin kayıt ücreti önemlidir					
12	Konaklama maliyeti önemlidir					
13	Ulaşım maliyeti önemlidir					
14	Kongrenin düzenlendiği yere doğrudan uçuçların bulunması önemlidir					
15	Kongrenin düzenlendiği yere alternatif ulaşım araçlarının bulunması					
16	Konaklama olanaklarının çeşitliliği önemlidir					
17	Kongrenin düzenlendiği yere seyahat Süresi önemlidir					
18	Kongrenin süresi önemlidir					
19	Kongrenin düzenlendiği yerdeki vize kolaylığı önemlidir					
20	Kongrenin düzenlendiği yerin imajı önemlidir					
21	Kongrenin düzenlendiği yerin iklimi önemlidir					
22	Kongrenin düzenlendiği yerde daha önce bulunmuş olmak önemlidir					
23	Kongrenin uluslararası olması önemlidir					
24	Kongrede sunulan bildirinin doçentlik başvurusunda geçerli olması					
25	Kongrenin masraflarının çalıştığım üniversite tarafından karşılanması					
Contenuie Apendex 1.2.						

26	Kongrenin masraflarının kongreyi düzenleyenler tarafından karşılanması önemlidir					
27	Kongrenin kitapçığının basılması önemlidir					

Source, Kozak and Yüncü, 2011.

Appendix 1.3. Overall satisfaction scale

KONGRE TURİZMİNE KATILIM SONRASI MEMNUNİYET ÖLÇEĞİ Aşağıdaki maddeler bir kongreye katıldıktan sonra memnuniyet derecesini göstermektedir. Lütfen en son katıldığınız kongreyi dikkate alarak aşağıdaki ifadelere katılma derecenizi en uygun olduğuna düşündüğünüz seçeneği (X) ile işaretleyerek belirtiniz.		Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılmıyorum ne de Katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum
1	Bu kongreye katılım kararım, akıllı bir karardı.					
2	Bu kongreye katılmakla doğru şeyi yaptığımı düşünüyorum.					
3	Bu kongreyle ilgili genel deneyimimden memnun kaldım.					

Source: Cornin, Brady & Hult, 2000; Tanford, Montgomery & Nelson, 2012.

Appendix 1.4. Demographic questions

1. Cinsiyetiniz? Kadın Erkek
2. Yaşınız? 20-29 30-39 40-49 50-59 60 ve üzere
3. Unvanınız? Prof. Dr. Doç. Dr. Yrd. Doç. Dr. Öğr. Gör. Arş. Gör. Doktora Öğrencisi
 Yüksek Lisans Öğrencisi
4. Akademisyen olarak çalıştığınız toplam zaman?
 1 yıldan az 1 ve 3 yıl arası 4 ve 7 yıl arası 7 yıldan fazla
5. Bugüne kadar bildirili katıldığınız ulusal kongre sayıları nedir?
 Hiç Katılmadım 1 Kongre 2 kongre ve üstü
- 5.1. Bugüne kadar bildirisiz katıldığınız ulusal kongre sayıları nedir?
 Hiç Katılmadım 1 Kongre 2 kongre ve üstü
- 5.2. Bugüne kadar bildirili katıldığınız ulusal kongre sayıları nedir?
 Hiç Katılmadım 1 Kongre 2 kongre ve üstü
- 5.3. Bugüne kadar bildirisiz katıldığınız ulusal kongre sayıları nedir?
 Hiç Katılmadım 1 Kongre 2 kongre ve üstü
6. En son katıldığınız kongrenin üzerinden ne kadar süre geçti?
 1 yıldan az 1 yıl 2 yıl
7. En son katıldığınız kongre Ulusal Uluslararası
8. Çalıştığınız Üniversite/Fakülte ve Bölümün adı?

Appendix 4. Summary of Conference and Convention, Preference and Motivation

Convention and Conference Preference and Motivation							
#	Author/s	Year	Title	Aim	Methodology	Results	Limitations
1	Ryu and Lee	2013	“Understanding convention attendee behavior from the perspective of self-congruity: The case of academic association convention”	“Based on the concepts of convention quality, multidimensional value, and behavioural intentions, the current study examines how distinctively convention attendees evaluate a convention when they perceive different levels of self-congruity (SC)”	“Empirical study 508 attendees of three international academic association participated in the survey.”	“The study show that SC is related to how attendees evaluate the convention. However, the result showed that different SC levels can also differ in their social networking and revisit intentions.”	“Cross-sectional study can have an effects on the generalization of the study also SC concept is only related to the not business oriented conventions.”
2	Severt, Wang, Chen and Breiter	2007	“Examining the motivation, perceived performance, and behavioral intentions of convention attendees: Evidence from a regional conference”	“This study assessed convention attendee motivations, performance evaluation, satisfaction, and behavioural intentions in a regional conference setting.”	“Empirical study 400 participated in the survey And 155 questionnaire s were used in data analysis”	“The result show that there are five motivational dimensions for conference which are: (1) activities and opportunities, (2) networking, (3) convenience of conference, (4) education benefits and (5) products and deals”	

Appendix 4. Continue

3	Breiter and Milman	2006	“Attendees’ needs and service priorities in a large convention center: Application of the importance-performance theory”	“The study identified attendees’ needs and service priorities when attending an exhibition at a large convention center.”	“Empirical study 566 attendees from 5 different exhibitions participated in the survey”	“The study found that overall cleanliness , well-maintained facility, and helpfulness of guest services personnel are the most important for the attendees”	
4	Tretyakevich, Natalia, Maggi and Rico	2009	“The UK association conference attendance decision-making process”	“This study aimed to explore dimensions that effect conference attendees’ decision-making process.”	Empirical study and 220 usable questionnaires were collected	“The study findings showed that Personal, professional development, networking opportunities, cost, location, time and convenience and health and wellbeing. Are dimensions effects the decision-making process also networking opportunities and cost were significant predictors of intention to attend the conference again in the future.”	

Appendix 4. Continue

5	Tretyakevich, Natalia; Maggi and Rico	2012	“Not just for business: some evidence on leisure motivations of conference attendees”	“This study aimed at exploring the leisure motivations when attending a conference.”	Empirical study and 68 online emails were sent	“The study found that leisure activities significantly affects the motivation to attend a conference. Leisure activities such as sightseeing tours, recreational activities, appealing destination image, possibility to experience different culture and weather at the conference destination.”	Small sample size
6	Kim, Lee, and Miju	2012	“How different are first-time attendees from repeat attendees in convention evaluation?”	“This study explore the causes that convention attendees to perceive low or high multidimensional value.”	“Empirical study 815 convention attendees participated in the survey”	“The study found the attendees that holds PhD were more concerned with Positive word of mouth, professional education, and social networking. Where site dimensions become a secondary concern for the same group”	

Appendix 4. Continue

7	Lee, Choi and Breiter	2016	“An exploratory study of convention destination competitiveness from the attendees' perspective: importance-performance analysis and repeated measures of manova”	“The purpose of this study was to investigate the indicators that affect a convention destination's competitiveness in the eyes of convention attendees.”	“Empirical study 696 attendees from three different trade show participated in the survey”	“Affordability, attraction, appealing image and accessibility where the most important attributes affecting the convention destination competitiveness to attract attendees”	1. Only three destinations where studied which lead to low generalizability. 2. The majority of the sample were collected from females.
8	Mair	2010	“Profiling conference delegates using attendance motivations”	“This study aimed at profiling the conference attendees according to their motivation.”	“Empirical study, 500 conference attendees participated in the survey.”	“The result of study indicated that there are some differences in attendees' motivation according to their age and gender and education level. Most important motivation attributes were networking and professional development opportunities.”	500 participant is not considered as a large sample to study conference attendees.

Appendix 4. Continue

9	Shin	2009	“Examining the link between visitors' motivations and convention destination image.”	“This study aims to devise measures to develop tourism in the metropolis of Gwangju, emphasizing the activation of The purpose of this study is to suggest the direction for making a value added business of Exhibition & Convention with making use of the appealing tourism source of Gwangju KimDaeJung Convention Centre.”	“Empirical study 258 participants from the 2006 Gwangju Jeonnam Regional Innovation Convention and Exposition”	“Knowledge, escape, exploration and socialisation where the most important motivational factors effect attendees' participation.”	The study took a place in Fall and thus, it limited to the fall visitors
10	Lee	2015	“Motivational Taxonomy in Professional Association Members' Conference Participation Decision Making”	“This study examined the push and pull motivational effects on the association members' conference participation decision-making.”	Empirical study 225 university affiliated participated in the study survey.	“The study resulted showed several factors affect conference motivation1. Psychological factors such as having fun, 2. Enhancement factors such as enhances opportunities and job opportunities. 4. Destination sightseeing. 5. Association factors”	This study is limited to the professional or academic association members.

Appendix 4. Continue

11	Rittichain-wat , Beck and Lalopa	2001	“Understanding Motivations, Inhibitors, and Facilitators of Association Members in Attending International Conferences”	“This study examined the motivations, inhibitors, and facilitators that influence association members in attending international conferences.”	Empirical study 2000 conference participant participated in the survey through mail	“The study result showed were divided into three categories 1. Conference motivation factors: Self-enhancement, sightseeing and business activities. 2. Conference inhibitors were: distance, time and money and personal constraints. 3. Conference facilitator: Affordability and availability of time, Family and “Distance and ease of access”	
12	Oppermann and Chon	1997	“Convention participation decision-making process”	“This paper provides an overview of the research extended in the areas of associations’ location choice and participation decision-making variables of the attendees. Two models are proposed.”	Literature review	“The study found that the participation in a conference decision-making process is affected by four main factors: Personal or business, association/conference , location, and intervening opportunities.”	

Appendix 5. Summary Personality, Preference and Motivation

Personality, preference and motivation							
#	Author/s	Year	Title	Aim	Methodology	Results	Limitations
1	Busato, Prins, Elshout and Hamaker	1998	The relation between learning styles, the Big Five personality traits and achievement motivation in higher education	This study aimed at finding the link between learning styles, the big five personality traits and achievement motivation.	Empirical study A questionnaire with 900 university students	Extraversion and Conscientiousness were correlated positively with the meaning directed, reproduction directed and application directed learning style. Openness to experience correlated positively with the meaning and application directed learning style, and negatively with the undirected learning style. Besides, it was found that neuroticism correlated positively with the undirected learning style and negatively with the meaning and reproduction directed learning style. Agreeableness was associated positively with the reproduction and application directed learning style. In addition, Positive correlations were found for achievement motivation with the meaning, reproduction and the application directed learning style, and a negative one with the undirected learning style.	
2	" Vasalampi , Parker, Tolvanen, Ludtke, Salmela-Aro and Trautwein	2014	Integration of personality constructs: The role of traits and motivation in the willingness to exert effort in academic and social life domains	The study aimed at investigating if the personality and motivation can predict the willingness to invest effort in academic and social life domains.	Empirical study Questionnaire 4133 upper secondary school students in Germany	The result show that personality and motivation are greatly related to the willingness to exert effort in academic and social life domains	Limitation in the self-report measurement. Also, the results can show causality as there is a need for using different methods for this purpose.

Appendix 5. Continue

3	Seidman	2013	Self-presentation and belonging on Facebook: How personality influences social media use and motivations	The present study examined the relationship between the Big Five and the use of Facebook to fulfil belonging and self-presentational needs. One hundred and eighty four undergraduates completed a survey assessing personality and Facebook behaviours and motivations.	Empirical study Questionnaire 184 undergraduate students participated in this study	The study results indicated that 1. High agreeableness and neuroticism were the best predictors of belongingness-related behaviours and motivations. 2. Extraversion was associated with more frequent use of Facebook to communicate with others. 3. Low conscientiousness scores was correlated with Self-presentational behaviours and motivations and same behaviour and motivation was best predicted by and high neuroticism scores.	Measures of the study were created for the purpose of this study and their reliability and validity are not well-established.
4	Komarraju and Karau	2005	The relationship between the big five personality traits and academic motivation	The current research examined the relationship between the Big Five personality traits and individual differences in college students' academic motivation. Individuals	Empirical study 172 undergraduate students participated	Result of the study indicated 1. The relation of personality factors to three aspects of academic motivation (engagement, achievement, and avoidance) 2. Significant relation between openness to experience and extraversion with engagement. 3. Achievement was related to conscientiousness, neuroticism and openness. 4. avoidance was best explained by Neuroticism, Extraversion	More individual differences can be study and other achievement motivation scales can be applied.

Appendix 5. Continue

5	Feyter, Caers, Vigna and Bering	2012	Unraveling the impact of the Big Five personality traits on academic performance: The moderating and mediating effects of self-efficacy and academic motivation	This study aimed at exploring the influence of big five personality on academic performance.	Empirical study Questionnaire 375 students of a University college in Belgium participated	The result of this study indicated that 1. Neuroticism has influence on academic performance. 2. Conscientiousness positively affected academic performance indirectly through academic motivation, but also that it is a condition for the indirect impact of extraversion, neuroticism, and conscientiousness.	The study 1. Tested first year bachelor student where different sample can be applied. 2. Intelligence factor can be included as control factor in future research.
6	Clark and Schroth	2010	Examining relationships between academic motivation and personality among college students	This study aimed at exploring the relationship between personality and academic motivation.	Empirical study 451 college students participated in the survey.	Result shows that extroverted, agreeable, conscientious, and open to new experiences tend to have an intrinsic motivation to go to college on the other hand extroverted, agreeable, conscientious, and neurotic was related to extrinsic motivation to attend college. Students scored low in agreeableness lacked motivation to attend college.	
7	Komaraju, Karau and Schmeck	2009	Role of the Big Five personality traits in predicting college students' academic motivation and achievement	This study aimed at finding the impact of big five personality on students' academic motivation.	Empirical study 308 undergraduates participated in the study survey	The result indicated that 1. Intrinsic motivation was explained by conscientiousness and openness. 2. Conscientiousness and extraversion explained the variance in extrinsic motivation. 3. conscientiousness and extraversion explained 13% of the variance in extrinsic motivation and GPA	The sample targeted students from public school future research can considered targeting different samples

Appendix 5. Continue

8	Gohary and Hanzaee	2014	Personality Traits as Predictors of Shopping Motivations and Behaviors: A Canonical Correlation Analysis	This study examines the relationship between Big Five personality traits with shopping motivation variables consisting of compulsive and impulsive buying, hedonic and utilitarian shopping values. "	247 college students participated in the study survey.	The results of this study indicated that 1. Conscientiousness, neuroticism and openness as predictors of compulsive buying, impulsive buying and utilitarian shopping values. In addition, the results showed significant differences between males and females on conscientiousness, neuroticism, openness, compulsive buying and hedonic shopping value.	Different samples has different demographic characteristics can be used. Some items of the scale weren't suitable for the sample culture.
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Appendix 6. Summary Conference satisfaction

Conference Satisfaction							
#	Author/s	Year	Title	Aim	Methodology	Results	Limitations
1	Wang and Cole	2016	A comparative analysis of event attendees' spending behaviors, satisfaction, and information search patterns by event types at a Midwestern college town	The purpose of this study is to compare differences on information search patterns, spending behaviors, and satisfaction levels among visitors attending three event types.	Empirical study 536 participant participated in the survey	The result of the study showed that satisfaction was mostly effected by past experiences and the conference attendees tend to have lower satisfaction level when compere it to other event types such as festival. However, the conference attendees stayed more time than other types of events	Low response rate. The significant differences between visitor demographics.
2	Sung and Lee	2015	The Effect of Basic, Performance and Excitement Service Factors of a Convention Center on Attendees' Experiential Value and Satisfaction: A Case Study of the Phoenix Convention Center	This study aimed at exploring the how service providers and service quality effects the convention attendees' satisfaction.	Empirical study 217 convention attendees in Phoenix, Arizona participated in the survey.	The study results showed that three main attributes affect attendees' satisfaction. 1. Basic service factors such as cleanliness and friendly and helpful staff. 2. Excitement service factors such as nightlife, unique archityecture design and efforts toward green initiatives. And 3. Performance factors such as accommodation availability, accessibility and food and beverage quality.	The study data were collected from one association conference only. Data most be collected from various event sitting and should include more than one convention centre.

Appendix 6. Continue

3	Wei and Huang	2013	The Impact of Food Quality on Foodservice Satisfaction at International Conferences	This study aimed at exploring the food factors that influence the attendees satisfaction	Empirical study 296 conference attendees have participated in online survey.	The result of the study indicate that food variables such Menu selection food content selection Conference specific characteristics and local food experience have a significant influence on attendees satisfaction of service quality.	
4	Riper, Riper, Kyle and Lee	2013	Understanding how social networking influences perceived satisfaction with conference experiences	This study is exploring the link between social networking and satisfaction of the conference attendees.	Empirical study 169 conference attendees participated in online survey was sent through email.	The study results indicate that social networking networking-interpersonal connections, social cohesion, and secondary associations have an influence on the attendees' satisfaction.	
5	Kuo, Chen and Lin	2010	Exploring the relationship between hotel-based service attribute importance and customer satisfaction at international conferences in Taiwan	This study explore the relationship between the importance of service attributes and customer satisfaction at international conferences.	Empirical study 267 international conference attendees participated in the study survey	The result of this study showed that there are some important elements that can improve the conference attendees' satisfaction and these elements were: prompt and effective services, professional knowledge to answer customers' questions, were enough space for registration, quality of food met with customers' expectations and convenient computer internet. Also entertainment activities and tour packages are critical elements for enhancing customer satisfaction	The study sample was not comprehensi ve enough.

Appendix 6. Continue

6	Kuo, Chen and Lin	2009	A case study examining the influence of conference food function on attendee satisfaction and return intention at a corporate conference	The purpose of this research was to identify factors that impact the attendee's satisfaction with conference food functions, and further, to understand an attendee's return intention based on the satisfaction level at a corporate conference.	Empirical study 103 conference attendees participated in study survey that was sent by email.	It is concluded that the quality of food content is the leading determinant of an attendee's satisfaction with the food function performance and that food function predicts an attendee's intention to return.	Small sample size. The food function was examined different aspects can be examines.
7	Danaher	1994	Cumulative encounter satisfaction in the hotel conference process	The aim was to investigate how quality factors were related to their respective encounters and how cumulative satisfaction levels impact on each other and over time.	Empirical study 110 conference attendees participated in the survey.	The study results indicated that Average satisfaction levels for each of the four encounters were found to be significantly different. Moreover, there was a clear trend in the cumulative satisfaction results. Arrival resulted in high satisfaction, coffee break was not as satisfying and lunch rated the worst. Satisfaction rose again after the conference room experience.	

Appendix 6. Continue

8	Tanford, Montgome, and Nelson	2012	Factors that Influence Attendance, Satisfaction, and Loyalty for Conventions.	This study aimed at exploring factors that affect convention attendees' satisfaction and loyalty.	Empirical study was conducted and 183 convention attendees participated in the survey in Las Vegas.	Result of this study determined 5 main factors that influence the convention attendees' satisfaction and loyalty and the factors were: 1. program, 2. networking, 3. external activities, 4. location, and 5. cost. Other factors that influence loyalty were: 1. emotional commitment and 2. switching costs,	The sample was collected from one convention and the sample size were small.
9	Iwasaki	2006	Developing a Customer Satisfaction Model for the Convention Host City	This study aimed at investigating the determinants of customer satisfaction with the convention host city.	Empirical study 606 convention attendees participated in the study survey.	The study result showed that there are 4 factors influencing convention attendees' satisfaction and the factors were: 1. encountering special local food and souvenirs, 2. reputation of convention facility, 3. attractiveness of sightseeing and 4. Accessibility to the convention site.	
10	Foxall and Hackett	1994	Consumer Satisfaction with Birmingham's International Convention Centre	The aim of this study was to explore the location factors that may affect the convention attendees' satisfaction.	Empirical study 86 convention user participated in the study survey.	The result of the study indicates that atmosphere, convention centre environs, physical features and wayfinding were factors affecting the attendees' satisfaction.	

Appendix 6. Continue

11	Lee, Hung Hsu and Yu	2013	Examining How Attending Motivation and Satisfaction Affects the Loyalty for Attendees at Aboriginal Festivals	This study examined the causal relationships between motivation, satisfaction and loyalty among attendees at aboriginal festivals.	Empirical study 789 festival attendee participated in the survey	Result of the study showed that festival attendees' motivation is a direct influencer in their satisfaction and indirect influencer in loyalty. At the same time satisfaction is an influencer in attendees' loyalty.	The motivation scale items were limited to 13 items.
12	Jung and Tanford	2017	What contributes to convention attendee satisfaction and loyalty? A meta-analysis	This study aimed at evaluating the relationships of convention attributes and perceptions with attendee satisfaction and loyalty.	Empirical study, meta-analysis on the convention literatures was carried out to obtain the study goal.	This study resulted that networking and education where the most important factors that affect attendees' satisfaction where the environment of the convention was the most effective factor to attendees' loyalty.	The analysis was limited to studies that find relations between the study variables.
13	Lee and Min,	2013	Prioritizing convention quality attributes from the perspective of three-factor theory: The case of academic association convention	This study examines the asymmetric effects of convention attribute performance on attendee satisfaction (AS) from the perspective of three-factor theory through impact range-performance analysis and impact-asymmetry analysis.	Empirical study, 508 from three academic association conventions attendees participated in the survey.	The study found that factors: amusement attraction, sighting attraction, quality of the programme transportation, Variety of restaurants, Local communication and Gain peer recognition were satisfactory factors. Develop social networking, Feel accepted in the association I engage in, Opportunity to exchange knowledge and Opportunity to learn changes in my discipline factors were influencers of dissatisfaction.	This study is limited to only three academic association conventions.

Appendix 6. Continue

14	Settles and O'Connor,	2014	Incivility at Academic Conferences: Gender Differences and the Mediating Role of Climate	This study aimed at exploring the we experiences of incivility at an academic conference and how it influence conference satisfaction.	Empirical study, 458 association conference attendees participated in the study survey.	The study result showed firstly, women report more incivility and see the conference climate as more sexist. Secondly, the study indicates that incivility can lead to negative conference results. The sexist climate influence the satisfaction of both men and women.	
15	Ali, Hussain and Ari	2014	Romance of Experience, Satisfaction and Behavioral Intentions: An Empirical Examination of International Delegates in Academic Conferences	This study aimed at examines if the 'experience economy' concept and examines the impact of its four dimensions i.e., on delegates' satisfaction and behavioural intentions.	Empirical study 188 academic from two international academic conference participated in the study.	The study resulted that four experience factors has a relation to the attendees' satisfaction experience education, escapism, esthetics, and entertainment where the education experience have a higher influence on conference satisfaction. on the other hand satisfaction also have a direct influence on behavioural intentions.	The sample were collected from an academic conference and it limited to this type of event only.

Appendix 7. Summary Personality and customer satisfaction

Personality & Satisfaction							
#	Author/ s	Year	Title	Aim	Methodology	Results	Limitations
1	Sheykhshabani and Beshlideh	2011	Interaction of Environment and Personality in Predicting Job Satisfaction of Iranian Employees	This study examine the interactional relationship of organizational environment (interpersonal conflict at work and low organizational justice) and personality characteristics.	Empirical study 546 employee of big industrial company in Iran participated in the questionnaire	Personality characteristics as a moderator between 1 Interpersonal conflict and job satisfaction. (anxiety and anger moderated) 2 distributive justice and job satisfaction (Trait anxiety and conscientiousness moderated). 3. interpersonal justice and job satisfaction (anxiety)	
2	Avery, Smillie and Fife-Schaw,	2015	Employee achievement orientations and personality as predictors of job satisfaction facets	This paper examines the incremental value of achievement orientations (Mastery-Approach; Mastery-Avoid; Performance-Approach; Performance-Avoid), above Extraversion and Neuroticism, in predicting two different types of satisfaction outcomes; expectation-based-job-satisfaction and own job performance satisfaction	Empirical study Questionnaire 242 government body employees at the UK	Result show a positive relation between extraversion and expectation based job satisfaction on the other hand, neuroticism shows significant relation to satisfaction with one own job performance.	Only two personality traits were tested other personality traits can have influence on the satisfaction factors.

Appendix 7. Continue

3	Mathieu	2013	Personality and job satisfaction: The role of narcissism	This study aims at studying the relation between narcissism and the five factor model of personality in an organizational sample. In addition to explore the influence of narcissism on job satisfaction when controlling for Five factor model.	Empirical study Questionnaire 224 public organisation employees were tested	Result show the correlation of narcissism to extraversion, openness and negative correlation to agreeableness. The influence of narcissism on satisfaction was found also was found when it was controlled with FFM traits.	
4	Christiansen, Sliter and Frost	2014	What employees dislike about their jobs: Relationship between personality-based fit and work satisfaction	The study examines the similarity between personality traits and job task-demand in relation to that testing their job satisfaction.	Empirical study Questionnaire 89 employee	The result showed the when the tasks were not fit with Agreeableness and Conscientiousness showed less job satisfaction. Neuroticism tended to evaluate all tasks as being more distressing specially the job task that meat to fit extraversion's trait	The study was conducted on one occupation and more occupations show be taken into consideration. The participant number of the study was small and more participants are recommended
5	Yildirim, Gulmez and Yildirim	2016	The Relationship between the Five-factor Personality Traits of Workers and their Job Satisfaction: Study on Five Star Hotels in Alanya	The aim of this study was to investigate the relationship between five-factor personality traits and job satisfaction among workers of five star hotels within Alanya district of Antalya province.	Empirical study Questionnaire 470 participants form five stars hotel in Alanya.	Result showed 1. a correlation between intrinsic satisfaction and the openness and conscientiousness dimensions. 2. No relationship between extrinsic satisfaction and the five-factor personality traits. 3. Influence of openness and conscientiousness on general job satisfaction. 4. Extraversion have a negative influence on intrinsic job satisfaction and the openness to experience trait had a positive effect.	The study tested only the five stars hotel workers in Alanya city.

Appendix 7. Continue

	Gao, Rasouli, Timmermans and Wang	2017	Effects of traveller's mood and personality on ratings of satisfaction with daily trip stages	The aim of this study is examine whether personality and mood are systematically related to travel satisfaction.	Empirical study Questionnaire 1268 travel in the city of Xi'an in China participated in the study.	Results show that mood directly influences travel satisfaction, while the effects of personality are both direct and indirect.	The study is limited to satisfaction ratings related to sociodemographic profiles, the selected personality traits and the selected moods other personality traits moods and satisfaction variable can be studied
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Appendix 8. Summary Preference, Motivation and Satisfaction

Motivation & Satisfaction							
#	Author/ s	Year	Title	Aim/s	Methodology	Results	Limitations
1	Ping and Qu	1999	A service performance model of Hong Kong cruise travelers' motivation factors and satisfaction	The study aimed at exploring the motivation, satisfaction and behavioural intention of cruise travellers in the city of Hong Kong	330 usable questionnaire for five cruise	Motivation factors were: socializing, escape and environment. Satisfaction factors were: Quality of food and beverage and staff performance. At same time entrainment programs, child care facilities and attractiveness acted as dissatisfactory elements. However, food and entertainment initial role in travellers' behavioural intentions.	The 330 sample is small and the survey took a place in a limited time
2	Lee, Lee and Wicks	2004	Segmentation of festival motivation by nationality and satisfaction	The study aimed at use motivation factors to crate festival market segmentation. Also, to see how the motivation factors affect satisfaction.	Empirical study 726 usable questionnaires from festival attendees were collected.	Six motivation factors were indicated. However, the study found that motivation factors influence the overall satisfaction	
3	Yoon and Uysal	2005	An examination of the effects of motivation and satisfaction on destination loyalty: a structural model	The study aimed at finding the relationship among push and pull motivation factors, satisfaction and destination loyalty	Empirical study 148 usable questionnaires were collected.	The study result indicated that there are no relationships among pull factors with satisfaction on the other hand push factors negatively influenced the satisfaction	The study had measured only one region
4	Jang and Zhao	2006	Exploring Customers' Motivation and Satisfaction with International Casual-Dining Restaurants in Korea	The study aimed at exploring the relationships among motivation factors and satisfaction. On the other hand the demographic profile with motivation factors was tested.	Empirical study 483 usable questionnaires were used	The study result showed a significant correlation between motivation factors and overall and total satisfaction	Only 5 restaurant in two cities were examined

Appendix 8. Continue

5	Severt, Wang, Chen and Breiter	2007	Examining the motivation, perceived performance, and behavioral intentions of convention attendees: Evidence from a regional conference	This study aimed at evaluating the convention attendee motivations, performance evaluation, satisfaction, and behavioural intentions	150 questionnaire s	The result of the study indicated a between educational factors and overall satisfaction.	
6	Qiao, Chen, Guan and Kim	2008	Study on Chinese Tourists' Motivation and Satisfaction to Visit South Korea	This study aimed at explore the Chinese tourist profile who visited Korea and to identify their motivation and satisfaction and its relation to their behavioural intention In the end the limitations of this study are discussed and recommendations for future study are made.	Empirical study 240 usable questionnaire were analysed	Result of the study showed a relation between motivation and satisfaction level where the satisfaction also had an influence on the revisit intention	The study took a place in a limited time and this may lead to non-representation of other times of the year
7	Skallerud and Chen	2010	Tourist Motivation with Sun and Sand Destinations: Satisfaction and the Wom-Effect	The study aimed at testing new model for tourist motivation and its relation to satisfaction and word of mouth	Empirical study 1222 useable questionnaire were analysed	The study result showed that motivation affect both satisfaction and word of mouth	
8	Costello and Muenchen	2010	Influence of Push and Pull Motivations on Satisfaction and Behavioral Intentions within a Culinary Tourism Event	This study aimed at find the relation between motivation factors and satisfaction and followed by the influence of satisfaction on word of mouth .	1445 questionnaire s	The results showed that the external motivation factor have influence of overall satisfaction and the overall satisfaction had an influence on WOM	The study is limited to one event. And also limited to one geographical sitting
9	Devesa, Laguna and Palacios	2010	The role of motivation in visitor satisfaction: Empirical evidence in rural tourism	This study aimed at finding the relationship between motivation factors and satisfaction when visiting rural areas	Empirical study 163 useable questionnaire used in analysis	The study found that general motivation factors have an influence on visitor satisfaction	Data was collected from one rural region of Spain and the findings are limited to it

Appendix 8. Continue

10	Savinovic, Kim and Long	2012	Audience Members' Motivation, Satisfaction, and Intention to Re-visit an Ethnic Minority Cultural Festival	This study aimed at investigating the relation between motivation satisfaction and revisit intention of a festival attendees	Empirical study 183 useable questionnaires were analysed	The result indicated that motivation have a direct influence on overall satisfaction and also a relation to revisit intention. However, it also found that the overall satisfaction have a direct influence on revisit intention.	Sample is small The respondents considered to be local and not tourist
11	Jaapar, Musa, Moghavvemi and Saub	2017	Dental tourism: Examining tourist profiles, motivation and satisfaction	This study aimed at exploring the relation between motivation and satisfaction for dental tourists in Malaysia	Empirical study 128 useable questionnaire used in analysis	The result of the study indicated a relation between some of the motivation factors and satisfaction level of the dental service	The study took a place in only 12 dental centres in Malaysia
12	Mutanga, Vengesayi, Chikuta, Muboko and Gandiwa	2017	"Travel motivation and tourist satisfaction with wildlife tourism experiences in Gonarezhou and Matusadona National Parks, Zimbabwe"	The study aimed at identifying the travel motivation and satisfaction over wildlife visitors	Empirical study 67 useable questionnaires used in analysis	The result of the study ideated wild life travel motivation factors and linked it with the tourist experience and the satisfaction was influenced by tourist experience	Time limitation
13	Wong, Musa and Zarina Taha	2017	Malaysia my second home: The influence of push and pull motivations on satisfaction	The study aimed at examine the relation between travel motivation and satisfaction.	Empirical study 504 useable questionnaire used in analysis	The study showed a stronger influence of the push motivation factors on satisfaction than the pull motivation factors	The survey language was limited to English and Japanese. The study took place in Malaysia
14	Kim and Malek	2017	Understanding the relationship among motivation to attend, satisfaction, and loyalty of medical convention attendees	The study aimed at exploring the relation between motivation to attend and satisfaction and intention to re-attend the medical convention.	Empirical study 1091 useable questionnaires were analysed	The study results showed that the motivation factors differed than other study in different target markets. Motivation factors found to influence satisfaction were the satisfaction influences the re attend intentions	

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EDUCATION

Mersin University, Mersin, Turkey <i>PhD Candidate, Tourism Management</i>	2013 - Present
Mersin University, Mersin, Turkey <i>Teacher Formation Courses</i>	02.2015-06.2016
Mersin University-TUAM Center, Mersin, Turkey <i>Intensive Turkish Language Course 1st</i>	10.2012 - 06.2013
Yarmouk University, Irbid, Jordan <i>Masters Degree, Tourism 1st</i>	01.2009 - 07.2012
Yarmouk University, Irbid, Jordan <i>Bachelor of Arts, Archeology</i>	09.2004 - 05.2009

SKILLS

- Native fluency in Modern Standard Arabic and colloquial Jordanian dialect, Proficiency in English and Turkish languages.
- Cultural competency: Lived abroad in the United States, Oman, Turkey and Poland travelled extensively, and possess the ability to interact successfully with a variety of people from diverse backgrounds, easily bridging cultural or language gaps.
- Strong computer skills: Experienced in Microsoft Word, Excel, Microsoft PowerPoint and Prezi.
- Strong teaching – Teacher and Student oriented- methods, organizational, communication, and team-work skills.

EXPERIENCE

KC Tech, LTD. Mersin-Turkey 04.2016-12.2016

Business Development manager

Identifies trendsetter ideas by researching industry and related events, publications, and announcements; tracking individual contributors and their accomplishments. Locates or proposes potential business deals by contacting potential partners; discovering and exploring opportunities and screens potential business deals by analysing market strategies, deal requirements, potential, and financials; evaluating options; resolving internal priorities; recommending equity investments.

American Center for Oriental Research (ACOR), Amman-Jordan 06.2012-08.2012

Linguistic and Cultural Facilitator, Critical Language Scholarship program

Worked as a Speaking Partner and tutor four days a week, for U.S. State Department's Critical Language Scholarship program (20 hours per week. Lead dancing club for students as part of cultural immersion (i.e. Jordanian dances). Facilitated several other organized cultural activities.

King Abdullah II Fund for Development (KAJD), Irbid-Jordan 01.2012-06.2012

English Teacher

Taught Colloquial English course three hours weekly for Yarmouk University students. Responsible for design and implementation of curriculum to integrate 65 students with language levels varying from beginner to advanced.

CET: Yarmouk university language center, Irbid-Jordan 05. 2011-05.2012

Linguistic and Cultural Facilitator

Arabic language partner - facilitated language exchange both in person and online.

United States Peace Corps, Mafrqa, Jordan 09.2010-01.2011

Linguistic and Cultural Facilitator

Served as the teacher, trainer, and counselor of 5 American Peace Corps volunteers during their first three months of in-country pre-service training. Taught colloquial Jordanian dialect--including spoken and written language, and local expressions--for five hours a day, six days a week to the volunteers, whose Arabic proficiency ranged from novice-low to advanced-mid.

Provided several hours of tutoring per week to said volunteers, as well as 35 others in the program. Served as the cross-cultural liaison to the volunteers, aiding the volunteers in navigating a new culture by explaining the local traditions and customs, as well as providing support through various challenges encountered. Supervised and evaluated eight other language and culture facilitators. Contributed significantly to designing training session for the volunteers, greatly increasing their proficiency and fluency in English language through close, prolonged interaction with Peace Corps volunteers.

Dream Palace Holiday Tourism Office, Muscat, Oman 03.2009-07.2009

Salesman/Tourism Programs and Timeshare Consultant

Worked closely with consumers from different international backgrounds on a daily basis, thus gaining experience in dealing with a wide, global demographic. Aided consumers in learning about the timeshare process, and in choosing and purchasing various properties.

Institute for International Cultural Exchange, Wyoming, U.S.A , 06.2008-10.2008

prep-cook

Lived and worked abroad in the United States for several months. Gained significant knowledge of American culture and customs while perfecting my proficiency in spoken English.

Archaeological Excavation, Barcena, Jordan 06.2006-08.2006

Excavation Trainee

Worked with artifacts from the Umayyad, Byzantine, and Roman periods, attaining vast experience in modern excavation techniques, including documenting and mapping archaeological sites and determining sea levels.

SCHOLARSHIPS

- Erasmus+ Program for Ph.D., 2015-2016, Tarnów-Poland
- Turkish Government Scholarship for Ph.D., 2012- 2017, Mersin-Turkey

CONFERENCES

- 3^{ed} Doğu Akdeniz Turizm Symposium, April-2014, Mersin-Turkey
- 4th Doğu Akdeniz Turizm Symposium, April-2015, Hatay-Turkey
- The 2nd International Congress on Future of Tourism: Innovation, Entrepreneurship and Sustainability. September- 2018.