A Study of Personality Traits of Travel and Cultural Awareness

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A STUDY OF PERSONALITY TRAITS OF TRAVEL AND CULTURAL AWARENESS

By

Meaghan Labbe

A Thesis in Partial Fulfillment of the Requirements for a Degree with Honors

(Psychology)

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Abstract

The present study aimed to investigate relationships for the Big 5 Personality traits of openness, conscientiousness, extraversion, agreeableness, and neuroticism with a range of inventories that assessed travel desire and travel experience. The specific travel measures that were included are travel desire, cultural awareness, emotional regulation, existential authenticity, loyalty, agency and cultural motivation. The study also compared characteristics associated with a preference for specific types of travel such as authentic destinations, which give travelers a chance to experience the place they are in through engagement with the culture, people, and surroundings, versus staged destinations which are defined more in terms of resorts and guided tours. Many significant relationships were obtained between the personality traits and the travel measures between travel experience and cultural awareness, and among the travel measures. Notably, the traits of openness to experience and conscientiousness were strongly associated with cultural awareness.
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Introduction

The current study was designed to evaluate the relationships for the Big 5 Personality traits of openness, conscientiousness, extroversion, agreeableness, and neuroticism with specific aspects of individuals’ travel desire, travel experiences, and cultural awareness. In order to assess these relationships it was necessary to first investigate the present research that is available in terms of personality theory, travel behavior, and expression of cultural awareness. The following literature review will explore specific travel behaviors in order to observe factors that contribute to individuals’ desire or lack of desire to travel. These factors include travel time, means of transportation and the effects of travel focused advertisements. Next, research regarding personality theory will be briefly reviewed with a focus on the Big 5 Personality traits and a trait model approach. Finally, research regarding cultural awareness will be reviewed with an emphasis on the meaning and expression of this competency.

Literature Review in Regards to Travel

As travel becomes an increasingly prominent part of our society researchers attempt to study the trends with regard to transportation, specific destinations and travel motivation. Studies have been conducted to look at the differences generationally in terms of the effects of transportation on travel on a small and large scale (Coogan, 2015). People living in larger cities have the opportunity to travel more readily because of public transportation as compared to those who live in rural areas. In this same situation, those who live in cities are less likely to own a car whereas for those who live in more remote areas it is almost essential to have a car. This has an effect on the extent to which people can truly travel; one who does not have a car but wants to experience authentic travel in terms of seeing a particular countryside or remote location will
have more difficulty and setbacks than one who does have a car. Types of transportation that one has access to, is a factor in how much that person will be able to travel, regardless of desire. When considering transportation it is also important to think about the effects of time. The amount of time it takes someone to actually make a journey will be affected by the means of transportation that he or she has access to as well as the overall decision of whether or not to travel (Dickinson, Filimonau, Cherrett, et. al., 2013). Time is often a barrier that holds those who do want to travel back from actually taking the steps toward doing so.

With regard to exploring the idea of an authentic form of travel compared to a staged form of travel, one distinction made (Shepherd, 2003) is the difference between a traveler and a tourist. People may travel for a variety of different reasons and can be characterized according to those reasons as well as by the experiences they have during the travel. Shepherd describes a traveler as someone who travels in order to fulfill an intrinsic desire for exploration, while a tourist is someone who will go to a new place as a way of escape or amusement. A tourist can go to a new place and talk about what he or she saw there, while a traveler will come away from the experience with a description of what he or she encountered in that place or due to that travel experience (2003). This could include descriptions of how they felt while looking at a certain vista, or what they were thinking about as they walked along a certain road. It may also include stories and descriptions of the people they encountered along their way and what those people added to the experience. A tourist’s descriptions of a travel experience tend to include more of a list of events or activities that took place. A way to think about this further is in terms of authentic vs staged locations for travel. Authentic locations provide a more genuine cultural experience while staged locations are places that, although pleasing and enjoyable, do not provide a true experience of that new place (Gifford, 2007). An example of authentic locations
would be places in nature or the countryside that allow for exploration, adventure, and most likely unique experiences to that traveler. Staged locations would be more for tourists to escape to a resort or a theme park that provides entertainment but lacks interaction with the actual place that the tourist is now in. There is also less potential for the tourist to truly have a unique experience, other than in how he or she feels, the actions or activities such as going on roller coasters at an amusement park or going to a poolside at a resort are common features of a staged location that others who go to the same place will likely also experience.

Another variable in the travel industry is advertisements. The travel market has been growing immensely and has seen an increase in this particular generation in travel desire, which in turn results in an increase in travel marketing for these people (Popovici, 2014). An article entitled “Online Communication and Stirring the Travel Desire to Visit the Monument of Tourism” by Gheorghe Popovici (2014) looks at particular ways to appeal to the market of travelers in today’s world through research that determines what people are attracted to in advertisements. Popovici suggests that people are drawn in by the look of a relaxed, joyful traveler. In addition to this portrayal of the traveler in the advertisement, there is an emphasis on the importance of making the place look familiar and known. This idea promotes a feeling of comfort for the hesitant onlooker to show that even when away from home, he or she will not necessarily experience homesickness (2014). This type of advertisement is focused on the tourist rather than the traveler because according to the definition of the tourist, he or she will be looking more for a vacation experience and seeking comfort rather than exploration and adventure. Films are a crucial mode of advertisement to appeal to a tourist and research has looked into the effect that a film has on individual’s desire to travel. This is known as film-induced tourism, designed to appeal to that curiosity and desire in travel (Hudson, Youcheng, &
Gil, 2011). Of course there is not always a desire to travel; there are individuals who do not experience this yearning for exploration or even to go on vacation, but instead prefer to stay at home and find comfort and peace there (Rushing, 2003). Also, a desire to travel could be present but fear of risk involved in the process of travelling or in the place to which one may be travelling to is a factor that holds people back. A study that was conducted during the Iraq War looked at attitudes toward travel and opinions of risk during this time. Risk prediction did not change, but amount of travel drastically decreased. This suggests that even if people do not truly believe they are personally in danger, they may hesitate to travel simply because that danger is taking place and a notion of fear is present (Larsen, Brun, Ogaard, & Selstad, 2011).

**Literature Review in Regards to Personality**

Research on personality traits dates back through many generations due to the yearning to understand what motivates people and what causes the differences between individuals. As the literature on personality developed it has been applied to subjects such as assisting in job placement, predicting relationship success and compatibility, and on predicting behavior in many situations (Judge & Zapata, 2015). Our own unique personality is shaped by the environment in which we live as well as by our own specific genetic makeup (McLeod, 2016). Traits and characteristics are triggered depending on the environment and situations that occur in our lives which is known as the interaction between nature and nurture, or our genes and the environment, respectively. It is unclear which has a greater effect but there is certainly interplay between the two that shapes each individual (2016).

The most popular current personality trait models emphasize five key traits that individuals express. This method of analyzing personality is known as the Five Factor Model and
was developed by a number of researchers throughout the mid to late 1900s (123test, 2016). A few of the key researchers include Ernest Tupes, Raymond Christal, J.M. Digman and LR Goldman who all contributed to the research, adaptation and methods of the test that examines the five key traits that will be discussed (2016). These traits are openness to experience, conscientiousness, extraversion, agreeableness and neuroticism (Cherry, 2016). Each individual has varying degrees of these characteristics that make up his or her personality. This way of looking at personality traits is known as a trait model (2016). This means that personality can be analyzed according to these traits and the extent to which an individual expresses them.

The five traits on which the present study focused can be described as follows. Extraversion is associated with a desire and energy for people; extraverts are often thought of as outgoing, expressive and high energy while someone who is introverted will gain energy and restoration through time spent in solitude (2016). Agreeableness is associated with a tendency to cooperate more readily and easily with other people as well as to act with kindness and trust. People who are less agreeable tend to be more competitive in nature (2016). Those who are more conscientious have a mindset that is organized and focused on goals; they are less impulsive and tend to be thoughtful and careful in their thoughts and actions. Those who are less conscientious are more impulsive and less detail-oriented. Neuroticism is a trait that causes individuals to experience mood swings, stress, anxiety and emotional instability as compared to those who are more emotionally stable and do not experience these drastic changes as severely (2016). Finally, openness means that one is interested in a variety of different topics and wants to explore those in a creative way, while people who are less open tend to think in a more structured way. Each of the traits presented here is conceptualized as being on a continuum; for example people will most likely be characterized as somewhere between completely open to new experiences and
completely closed minded and uninterested in learning anything new (2016). It is not to say that someone who is characterized by one of these traits is only that way, but simply that they are more inclined toward behaving in that manner across a range of situations.

More general research on personality can also be applied to a variety of situations. One study called “Knowing what to do in social situations: The general factor of personality and performance on situational judgement tests” was conducted in 2014 by Dimitri Van Der Linden and others. This study looks at and identifies what is known as the general factor of personality (GFP) which essentially is a broader, higher level trait of an individual’s overall personality (Van der Linden, Oostrom, Born, Van der Molen, & Serile, 2014). The authors related the expression of this overall trait in participants with individuals’ performance on a range of observational tests measuring social interactions and social skills in general. They found that the higher expression of GFP in an individual correlated with more prosocial behaviors and appropriate social responses to the context of the situation (2014). GFP is an important indicator at a higher, broader level of personality in terms of job placement and how an individual may fit into a new environment. Although the GFP model might be interesting to explore in relation to travel interests, the Five Factor Model is used in the current study because it essentially delves more deeply into specific aspects of one’s personality.

Another study that relates to the current research is entitled “Personality-Situation Transactions From Adolescence to Old Age” (2015) and was conducted by Cornelia Wrzus and others. This study analyzed participants’ personalities with regard to the expression of specific traits, such as the big five traits of extraversion, openness, conscientiousness, agreeableness and neuroticism. The researchers then related the expression of these traits to situational transactions in participants’ everyday lives in an attempt to identify a relationship between one’s personality
and the environment in which he or she chooses to take part (Wrzus, Wagner & Riediger, 2015). The authors also made an interesting assumption regarding the age of participants, predicting that youths are not as self-aware and do not know themselves as well as older people and that this difference would have an interesting effect on the environments that participants chose (2015). The results indicated that personality traits do in fact effect the environments with which people choose to interact, but that age did not play a significant role in these choices. For example, someone who is extraverted is more likely to enjoy attending a party in which he or she may not know many of the other people there, but will be able to interact with more ease than someone who is more introverted. People often put themselves in situations on a regular basis, and in their daily lives, that match their personality traits (2015). This finding contributes to the present study in terms of predicting whether or not personality traits will affect an individual’s desire to travel and explore new places.

A further study that analyzes both personality and travel focuses on the effects that travel may have on romantic relationships, which can be a key factor in whether or not an individual will choose to follow through or even desire to travel at all. The study entitled “Every time you go away: Changes in affect, behavior, and physiology associated with travel-related separations from romantic partners” was conducted by Lisa M. Diamond and others in 2015. They analyzed the effects of physical separation between romantic partners in terms of being away from one another due to travel. Although the emphasis was on work related travel, the results pertain to the present study (Diamond, Hicks & Otter-Henderson, 2008). The researchers found that there were significant effects in terms of the participants acting more negatively in interactions with other people, difficulty in sleep, experiencing more stress and a number of other negative factors due
to the separation (2008). This study provides insight into another possible reason that could hold an individual back from travelling, regardless of his or her own personal desire.

**Literature Review in Regards to Cultural Awareness**

As discussed earlier in terms of nature and nurture, an individual’s genetic make-up as well as experiences will lead him or her to express certain traits and characteristics, and act in a certain way throughout his or her life. An example of this can be seen in terms of cultural awareness. There are certainly traits such as openness that would allow one individual to be more willing to learn and more apt to learn about a culture different from his or her own. There is also the effect of whether or not that individual has personal, specific experience with other cultures that will affect the level to which he or she is culturally aware. It is important to consider both an individual’s own unique personality and the experiences that he or she has had. An article written by Naji Abi-Hashem in 2015 entitled “Revisiting Cultural Awareness and Cultural Relevancy” addresses the idea of travel experience in relation to cultural awareness. Abi-Hashem discusses what culture truly means; she suggests that culture is not necessarily geographically different or even a matter of drastic differences between or among people but rather characterizes sub groups of people within every society (2015).

The article goes on to consider further the meaning of culture and the role of cultural awareness in terms of how a greater understanding can be achieved. Abi-Hashem makes the point that when it comes to learning about a particular culture, there is always more learning and growing that can be done; one does not simply learn facts about a culture and in turn become culturally aware (2015). It is important to experience that culture authentically in order to broaden one’s awareness. She also proposes that in order to be culturally aware, one must, in a
sense also be self-aware (2015). The two concepts seem to be in relationship with one another in terms of growing in self-awareness as a means of also understanding cultures and individual people who are similar and different. Another article entitled “Cultural Humility: The Cornerstone of Positive Contact With Culturally Different Individuals and Groups?” by Joshua Hook and Edward C Watkins Jr. (2015) also emphasizes the importance of first-hand experience of a culture. The authors discuss the fact that, the recent increase in technological capabilities for communication all over the world does not mean cultural awareness has also increased (2015). To truly become culturally aware it is important to have authentic, true experiences within that culture and among the people of that culture.

**Hypotheses for the Current Study**

The present study aimed to investigate the relationship between five specific personality traits, known as the OCEAN traits and how each of those traits relate to individuals’ travel desire. Travel desire here refers to a range of questions that will look at the individual’s level of emotional regulation, agency, cultural motivation, existential authenticity, loyalty, desire and efforts made to travel. The relationship between travel experience and cultural awareness was also examined. One specific focus was on the type of travel experience that the individual has had in terms of authentic or staged destinations, and indications of cultural awareness and travel desire were compared on that basis. There are so many people in the world that will never step out of the realm of their comfort zone but rather stay in the same place for the length of their life. There are others who will not stay in the same place for a long time, desiring to explore and see new parts of the world, and there are others still who yearn to travel but do not have the means to do so. This study attempted to detect different patterns in personality among these three groups of people. Furthermore, information was collected regarding the individual’s previous travel
experience and examined for correlations between measures relating to these experiences and the individual’s level of cultural awareness. It was hypothesized that those who are more extraverted, agreeable, and open to new experiences will be those who are also more likely to have a desire to travel, based on the measures indicated above, and have travelled in the past. Those who are more neurotic and conscientious were hypothesized to be less likely to desire to travel and less likely to have traveled in the past. Furthermore, it is predicted that those who have travel experience, especially in terms of authentic destinations, will show more cultural awareness.
Methods

Participants

Participants in this study were recruited mainly through the means of email, but also through word of mouth advertising in groups in which the Principal Investigator is involved. These groups include the study abroad organization at the University of Maine as well as the Newman Center and Catholic Student Association, the club field hockey team, and a social psychology research team. The aim was to recruit only those who were between the ages of 18-24 and who are still in undergraduate years of college. This restriction in range of age and education was intended to control for the fact that once people graduate there is more opportunity for travel potentially because of more time, money or through travel with a job. The present study was designed to look at the travel that people are able to do given the time, money and resource constraints that are often a reality during the undergraduate college years. If those who have a strong desire to travel were only held back by financial restraints, the survey will account for that factor. Also, due to the time constraints of this study, participants did not have to be from the University of Maine, but advertising at the university proved to be successful in attracting the planned number of participants.

A total of 73 participants were recruited. However, participants who did not fit the age requirement or were no longer undergraduate students were deleted from the study (n= 19). Data from the remaining 54 participants were employed for analyses in the study.

Materials

The materials that were used in the formation of this study and in the distribution of the inventory to students were minimal. A computer to do research as well as access to online
databases and textbooks was necessary. The program Qualtrics was used to create the survey that participants completed, and SPSS was used to analyze the data after collection was complete.

The inventory created for this study combined existing questionnaires, questions from other measures, and questions written by the principal investigator. A brief questionnaire to assess demographic characteristics was presented first (Appendix A), followed by personality, travel, and cultural awareness measures. To assess personality traits, participants completed the Five Factor Personality Test that is based on the NEO Five Factor Personality Inventory (Buchanan, 2005) (Appendix B). The NEO Five Factor Inventory was developed to measure the personality traits Openness to Experiences, Conscientiousness, Extraversion vs Introversion, Agreeableness and Neuroticism. The online Five Factor Personality Test is designed for accessibility by a large number of people no matter where they are, and analyzes the same personality traits in a more concise way (Buchanan, Johnson, & Goldberg, 2005). These traits were used in the present study to look at relationships to individuals’ travel desire and cultural awareness. Each of the 41 items was answered on a 1 (completely disagree) to 5 (completely agree) Likert scale. Scoring was reversed for negatively worded items.

To assess desire to travel and travel experience, participants completed a questionnaire that comprises a combination of questions from the Sensation Seeking, Emotional Regulation and Agency Scale (SEAS) (Barlow, Woodman, & Hardy, 2013b), the Tourism Authenticity Scale (Kolar & Zabkar, 2010), the Miami University Diversity Awareness Scale (MUDAS) (Mosley-Howard, Witte, & Wang, 2011b), and items developed by the Principal Investigator.

The SEAS scale was designed to measure participants’ self-reported feelings and inclinations toward high risk activities (Appendix C). The measure assesses the feelings that the
participants experience while thinking about doing these activities before actually doing them, reflecting on how they felt during the activity and the emotions and feelings that were experienced after doing such an activity (Barlow, Woodman, & Hardy, 2013a). For the purposes of this study I used the emotional regulation and agency scale blocks of questions to examine, respectively, participants’ self-awareness of how they regulate their emotions, and how much control they feel they have in their own lives (Barlow, Woodman, & Hardy, 2013a). The Tourism Authenticity Scale was developed specifically for an encounter with certain Romanesque monuments that students were exposed to on a school trip (Kolar & Zabkar, 2010). The questions on this inventory give insight into the experiences that participants have had during actual travel (Appendix D). This provided information about the type of travel that participants in the present study have had and how they felt about those destinations. The next section comprises short answer questions asking specifically about travel experience and motivation for that travel, and questions answered on a Likert Scale format about travel desire. All of these questions were formed by the Principal Investigator to examine specific information that has not already been asked about directly (Appendix E). Finally, the MUDAS (Appendix F) was developed for college settings to assess the degree to which cultural awareness, diversity, and interactions between individuals of varying cultural backgrounds are present on the college campus and specifically in the classroom (Mosley-Howard, Witte, & Wang, 2011a). This scale is relevant to the present study because it asks general questions about cultural awareness and also provides questions that have been slightly adjusted to fit the setting of the present study.

**Procedure**

Participants were emailed a link to the survey and simply needed to click on the link, read the informed consent and complete the online inventory. They were then prompted at the end of the
study for contact information that would not be related to survey answers, if they wished to be entered into a drawing for a University of Maine bookstore gift card to provide compensation.

**Data Analysis**

The data were analyzed using SPSS and hypotheses were tested using bivariate Pearson correlation, independent samples T-Tests, and hierarchical multivariate regression. Four main sets of analyses were completed. The first set looked at the correlations between scores for each of the Big 5 personality traits and each of the other measures in the inventory. Each trait was correlated individually with the scales of emotional regulation, agency, cultural motivation, existential authenticity, loyalty, travel desire, and cultural awareness. The second set investigated correlations among each of the individual travel measures. For example the relationship between emotional regulation and travel desire was examined using bivariate Pearson correlations as well. The third set was a hierarchical regression analysis in which the trait measures and the other travel measures were used together to see which predicted cultural awareness. The fourth set of analyses used independent samples T-Tests to compare the means of two groups. Group 1 is those who have Staged travel experiences and group 2 is made up of those who have Authentic travel experiences. These groups were defined based on the responses given by participants on the question that asks the reason for travel to each place. An example of a staged response would be that the individual traveled to Florida to go to Disney World. An example of an authentic response would be that the individual traveled to a new place with the intention of exploration and interaction with the people at that destination. If a participant reported both staged and authentic travel experiences, they were put into the authentic experience group. Simply because an individual had a staged experience would not take away from other, authentic experiences, but if the individual only reported staged experiences he or she was placed in the staged group. This
classification process resulted in 16 participants being assigned to the staged destination group and 38 participants being assigned to the authentic destination group. These t-tests compare the mean scores for these two groups in levels of travel desire and cultural awareness.

**Results**

Prior to presenting results for tests of the hypotheses, it is important to note further the individual participants that are present. There were 54 sets of results analyzed, although many of the data sets were not fully completed with a few questions left unanswered throughout. Of these 54 participants, 34 were between the age of 20 and 22. This suggests that the majority of the sample that was analyzed here were in their later years of undergraduate study. In addition to the majority of participants falling in this age range, 38 of the participants are female and 16 are male. Most of the participants (n=49) are United States citizens and were born in the United States although 3 participants are from the United Kingdom, one participant is from Germany and one is from Malaysia. The 5 participants who are not originally from the United States contribute significantly to the amount of travel diversity that is seen among the participants in this study, however, the entire population being analyzed also shows extensive travel experience.

Because the majority of participants were in their later years of undergraduate schooling it was further explored as to whether or not the purpose for their reported travel was due to any specific, common reasons. There were 5 participants who cited that they traveled through a study abroad program. This low number is rather surprising due to the fact that extensive travel was observed in the whole sample. There were 9 participants who cited the cause of their travel as mission or humanitarian work, a basis for authentic experiences. The range of countries and unique places traveled was very interesting. Many participants cited travel to a number of U.S.
states for a variety of reasons such as personal desire, family vacations, and sporting events. The variety of countries that was reported ranged from a large portion of European countries, Mexico, Senegal, Australia, Canada, Dubai, Philippines, as well as a number of Central and South American countries. The range of travel destinations was extensive; there was not a single participant who has only been in one state or country.

The group of participants can be described further in terms of the mean scores that were reported on each of the inventories. With regard to mean scores for the Five Factor Personality Inventory we can see for instance that the mean score for openness was reported as a 3.79 (Table 1). Given that the midpoint for the possible range for each trait measure is 3.0, this shows that the present population is slightly more inclined to openness than the opposite end of the spectrum. The mean score for extraversion is shown as 3.63 and the mean score for conscientiousness is reported at 3.47 (Table 1). These scores show also that the present population is slightly more inclined to extroversion and conscientiousness than the opposite end of the continuum for these traits. The mean score for agreeableness is reported at 4.15, which shows an even higher inclination toward the agreeableness end of the spectrum (Table 1). This suggests that the current population as a whole is very agreeable which was further analyzed and will be further discussed in terms of significance in relation to other measures. The final mean score that was reported for the traits was neuroticism (M= 2.62), which shows that the present population is slightly less inclined toward neuroticism (Table 1).

Looking at the mean scores reported on the travel measures gives us further insight into the group of participants in this study. In order to be able to compare the means in this study with one another, the scales for each of the travel inventories were made compatible and consistent on
a 1-7 Likert scale. Looking at the present sample we see that the mean score for emotional regulation in the context of travel is 4.17 (Table 1).

Table 1

Mean Scores for Trait and Travel Measures

<table>
<thead>
<tr>
<th>Traits</th>
<th>M (SD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Openness</td>
<td>3.79 (0.68)</td>
</tr>
<tr>
<td>Extroversion</td>
<td>3.63 (0.63)</td>
</tr>
<tr>
<td>Conscientiousness</td>
<td>3.47 (0.79)</td>
</tr>
<tr>
<td>Agreeableness</td>
<td>4.15 (0.50)</td>
</tr>
<tr>
<td>Neuroticism</td>
<td>2.62 (0.86)</td>
</tr>
<tr>
<td></td>
<td>------------</td>
</tr>
<tr>
<td>Travel Measures</td>
<td>M (SD)</td>
</tr>
<tr>
<td>Emotional Regulation</td>
<td>4.17 (1.22)</td>
</tr>
<tr>
<td>Agency</td>
<td>5.45 (1.19)</td>
</tr>
<tr>
<td>Existential Authenticity</td>
<td>5.29 (1.37)</td>
</tr>
<tr>
<td>Cultural Motivation</td>
<td>6.26 (0.76)</td>
</tr>
<tr>
<td>Loyalty</td>
<td>6.42 (0.78)</td>
</tr>
<tr>
<td>Travel Desire</td>
<td>4.96 (0.61)</td>
</tr>
<tr>
<td>Cultural Awareness</td>
<td>5.56 (0.54)</td>
</tr>
</tbody>
</table>
This means that participants, on average, fell just about in the middle of this scale in terms of feeling able to adjust their emotions to the situation they are facing in their travel experience. We see a slightly higher mean in the next two scales of agency (M=5.45) and existential authenticity (M=5.29). These results show an average score for how much control participants feel they have over their emotions during travel situations, and how deeply they felt connected to the place in which they travelled; however, these numbers only show a slight inclination toward these two measures. When looking at the measures of cultural motivation (M=6.26) and loyalty (M=6.43), however we see mean scores approaching the possible maximum. These means tell us that our population is highly motivated by the culture when they travel, which can account for a reason why so many of the participants have such a range of travel experience. Finally, the mean scores for travel desire (M=4.96) and cultural awareness (M=5.56) show only a small inclination toward one end of the spectrum.

**Correlational and Regression Analyses**

When the bivariate Pearson Correlation analyses were done between each personality trait and each of the travel measures, a number of significant relationships were seen. The variable “r” stands for the Pearson Correlation value and the variable “p” is the level of significance that is seen in the correlation. The trait of openness positively correlated with cultural awareness (Table 2). The trait of conscientiousness positively correlated with the measures of loyalty, agency, cultural motivation, existential authenticity and cultural awareness (Table 2 & 3). The trait of extroversion positively correlated with the measures of emotional regulation, agency, cultural motivation, and travel desire, which is consistent with the hypothesis for this trait (Table 2 & 3). The trait of agreeableness positively correlated with agency and cultural motivation but not with any other measures (Table 3). The trait of neuroticism showed
strong negative correlations with the emotional regulation and agency scales (Table 3). These relationships indicate that higher neuroticism was associated with less self-awareness of emotion regulation processes and less of a sense of control in one’s life.

A second set of bivariate Pearson Correlations was done to look at the relationships among the travel measures. There were many significant relationships found when computing these correlations. Travel loyalty positively correlated with cultural motivation, existential authenticity, and travel desire individually. Emotional regulation levels positively correlated with levels of agency, and agency scores showed a positive correlation with cultural motivation. Cultural motivation also showed positive correlations with existential authenticity and travel desire. Existential authenticity also showed a positive relationship with cultural awareness and travel desire, and finally, cultural awareness and travel desire show a positive correlation (Table 4 & 5).

Table 2

Correlation among Traits and Travel Measures (Set 1)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Openness</td>
<td>0.533**</td>
<td>0.202</td>
<td>-0.054</td>
</tr>
<tr>
<td>2. Conscientiousness</td>
<td>0.305**</td>
<td>0.133</td>
<td>0.214</td>
</tr>
<tr>
<td>3. Extroversion</td>
<td>0.260</td>
<td>0.468**</td>
<td>0.360**</td>
</tr>
<tr>
<td>4. Agreeableness</td>
<td>0.155</td>
<td>0.014</td>
<td>0.237</td>
</tr>
<tr>
<td>5. Neuroticism</td>
<td>-0.127</td>
<td>-0.180</td>
<td>-0.679**</td>
</tr>
</tbody>
</table>

Notes. *p<.05. **p<.01. ***p<.001.
Table 3

Correlation among Traits and Travel Measures (Set 2)

<table>
<thead>
<tr>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Openness</strong></td>
<td>0.221</td>
<td>0.109</td>
<td>0.111</td>
</tr>
<tr>
<td><strong>2. Conscientiousness</strong></td>
<td>0.283*</td>
<td>0.299*</td>
<td>0.424**</td>
</tr>
<tr>
<td><strong>3. Extroversion</strong></td>
<td>0.276*</td>
<td>0.234</td>
<td>0.038</td>
</tr>
<tr>
<td><strong>4. Agreeableness</strong></td>
<td>0.324*</td>
<td>-0.123</td>
<td>0.201</td>
</tr>
<tr>
<td><strong>5. Neuroticism</strong></td>
<td>-0.108</td>
<td>-0.076</td>
<td>0.041</td>
</tr>
</tbody>
</table>

Notes. *p<.05. **p<.01. ***p<.001.

Table 4

Correlation among Travel Measures (Set 1)

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Cultural Awareness</strong></td>
<td>--</td>
<td>0.347*</td>
<td>0.038</td>
<td>0.190</td>
</tr>
<tr>
<td><strong>2. Travel Desire</strong></td>
<td>--</td>
<td>--</td>
<td>0.148</td>
<td>0.234</td>
</tr>
<tr>
<td><strong>3. Emotional Regulation</strong></td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>0.653**</td>
</tr>
<tr>
<td><strong>4. Agency</strong></td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td><strong>5. Cultural Motivation</strong></td>
<td>0.286</td>
<td>0.562**</td>
<td>0.025</td>
<td>0.333*</td>
</tr>
<tr>
<td><strong>6. Loyalty</strong></td>
<td>0.179</td>
<td>0.519**</td>
<td>-0.007</td>
<td>0.228</td>
</tr>
<tr>
<td><strong>7. Existential Authenticity</strong></td>
<td>0.410**</td>
<td>0.375*</td>
<td>-0.037</td>
<td>0.080</td>
</tr>
</tbody>
</table>

Notes. *p<.05. **p<.01. ***p<.001.

The results were further analyzed using a hierarchical multiple Regression analysis. Two models were looked at using the standardized coefficients for regression of cultural awareness on first the traits and then the travel measures. The standardized values were used because, as stated
previously, the scales in this study were adjusted for analyses and using the standardized scores presented a way for these inventories to all be compared effectively.

Table 5

*Correlation among Travel Measures (Set 2)*

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Cultural Awareness</td>
<td>0.286</td>
<td></td>
<td>0.410**</td>
</tr>
<tr>
<td>2. Travel Desire</td>
<td>0.562**</td>
<td>0.519**</td>
<td>0.375*</td>
</tr>
<tr>
<td>3. Emotional Regulation</td>
<td>0.025</td>
<td>-0.007</td>
<td>-0.037</td>
</tr>
<tr>
<td>4. Agency</td>
<td>0.333*</td>
<td>0.228</td>
<td>0.080</td>
</tr>
<tr>
<td>5. Cultural Motivation</td>
<td>--</td>
<td>0.416**</td>
<td>0.487**</td>
</tr>
<tr>
<td>6. Loyalty</td>
<td>--</td>
<td>--</td>
<td>0.316*</td>
</tr>
<tr>
<td>7. Existential Authenticity</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

Notes. *p<.05. **p<.01. ***p<.001.

When this regression was completed, at first accounting only for the trait measures (R=0.649, R²=0.421) results showed that the traits alone account for 42% of the variance in cultural awareness scores for this population. More specifically the trait of openness, with significance level (p>0.001), accounts for a large portion of this variance and has a strong relationship with cultural awareness (Table 6, Model 1). Conscientiousness is also a significant predictor (p<0.05), showing that one’s level of conscientiousness also has a relationship with the level of cultural awareness he or she portrays (Table 6, Model 1).

When the travel measures were accounted for in addition to the trait measures the amount of variance in cultural awareness scores accounted for did not fluctuate greatly (R=0.718, R²=0.516). As a whole these measures account for around 52% of the variance for cultural
awareness. Although this is a large portion of the variance it is clear that the trait measures, especially openness, have much more of an effect on this than the travel measures.

Table 6

Coefficients for Regression of Cultural Awareness on Trait and Travel Measures

<table>
<thead>
<tr>
<th></th>
<th>Model 1</th>
<th>Model 2</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Trait Measures</td>
<td>Beta</td>
</tr>
<tr>
<td></td>
<td>Openness</td>
<td>0.546***</td>
</tr>
<tr>
<td></td>
<td>Conscientiousness</td>
<td>0.363*</td>
</tr>
<tr>
<td></td>
<td>Extroversion</td>
<td>0.116</td>
</tr>
<tr>
<td></td>
<td>Agreeableness</td>
<td>0.045</td>
</tr>
<tr>
<td></td>
<td>Neuroticism</td>
<td>0.121</td>
</tr>
<tr>
<td></td>
<td>Travel Desire</td>
<td>0.232</td>
</tr>
</tbody>
</table>

Notes. *p<.05. **p<.01. ***p<.001.
Group Comparisons

The fourth set of data analyses used Independent Samples T-Tests comparing the groups of staged vs authentic travel experience. This was defined by those who solely have staged experience, based on the specific responses to reason for travel, and those who had authentic experience in terms of responses to reason for travel. This test compared the mean scores of the groups for levels of all 7 of the travel measures; emotional regulation, agency, cultural motivation, existential authenticity, loyalty, travel desire and cultural awareness. The two groups show significant differences in means in terms of travel desire, existential authenticity, and loyalty (Table 7).

Table 7
Tests of Mean Differences Between Participants With Staged vs Authentic Travel Experiences

<table>
<thead>
<tr>
<th></th>
<th>Staged</th>
<th>Authentic</th>
<th>t</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>M (SD)</td>
<td>M (SD)</td>
<td></td>
</tr>
<tr>
<td>Cultural Awareness</td>
<td>5.46 (0.53)</td>
<td>5.61 (0.54)</td>
<td>-0.956</td>
</tr>
<tr>
<td>Travel Desire</td>
<td>4.66 (0.68)</td>
<td>5.12 (0.51)</td>
<td>-2.645*</td>
</tr>
<tr>
<td>Emotional Regulation</td>
<td>4.17 (1.48)</td>
<td>4.17 (1.10)</td>
<td>-0.013</td>
</tr>
<tr>
<td>Agency</td>
<td>5.05 (1.52)</td>
<td>5.64 (0.97)</td>
<td>-1.725</td>
</tr>
<tr>
<td>Existential Authenticity</td>
<td>4.67 (1.18)</td>
<td>5.56 (1.37)</td>
<td>-2.199*</td>
</tr>
<tr>
<td>Cultural Motivation</td>
<td>6.03 (0.75)</td>
<td>6.37 (0.75)</td>
<td>-1.510</td>
</tr>
<tr>
<td>Loyalty</td>
<td>6.03 (1.02)</td>
<td>6.61 (0.55)</td>
<td>-2.702*</td>
</tr>
</tbody>
</table>

Notes. *p<.05. **p<.01. ***p<.001.
**Discussion**

The present study investigated the relationship between the Big 5 Personality traits and measures of travel desire and travel experience in terms of emotional regulation, agency, cultural motivation, existential authenticity, loyalty, and desire. It also evaluated the relationship between travel experience and cultural awareness, looking specifically at the effects of staged vs authentic travel experiences. The main findings were a significant relationship between the traits of extraversion and openness and the measures of cultural awareness and cultural motivation. Also, a significant correlation was observed between travel desire and travel experience with cultural awareness. These and other significant relationships will be discussed and analyzed further through this discussion.

The intended number of participants in this study was 80 people, which was determined through considering previous research that used the inventories that were a part of the current study. In a study testing the validity of the Miami University Diversity Awareness Scale 80 participants were tested (Mosley-Howard, Witte, & Wang, 2011a). In a study that used the Sensation Seeking, Emotional Regulation and Agency Scale, there were a variety of different tests being done; when using the entire inventory 300 participants were tested, but when using only certain sections the sample size was around 40 participants (Barlow, Woodman, & Hardy, 2013a). The Tourism Authenticity Scale was used during a class trip in which the class had around 30 students (Kolar & Zabkar, 2010). According to these numbers as well as time restraints on the present study it was determined that 80 participants would be an ideal number. After the survey had been active for a few weeks, 73 participants completed it and it was closed to further participants. Upon data analysis, there were a number of people who had completed the survey that needed to be excluded because they were outside the age range or education level...
restrictions set for the study. For example, the present study focused only on undergraduate students ranging from ages 18-24 but there were a number of participants in graduate school, or older than 24, that were excluded from the analyses. After deleting the data from these participants the sample was reduced to 54 participants.

The original hypotheses in the present study predicted that openness, extroversion and agreeableness would show positive relationships with the seven travel measures. On the other hand, the traits of neuroticism and conscientiousness would show a negative relationship with the travel measures. These hypotheses were tested in the first set of analyses that will be discussed. The data did not reflect the hypotheses exactly but were consistent in some ways. The trait of openness when compared with the seven travel measures, emotional regulation, agency, existential authenticity, cultural motivation, loyalty, travel desire and cultural awareness, only showed a significant correlation with cultural awareness. This relationship does make sense because the definition of cultural awareness is embedded in openness; being open and aware of other cultures and welcoming to learning about those who are different from oneself is the essence of openness. The trait of conscientiousness showed a few more significant correlations; conscientiousness positively correlated with loyalty, agency, cultural motivation, existential authenticity and cultural awareness. This is inconsistent with the original hypothesis. Looking back at the definition of conscientiousness, it means to be detail-oriented, and less impulsive in decision making (Cherry, 2016). The reason it was hypothesized that those who are more conscientious would be less likely to feel motivated to travel and explore new places was due to the likelihood that conscientious individuals are less compulsive and would be more inclined to plan rather than travel without a set plan. However, upon looking closer at the specific aspects of travel that are being measured here; one’s loyalty to a destination that he or she has been to and
the existential authenticity which he or she experiences likely would be higher if the time and planning were put into the decision to go to this place.

The trait of extraversion showed significant correlations with emotional regulation, agency, cultural motivation, and travel desire. Those who are more extraverted tend to be more outgoing and expressive, receiving energy from interacting with people (Cherry, 2016). These significant relationships are consistent with the hypothesis that extraversion would show a positive relationship with the travel measures. It was predicted that given extraverts’ tendency and ability to talk to new people with more readiness and excitement due to the fact that they get their energy from interacting with people, they would be more likely to want to travel and experience new people and places. The trait agreeableness positively correlated with agency and cultural motivation but none of the other travel measures. Agreeableness can be thought of in terms of cooperativeness and kindness with others around them. It was hypothesized that agreeableness would correlate with all the travel measures because those who are agreeable usually get along with others well. Perhaps simply because they get along well with others that is not enough to cause them to truly enjoy the travel experiences that they have. There does not seem to be a direct relationship with the trait of agreeableness and travel desire or motivation. The final trait that was analyzed was neuroticism, which is characterized by emotional instability, mood swings and stress (Cherry, 2016). It was predicted that neuroticism would show a negative relationship with the travel measures. Those who scored higher on levels of neuroticism also scored lower on the emotional regulation and agency scales. This means that those who are more neurotic have a tendency to be less able to regulate and control emotions and feel less in control of feelings. These relationships make sense because of the definition of these three measures; emotional regulation and agency test the ways that an individual is able to control one’s emotions and the
extent to which one feels that he or she has the ability to control those emotions. It makes sense that one who experiences mood swings and emotional irregularity would feel out of control of his or her emotions as well.

We see these relationships further accounted for through the multiple regression analysis. It was found that the personality trait measures as a set accounted for 42% of the variance in cultural awareness, and this means that the levels of cultural awareness reported were most influenced by openness to experience and conscientiousness above any other measures in this study. As stated before, it does make sense that cultural awareness and openness would have this significant relationship, but the fact that conscientiousness accounts for a portion of this is very interesting. This suggests further that those conscientious individuals, who are conscious of how they act and portray themselves, would also be more readily aware of cultural differences.

The second set of analyses was done to examine further the travel measures and the way they relate to one another. Although this was not in the original set of hypotheses, it was predicted that the travel measures should all positively relate to one another because they are testing different aspects of the overall desire to travel that an individual displays. The results of the correlations done for the travel measures revealed a number of different significant relationships as shown in the results section. Positive correlations were found between loyalty and cultural motivation, existential authenticity and travel desire; between emotional regulation and agency; between agency and cultural motivation; between cultural motivation and existential authenticity and travel desire; between existential authenticity and cultural awareness and travel desire, and finally between cultural awareness and travel desire. These relationships account for the fact that even though participants were being asked questions about the extent to which they are interested in traveling and about the emotional elements of travel in a variety of different ways, the
measures were coming together to form a whole analysis of each individual’s background in travel history and cultural awareness in as much detail as possible.

The third set of hypotheses that were analyzed are in relation to the three groups that were talked about in terms of those who have never traveled and do not wish to travel, those who have not traveled but do have a desire to travel, and those who have traveled and have a desire to continue. A second aspect of this analysis was to look at the particular types of destinations that people travel to in terms of authentic or staged destinations. It was hypothesized that those who have only experienced staged destinations will show lower scores on the travel measures, especially cultural awareness, than those who have authentic travel experiences. It was not possible to test both aspects of this hypothesis because the sample that was collected turned out to only have students who have at least some travel experience and ranged to an extensive amount of travel experience. This was an unexpected result of the study that did not enable a comparison between those who have travel experience and those who do not have travel experience. One of the questions in the inventory asked participants to tell the reason for traveling to each place that they had been. This question was the main source for deciding between staged locations and authentic locations. Many of the answers fell in the category of family vacations or personal reasons. Being given these answers was not enough to determine whether or not the individual had a more authentic experience or a staged experience. The answers often did not fall into one distinct category, which made it more difficult to classify participants on this basis.

When the analyses were done, there were significant mean differences for three travel measures; travel desire, existential authenticity, and loyalty. This means that in this study the participants who have authentic travel experience also have a higher desire to travel, experience
existential authenticity to the place that they traveled and also feel loyal or dedicated to that place and would likely return there. When looking at authentic travel experiences these relationships make sense. If a traveler goes somewhere to truly connect with this place that they have chosen, it is likely that they are going to have an experience that goes deeper than simply thinking it is a beautiful place, but rather will connect, potentially, on a spiritual and emotional level. This is exactly what these results are showing us. It is interesting also to consider the relationship of openness and conscientiousness in this context. The authentic traveler, who is open to the new experiences that will occur, as well as having a conscious, well thought-out plan, will likely experience a deep connection on this journey to a new place.

It is important to consider, even though several significant relationships were noted, some potential limits on this analysis. A factor that may have contributed to the nonsignificant differences between the mean for groups on the other travel measures was that many of the participants had been to locations that would allow for authentic experiences, such as traveling around Ireland. However, it was unclear based on his or her reasons for going to that place if the activities they did while there allowed for authentic interaction with the culture. There are certainly family vacations that are taken, for example, in which driving around the countryside of a new place and interacting with new people along the way allows for authentic interaction with a culture. However, there are also the trips that families, or groups of people may take to a new place in which they stay as a group and go on staged tours or stay in a set destination or resort without any real interaction with the culture or the people. The nonsignificant differences in the means could have been partly due to my difficulty in assessing whether answers that were given should be coded as an authentic experience or a staged experience. This relates back to the idea discussed earlier in regards to the definition of a traveler versus a tourist. The key difference here
is in terms of the intrinsic desire in that individual, which can be difficult to glean without sufficient information.

For a future study of this kind, given more time and resource availability, it would be interesting to look at more relationships in a larger sample. The sample in the present study gave us a range of travel experience and gave a slight insight into the difference between authentic and staged destinations but it would be useful to take this further. We had 5 participants who are not U.S. residents, and they were the participants who reported the most extensive travel experience. It would be interesting to compare travel experience, accounting for available means of travel, depending on where people are originally from and live currently. It would also be interesting to look specifically at the experiences had on humanitarian or mission trips, compared to studying abroad. These are certainly both authentic experiences but in unique ways.

If this study were to be repeated there would be a number of improvements that could be made. For example, one of the main hypotheses in the study looked to compare groups of people who have never traveled with those who have, and then further compare on the basis of staged vs authentic experiences. The lack of specificity in the questions that asked about travel experiences caused this hypothesis to be difficult to test. This also could have been a result of the somewhat biased recruitment techniques. The principal investigator in this study, being interested in this topic of travel desire and personality, was biased in recruiting those who have similar interest by natural association with those people. Also, in the attempt of including people who surely have travel experience, the University of Maine Study Abroad group was involved in the study. If this study were to be conducted again in the future it would be very interesting to look at a larger, unbiased sample in order to be able to conduct the full range of originally intended analyses of the present study. Also, due to time constraints on this study, the age range for participants was
limited, but it would be very interesting to look at travel experience over the course of one’s life. As mentioned in the introduction the article entitled “Personality-Situation Transactions From Adolescence to Old Age” looked at the effects of age differences on the environments in which people chose to interact. Although this study did not show significance according to age, it would be interesting to look at this in terms of travel (Wrzus, Wagner & Riediger, 2015). This study focused more on long term environments, whereas the current study would look at short term travel experiences. This would allow for a much broader sample, and would likely include those who actively travel throughout his or her life as well as those who have had the opportunity and actually choose not to travel.
Conclusion

In conclusion, many of the hypotheses and relationships that were focused on in this study provided interesting information as a basis for further study. Many of the analyzed relationships, such as the significant correlations between the traits of extraversion and openness with the respective measures of cultural awareness and cultural motivation, suggest that there is some level of openness and extroversion involved in learning about new cultures. The present study does not provide conclusive results on all the original hypotheses but does report that there are many significant relationships between one’s personality traits and the extent to which they desire to travel and explore new places. Also, due to the significant positive correlation between travel desire and experience with cultural awareness we can conclude that those who have traveled may be more open to different cultures and bring those experiences back to their everyday lives as more culturally aware individuals. These relationships would need to be further tested and analyzed but the present study offers a basis for this type of research and gives the means for repeating a similar study given a larger groups of people and less time and resource restraints.
References


Appendix A

Demographic Information

Age: 
Sex: 
Status (Undergraduate student, graduate student working): 
Nationality: 
Country of Origin:
Appendix B

Online Five Factor Personality Inventory

*Answered on a Likert Scale of 1 (completely disagree)-5 (completely agree).

1. Tend to vote for conservative political candidates.
2. Have frequent mood swings.
3. Am not easily bothered by things.
4. Believe in the importance of art.
5. Am the life of the party.
6. Am skilled in handling social situations.
7. Am always prepared.
8. Make plans and stick to them.
10. Respect others.
11. Insult people.
12. Seldom feel blue.
13. Don’t like to draw attention to myself.
14. Carry out my plans.
15. Am not interested in abstract ideas.
17. Tend to vote for liberal political candidates.
18. Know how to captivate people.
19. Believe that others have good intentions.
20. Do just enough work to get by.
21. Find it difficult to get down to work.
22. Panic easily.
23. Avoid philosophical discussions.
24. Accept people as they are.
25. Do not enjoy going to art museums.
26. Pay attention to details.
27. Keep in the background.
28. Feel comfortable with myself.
29. Waste my time.
30. Get back at others.
31. Get chores done right away.
32. Don’t talk a lot.
33. Am often down in the dumps.
34. Shirk my duties.
35. Do not like art.
36. Often feel blue.
37. Cut others to pieces.
38. Have a good word for everyone.
39. Don’t see things through.
40. Feel comfortable around people.
41. Have little to say.
Appendix C

“Sensation Seeking, Emotional Regulation and Agency Scale” Questions

*Answered on a Likert Scale of 1 (completely disagree) - 7 (completely agree)

Emotion regulation

1. The emotional elements of my life are difficult to deal with.
2. I am emotional (e.g., anxious, angry) without understanding why.
3. I struggle to deal with stressful situations in my life.
4. I can’t work out which emotion I am experiencing.
5. I find that emotional situations in my life stress me out.
6. I feel worried about other aspects of my life, not related to the present task.

Agency

1. I am prevented from achieving my goals in life.
2. I feel like a passive observer of my life rather than a major “actor.”
3. I feel like people or circumstances are trying to impose limits on me.
4. I feel like my life “belongs” to other people.
5. I feel trapped.
6. I have little belief in my ability to influence some important aspects of my life.
Appendix D

“Tourism Authenticity Scale” Questions

*Answered on a Likert Scale of 1 (completely disagree) - 7 (completely agree)

(Cultural) motivation

1. I enjoy discovering new places and things
2. I enjoy increasing my knowledge
3. I enjoy visiting cultural attractions/events
4. I enjoy visiting historical attractions/events
5. I am interested in history

Existential authenticity

1. During my travel experiences I felt the related history, legends, and historical personalities.
2. During my travel experiences I enjoyed the unique religious and spiritual experience.
3. During my travel experiences I felt connected with human history and civilization.

Loyalty

1. I would like to return to the destinations I have been in the future.
2. I would recommend most of the destinations I have visited to my friends.
Appendix E

Travel Desire and Experience Questions written by PI

Short Answer:

1. Please provide a list of places you have traveled, include places within and outside of your country of origin.
2. Provide the reasons for travel to each of those destinations (i.e. family vacation, school trip, personal).
3. Do you wish to travel or continue to travel in the future? Why or why not?
4. If you wish to travel but have not yet done so, what are the reasons preventing it?

Likert Scale: 1-7

1. Planning for travel makes me more anxious than excited.
2. I often think about travel and where I would like to go.
3. I do not usually get past the daydreaming stage of travel planning.
4. I feel that I am unable to travel because of time restraints.
5. I feel that I am unable to travel because of financial restraints.
6. I feel I am unable to travel because my family would not support me financially.
7. I feel I am unable to travel because my family would not support me emotionally.
8. If I had the available resources, I would travel regularly.
9. When I travel I am homesick for the majority of the time.
10. When I return home after travel, I enjoy talking about my experiences.
11. I encourage those around me to travel.
12. I am not confident in my travel ability, but with a group of people I am comfortable.
13. I provide examples of resources that can be used by everyone to make travel easy and affordable.

14. I feel satisfied after I travel, even if I do not follow my original plans completely.

15. After travel I cannot wait to plan my next destination.

16. The most fulfilling travel experiences I have had have been solo trips.
Appendix F

“Miami University Diversity Awareness Scale” Coded “Cultural Awareness” in the present study

*Answered on a Likert Scale of 1 (completely disagree) - 7 (completely agree)

1. I am aware of my own culture and ethnicity.
2. I am NOT comfortable talking about my culture and ethnicity.
3. I seek to learn about different cultures.
4. I seek opportunities to interact with people from different cultures.
5. I appreciate and welcome the challenges and opportunities that diversity brings.
6. I do NOT share my appreciation of diversity with my friends.
7. Teachers should develop conflict management skills to solve cultural clashes.
8. I recognize the privileges I might enjoy because of my race, class, gender, sexual orientation, lack of disability, etc.
9. I consider cultural issues in my daily life.
10. I do NOT speak up when I witness instances of social injustice.
11. I do NOT have close friends from different cultures.
12. It is NOT important for me to learn a second language.
13. People from different nationalities should NOT be encouraged to retain their various customs, traditions, and language.
14. A wide variety of religious diversity is good for our country.
15. I would welcome the opportunity to study abroad.
16. Addressing economic class differences tends to be divisive in everyday life.
17. Although individuality is important in the United States, excessive differences in beliefs can hurt our society.

18. I am aware of the effects that my culture has on those whose culture is different from mine.

19. I check myself to see if an assumption I am making about a person(s) is based on facts, not stereotypes about a group.

20. I realize that if I commit to promoting social justice, I too must change.

21. I do NOT know how to learn about people and cultures unfamiliar to me without being offensive.

22. I would welcome the opportunity to work in an urban community.

23. It is NOT important to value different sexual orientations.

24. I will be comfortable working with individuals who have a variety of learning needs.

25. I believe that all individuals are capable of learning at a high level no matter what their personal background or culture might be.

26. I view promoting diversity wherever I can as an essential part of my role as a student.

27. I appreciate the range of cultural experiences that people bring to relationships or situations.
APPLICATION FOR APPROVAL OF RESEARCH WITH HUMAN SUBJECTS
Protection of Human Subjects Review Board, 114 Alumni Hall, 581-1498
PRINCIPAL INVESTIGATOR: Meaghan Labbe
EMAIL: Meaghan.labbe@maine.edu TELEPHONE: 207-756-5228

CO-INVESTIGATOR(S):
FACULTY SPONSOR (Required if PI is a student): Michael Robbins

TITLE OF PROJECT: Personality Traits of Travel and Cultural Awareness

START DATE: February 2016 PI DEPARTMENT: Psychology
MAILING ADDRESS: 15 Empire Drive, Apartment 323, Orono, ME
FUNDING AGENCY (if any):
STATUS OF PI: Undergraduate
FACULTY/STAFF/GRADUATE/UNDERGRADUATE

1. If PI is a student, is this research to be performed:

2. Does this application modify a previously approved project? No (Y/N). If yes, please give assigned number (if known) of previously approved project:

3. Is an expedited review requested? Yes (Y/N).
   Submitting the application indicates the principal investigator’s agreement to abide by the responsibilities outlined in Section I.E. of the Policies and Procedures for the Protection of Human Subjects.

   Faculty Sponsors are responsible for oversight of research conducted by their students. The Faculty Sponsor ensures that he/she has read the application and that the conduct of such research will be in accordance with the University of Maine’s Policies and Procedures for the Protection of Human Subjects of Research. REMINDER: if the principal investigator is an undergraduate student, the Faculty Sponsor MUST submit the application to the IRB.

   Email complete application to Gayle Jones (gayle.jones@umit.maine.edu)

FOR IRB USE ONLY Application # 2015-12-02 Date received 12/01/2015 Review (F/E): E Expedited Category:
ACTION TAKEN: X Judged Exempt; category 2 on 1/27/16 Modifications required? Y Accepted (date) 02/04/2016 Approved as submitted. Date of next review: by Degree of Risk: Approved pending modifications. Date of next review: by Degree of Risk: Modifications accepted (date): Not approved (see attached statement) Judged not research with human subjects FINAL APPROVAL TO BEGIN 02/04/2016 Date 08/2015
Author’s Biography

Meaghan Labbe was born in Portland, Maine on July 8, 1994. She lived in the Greater Portland area but moved a number of times throughout her childhood and into her early teen years. She graduated from Greely High School in 2012 which is located in Cumberland, Maine. She played field hockey, lacrosse and ice hockey during her time at Greely, and also tap and jazz danced at Maine State Ballet for most of her life. She has always been active and involved in many different clubs and activities. One of her passions is traveling in order to see new places, meet new people and get out of her comfort zone to try new and exciting feats.

After spending her freshman year at Endicott College in Beverly, Massachusetts, Meaghan came to the University of Maine for the remainder of her undergraduate career. Since come to the University of Maine she has been a part of the Club Field Hockey team, the Hip Hop Dance Club, UMaine Active Minds, the Newman Center, the Catholic Student Association and FOCUS (the Fellowship of Catholic University Students). She studied abroad in Birmingham, England during the spring semester of 2015. She has also been active in the Orono and Old Town Community in terms of community service such as volunteering at the local thrift store and soup kitchens on a regular basis. After she graduates in May of 2016 she will be serving fulltime as a Catholic Missionary with FOCUS. She will find out her placement during June of 2016 and will go to a College or University in the United States to help college students learn and grow in their faith. She hopes to take all that she has learned as an active and engaged student at the University of Maine in the psychology program and during her study abroad experience to apply it to this next adventure in her life.