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## Role of Personality Traits and E-WoM in Motivation and Intention of Travel for Leisure and Adventure

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### Abstract

*The objective of this study was to examine the influence of personality traits and electronic word-of-mouth (E-WoM) on the determination of motivation and intention to engage in leisure and adventure travel. In order to achieve the intended objective, the present study examined personality traits including extraversion, openness to experience, and neuroticism, and investigated their association with the inclination to engage in leisure or adventure travel. Furthermore, the study also examined the impact of electronic word-of-mouth (E-WoM) on the intention to travel. In order to fulfil the aims of the research, data was gathered from a sample of 234 individuals who embarked on trips to various tourist destinations throughout the summer period spanning from June 2023 to August 2023. The data that was gathered was subjected to structural equation modelling (SEM) analysis using the software programme AMOS. The findings of the study indicated a statistically significant inverse association between motivation and the inclination to engage in leisure or adventure travel. Furthermore, there was a negative correlation observed between openness to experience and the inclination to engage in leisure or adventure travel. The study did not find any significant predictive relationship between extraversion and neuroticism and amotivation. In addition to this, the study also examined the mediating role of motivation. Electronic word-of-mouth (E-WoM) was identified as a significant and positive predictor of individuals' intention to engage in leisure and adventure travel. This study makes a noteworthy contribution to the existing body of literature by addressing the limited exploration of motivation within the domain of travel and tourism. Furthermore, the examination of the impact of personality traits on motivation has not been previously investigated, thus rendering the outcomes of this study both innovative and significant in terms of advancing the existing scholarly discourse.*

**Keywords:** Intention to Travel, Amotivation, Personality Traits, Neuroticism, Openness to Experience, Extraversion

### 1. Introduction

The subject of recreation and adventure travel has garnered considerable attention over the course of several decades, as it remains a popular recreational pursuit among a significant portion of the global population (Ramoia, Pires, & Añaña, 2021; Rantala, Rokenes, & Valkonen, 2018). The act of travelling provides individuals with an opportunity to temporarily disengage from a repetitive and predictable schedule (Ady et al., 2022; Luo, 2022; O'shea, 2022; Silviani, Nisa, & Pratama, 2022), distance themselves from the obligations and duties of everyday life, establish a renewed connection with the natural environment (Tayler et al., 2022; Zakarneh, 2022; Zhang et al., 2022; Zitouni & Almutairi, 2022), revitalise their mental and spiritual well-

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being, and derive satisfaction from the holistic encounter (Chaiyawat, Mekkiengkrai, & Phanwichit, 2023; Mussarrat, 2022; Shukla, 2022; Zins & Ponocny, 2022). In recent years, not only countries economy but the tourism industry has also experienced a significant disruption as a result of the global COVID-19 pandemic (Abdelwahed, Al Doghan, & Soomro, 2022; Tran & Hoang, 2022). This unprecedented event has had a profound impact on individuals' perspectives on travel and their assessment of its value (Dahal, 2020). Following the conclusion of the pandemic, a significant number of individuals have experienced a decline in their enthusiasm and inclination to engage in travel activities due to concerns regarding potential health hazards and uncertainties (Cole et al., 2019; Isaac & Keijzer, 2021).

However, there exists a considerable cohort of individuals who maintain a keen interest in engaging in recreational travel and seeking out adventurous experiences. This inclination can be attributed to the prolonged restrictions on international mobility imposed by various nations worldwide (Staniewski & Awruk, 2022; Suartha, Martha, & Hermanto, 2022; Wilson-Mah & Bernardes, 2022; Zainalabideen et al., 2022). Consequently, the inability to engage in travel for an extended period has resulted in heightened levels of stress, burnout, and depression among individuals, thereby adversely impacting their overall well-being and quality of life (Kang et al., 2022; Zins & Ponocny, 2022). Consequently, immediately following the cessation of lockdown measures, a considerable number of individuals promptly embarked on leisure and adventure travel, as it afforded them the opportunity to regain a sense of freedom and tranquillity while reconnecting with the natural environment.

Nevertheless, the absence of limitations on travel is not the sole determinant that drives an individual's desire to travel or facilitates their ability to formulate travel arrangements. Several intrinsic factors within an individual's personality contribute to their inclination towards engaging in leisure or adventure travel (Jin et al., 2019). This means that individuals may opt not to travel despite having the opportunity, due to their personal preferences and personality traits (Suriyanon & Sutheerawatthana, 2022; Tarrad et al., 2022; Timothy, Brian, & Stephanie, 2022; Tri & Hoang, 2022). For instance, individuals who are risk-averse tend to avoid engaging in adventurous activities while those with a more laid-back disposition may not perceive leisure travel as valuable. The crux of the issue lies in the notion that an individual's personal characteristics have the potential to impact both their level of motivation and their inclination to engage in leisure and adventure travel (Abbas & Chakroun, 2023; Jin et al., 2019; Phuong, 2023; Yang et al., 2023). The objective of this study is to investigate the various factors that may impact an individual's motivation and choice to engage in travel. The role of personality traits is significant in this context, as individuals with distinct personality traits often possess varying perspectives and beliefs, consequently influencing their decision-making processes (Afaneh, Alqasa, & Ghaleb, 2023; AlNawafleh et al., 2023; Bhatti & Alnehabi, 2023). Specifically, the examination of personality traits such as extraversion, openness to experience, and neuroticism is being conducted, which has also been previously explored within the realm of tourism. This study aims to examine the association between specific personality traits and an individual's motivation or lack of motivation (amotivation) to engage in leisure and adventure travel, which in turn can impact their intention to travel. In addition to this, the study also examines the impact of electronic word of mouth (E-WOM) on an individual's leisure and adventure travel decisions (Shafi et al., 2022; Streimikiene, 2023; Yamen & Can, 2023). The present study makes a noteworthy scholarly contribution by addressing the limited research on the concept of amotivation within the domain of travel and tourism (Sreen et al., 2023). Furthermore, the examination of the impact of personality traits on motivation has not been previously investigated, thus rendering the results of this study both innovative and significant in terms of their contribution to the existing scholarly literature.



The research is divided into six sections. Section 1 provides an overview of the study, including an introduction to the topic and a clear statement of the research objectives. Section 2 provides a comprehensive analysis of the existing scholarly literature and outlines the conceptual framework employed in this study. Section 3 provides a comprehensive overview of the research methodology employed in this study, as well as the instruments utilised for data collection. Section 4 of the paper presents a comprehensive analysis of the study and its corresponding outcomes. Section 5 provides an in-depth analysis of the obtained results, along with an examination of their practical and theoretical implications.

## 2. Literature Review

### 2.1 Amotivation

Amotivation refers to an individual's perception that engaging in a particular behaviour lacks utility and prompts scepticism regarding the inherent value of the behaviour (Sreen et al., 2023). In essence, it represents the antithesis of the drive to engage in a particular undertaking. Within the realm of travel and tourism, an individual who exhibits amotivation is characterised by a lack of recognition or appreciation for the advantages and favourable consequences associated with engaging in leisurely travel (Abass, Al-Abedi, & Flayyih, 2023; Abdulrazzaq et al., 2023; Al Tarawneh, 2023; Cai, 2023). Consequently, such individuals are inclined to actively evade or refrain from participating in such activities (Chow, Cheng, & Cheung, 2019; Cole et al., 2019). According to Cole et al. (2019), when an individual perceives a destination as being inaccessible and lacking value, it can have a detrimental effect on their intention to travel. When considering destinations that are geographically distant and entail a certain level of adventure, individuals may question the value of travelling to such places for leisure purposes and consequently amotivation to do so. The evaluation of the travel experience may indicate a perceived decrease in safety and concerns regarding the time required to reach the destination, as well as potential difficulties in finding hygienic toilets, transportation, and food options (Izzo & Picone, 2022). These factors may contribute to negative associations with the individual's intention to travel (Khaddar & Fatmi, 2021; Nazneen, Hong, & Ud Din, 2020; Radic et al., 2021). The existing literature on the relationship between amotivation and intention to travel is limited, highlighting the significance of this study as a valuable addition to the existing body of knowledge. The present study builds upon the research conducted by Sreen et al. (2023), wherein they established a correlation between amotivation and individuals' inclination to engage in travel activities amidst the uncertainties and restrictions imposed by the Covid-19 pandemic. However, it is important to note that, as far as current scholarly understanding is concerned, there has been a lack of previous research investigating the concept of amotivation specifically within the realm of leisure and adventure travel. Therefore, based on the discussion above, the following hypothesis is proposed,

**H1:** *Amotivation is negatively associated with the intention to travel for leisure or adventure.*

### 2.2 Extraversion

Extraversion is a personality trait characterised by a tendency towards engagement in social activities, preference for large gatherings, and the display of confidence, energy, and talkativeness (Tepavčević et al., 2021). Individuals with higher levels of extraversion tend to exhibit greater levels of joy, activity, optimism, liveliness, confidence, energy, and social connectedness in comparison to individuals with lower levels of extraversion (Mirhaghi & Sarabian, 2016). These individuals exhibit a higher propensity for anticipating and embracing adventurous experiences

and social gatherings while generally displaying lower levels of anxiety and stress in relation to the events occurring in their lives. Individuals experience various problems and challenges in their lives; however, their perspective on life differs, leading them to cope with the pressures of these issues more effectively than others. Individuals exhibiting a pronounced degree of extraversion tend to possess an elevated inclination towards seeking out and engaging in activities that provide them with heightened levels of stimulation and excitement in their daily lives (Akula & Singh, 2023; Al Doghan & Abdelwahed, 2023; Sreen et al., 2023). People who possess extraverted personality traits are more inclined to engage in travel activities due to the opportunities it presents for meeting new individuals, socialising, and gaining exposure to novel experiences (Chan et al., 2021; Tran, Nguyen, & Nguyen, 2015). Previous research has consistently found that individuals who exhibit extraverted personality traits are more inclined to engage in leisure or adventure travel compared to those with other personality types (Abdulhussain, Abbas, & Haddad, 2023; Abushaira, 2023; Al Doghan & Sundram, 2023; Dan, 2023). This preference can be attributed to the fact that such travel experiences offer extraverts the chance to engage in social interactions and establish new social connections, which are activities that energise and fulfil them (Talwar et al., 2022; Tepavčević et al., 2021). The proposition can be made that there exists a negative association between extraversion and amotivation, as individuals who lack motivation do not perceive the value of engaging in leisure activities such as travelling to adventurous destinations. Conversely, extraverts exhibit high motivation to partake in such activities, recognising their benefits. The propensity of extraverts to seek out stimulating experiences diminishes their inclination to engage in leisurely and adventurous travel (Sreen et al., 2023). In the light of above discussion, the following hypothesis is proposed,

**H2:** *Extraversion is negatively associated with amotivation to travel for leisure or adventure.*

**H3:** *Amotivation negatively mediates the relationship between extraversion and intention to travel for leisure or adventure.*

### 2.3 Openness to Experience

Openness to experience is regarded as “being imaginative, creative, curious and broad-minded” (Talwar et al., 2022). People with a high level of openness to experience have a greater need for arousal and seek sensations (Roszko-Wójtowicz et al., 2022) such as adventurous activities in order to gain new experiences, get new insights, and learn something new. These people have a greater level of curiosity in them which pushes them to try new things (Chang, Ko, & Jang, 2019). They face uncertain and unfamiliar circumstances with confidence and a positive outlook. Individuals with high levels of openness to experience are more likely to have a tendency to travel for leisure and adventure as such experiences give them the thrill that they always seek even if it is risky (Talwar et al., 2022). When it comes to engaging in adventurous travel, individuals seek experiences that are nonconformist and unconventional, particularly those who possess a high level of openness to experience (Schneider & Vogt, 2012). People who exhibit a higher level of satisfaction towards travel experiences that possess aesthetic and escapist qualities (Alves et al., 2020). Consequently, drawing from the preceding discourse, one can deduce that individuals exhibiting elevated levels of openness to experience are inclined towards pursuing leisure and adventure through travel. Consequently, the subsequent hypothesis is posted:

**H4:** *Openness to experience is negatively associated with amotivation to travel for leisure or adventure.*

**H5:** *Amotivation negatively mediates the relationship between openness to experience and intention to travel for leisure or adventure.*



## 2.4 Neuroticism

Neuroticism is a personality trait and a negative emotional state which can be regarded as the “tendency to feel negative emotions such as jealousy, loneliness, anxiety, and depression” (Sreen et al., 2023) leading to emotional instability. People in this population exhibit a higher propensity for the development of various psychological conditions, including but not limited to fears, anxiety, depression, distress, aggression, sadness, rage, and concerns pertaining to financial losses. Such people exhibit risk-averse tendencies and are inclined to avoid engaging in activities that involve uncertainty, such as leisure travel or adventurous pursuits (Wijngaards, Sisouw de Zilwa, & Burger, 2020). The people in question exhibit a noticeable lack of confidence even during the process of travel planning. This is evident in their tendency to spend a significant amount of time deliberating over the choice of destination and making concerted efforts to mitigate potential risks that may arise as a result of inadequacies in their planning strategies (Jani, Jang, & Hwang, 2014). Individuals in this particular group typically exhibit diminished levels of confidence and self-esteem (Bellou, Stylos, & Rahimi, 2018). These individuals predominantly experience adverse mental and physical health outcomes as a result of their elevated stress levels (Lucas, 2018; Soto, 2019). There exists a paucity of research examining the correlation between neuroticism and amotivation. The aforementioned studies have identified a positive correlation between the two constructs. The association in question was identified by West et al. (2016) within the domain of sports activities, whereas Khalilzadeh and Khodi (2021) observed this association within academic environments (Al-Badayneh, Al-Assasfeh, & Ekici, 2023; Al Doghan & Arshad, 2023; Vitkauskaitė, 2023; Wang et al., 2023). The study conducted by stands as the sole examination of the notable correlation between neuroticism and amotivation within the domain of tourism, with their findings demonstrating a significant relationship. The uncertainties and challenges associated with adventure travel can lead individuals with neurotic tendencies to experience a sense of pathos. Due to a perceived lack of agency and a sense of powerlessness, individuals who experience amotivation exhibit a notable decrease in their inclination to engage in leisure or travel activities to unfamiliar destinations, particularly in situations that are unconventional or uncertain (Luvsandavaajav et al., 2022). Therefore, based on the discussion above, the following hypothesis is proposed,

**H6:** *Neuroticism is positively associated with amotivation to travel for leisure or adventure.*

**H7:** *Amotivation mediates the relationship between neuroticism and intention to travel for leisure or adventure.*

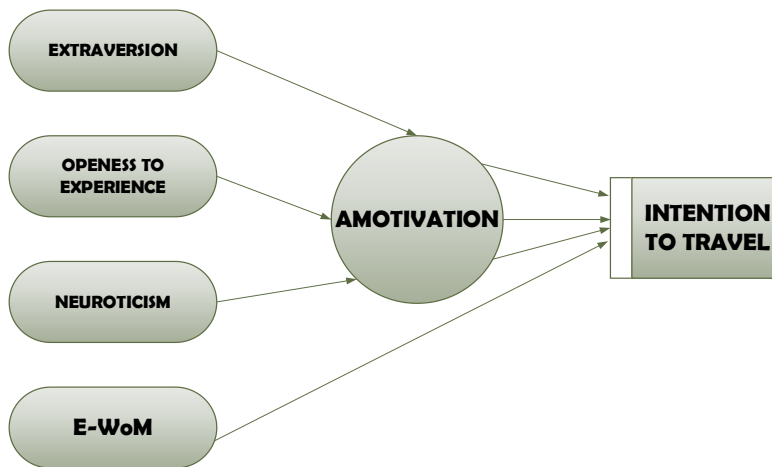
## 2.5 E-WOM

The advent of internet and communication technologies has facilitated the dissemination and exchange of valuable information among individuals, as well as the formation of virtual communities centred around specific domains, thereby facilitating the seamless provision of information (Kiba-Janiak et al., 2022). Within these communities, individuals commonly exhibit a propensity to place trust in the opinions of others, deeming them to possess credibility and value (Alkailani, 2016; Auliya & Pertiwi, 2019). This norm gives rise to a concept which is termed as E-WOM (or electronic word of mouth) and which can be defined as “any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet” (Gosal, Andajani, & Rahayu, 2020). During the process of making a purchase, a significant number of customers rely on social media platforms or search engines (Ismail et al., 2022) to gather

information and reviews from previous customers or users of a particular product or service (Durana et al., 2022; Kudla et al., 2023; Naqshbandi & Jasimuddin, 2022). This practise effectively aids customers in making informed decisions regarding whether or not to proceed with the purchase of said product or service. Similar to other consumer decisions, electronic word-of-mouth (e-WoM) can exert influence when individuals are making plans or decisions regarding leisure or adventure travel (Chien, Chau, & Zhang, 2022; Mariotti, 2022; Ovcharenko & Semenenko, 2022). Tourists have the opportunity to access information and reviews from previous visitors who have experienced a specific destination. This can be achieved through various online sources, such as travel blogs, vlogs, and social media posts, which offer reliable and firsthand accounts (Bataneh, 2015; Jankowska & Gralewski, 2022; Máté, Török, & Kiss, 2023; Radović et al., 2023). This information provides valuable insights for prospective travellers, as it acquaints them with the obstacles and hazards associated with leisure and adventure travel to a specific location, while also highlighting the potential benefits. It aids in determining whether the overall experience would be worthwhile, taking into account the experiences of previous travellers. Previous studies have successfully established a correlation between electronic word-of-mouth (E-WoM) and travel intention. Numerous prior studies have conducted empirical examinations to assess the impact of electronic word-of-mouth (E-WoM) on travel intention, consistently revealing a positive and statistically significant association between the two variables (Tatiani & Andjarwati, 2022). Consequently, drawing from the preceding discourse, it can be deduced that the favourable electronic word-of-mouth (E-WoM) acquired by a prospective traveller via information and communication technology (ICT) platforms has the potential to impact their inclination to engage in leisure or adventure travel. Thus, we put forth the following hypothesis:

**H8:** *E-WoM is positively associated with the intention to travel for leisure or adventure.*

**Figure 1:** Proposed Framework



### 3. Methodology

#### 3.1 Research Instrument

The variables in the study were assessed using established and validated measurement questionnaires. The measurement scale utilised for the variables of extraversion, neuroticism, and amotivation was derived from the research conducted by Sreen et al. (2023)





The measurement scale used for the variable of openness to experience was derived from the research conducted by John and Srivastava (1999). The measurement of electronic word-of-mouth (E-WOM) was conducted by employing the instrument developed by Reza Jalilvand et al. (2012). The measurement of intention to travel was conducted by modifying the instrument utilised in the study conducted by Sánchez-Cañizares et al. (2021). The variables were assessed using a 5-point Likert scale. Table 1 below presents the measurement items and statements for each variable, along with their respective sources.

**Table 1.** Measurement Tools

| “Items  | References                      |
|---|---------------------------------|
| <b>Extraversion</b>   |                                 |
| I talk to a lot of different people at parties  | Sreen et al. (2023)             |
| I feel comfortable around people  |                                 |
| I start conversations   |                                 |
| I make friends easily   |                                 |
| <b>Openness to Experience</b>   |                                 |
| I see myself as someone who is original, comes up with new ideas  | John and Srivastava (1999)      |
| I see myself as someone who is curious about many different things  |                                 |
| I see myself as someone who is ingenious; a deep thinker  |                                 |
| I see myself as someone who has an active imagination   |                                 |
| I see myself as someone who is inventive  |                                 |
| I see myself as someone who values artistic, aesthetic experiences  |                                 |
| I see myself as someone who likes to reflect, play with ideas   |                                 |
| I see myself as someone who is sophisticated in art, music and literature   |                                 |
| <b>Neuroticism</b>  |                                 |
| I get stressed out easily   | Sreen et al. (2023)             |
| I worry about things  |                                 |
| I fear the worst  |                                 |
| I am filled with doubts   |                                 |
| <b>E-WoM</b>  |                                 |
| I often read other tourists’ online travel reviews to know what destinations make good impressions on others      | Reza Jalilvand et al. (2012)    |
| To make sure I choose the right destination, I often read other tourists’ online travel reviews                   |                                 |
| I often consult other tourists’ online travel reviews to help choose an attractive destination                    |                                 |
| I frequently gather information from tourists’ online travel reviews before I travel to a certain destination     |                                 |
| If I don’t read tourists’ online travel reviews when I travel to a destination, I worry about my decision         |                                 |
| When I travel to a destination, tourists’ online travel reviews make me confident in traveling to the destination |                                 |
| <b>Amotivation</b>  |                                 |
| I don’t really think travel for leisure is my thing   | Sreen et al. (2023)             |
| I used to have good reasons for travelling for leisure, but now I question if I should continue                   |                                 |
| I’m not sure why I still travel for leisure; I do not seem to be getting any benefits from it                     |                                 |
| <b>Intention to Travel</b>  |                                 |
| I hope to travel for leisure  | Sánchez-Cañizares et al. (2021) |
| I intend to travel for leisure  |                                 |
| If everything goes as I think, I plan to travel for leisure   |                                 |
| I predict that I should travel for leisure to a tourist destination   |                                 |
| I am willing to visit a tourist destination”  |                                 |

### 3.2 Sampling and Data Collection

The data utilised for testing the hypotheses of this study was gathered through convenience sampling from a sample population consisting of Saudi citizens and expatriates who visited various tourist destinations during the summer season spanning from June 2023 to August 2023. The data was obtained through the distribution of a self-administered survey questionnaire, with participation being entirely voluntary. A total of 234 respondents completed the questionnaires, which were subsequently utilised for the analysis. The participants were provided with the assurance that their data would be treated with confidentiality and would not be utilised for the specific objectives of this study.

## 4. Analysis

The data was analysed using Structural Equation Modelling (SEM) and the statistical software SPSS with Amos-16. The first step in the assessment of the measurement model involved examining the reliability and validity of the scales using structural equation modelling (SEM). This was followed by evaluating the fit of the measurement and structural models. In the final stage of the study, the hypotheses were evaluated by examining the t-value and p-values as part of the assessment of the structural model.

### 4.1 Measurement Model Assessment

During the initial stage of structural equation modelling (SEM) analysis, the evaluation of the measurement model was conducted. The initial step involved evaluating the fit indices of the measurement model, all of which fell within the acceptable ranges i.e., CFI = 0.92, AGFI = 0.86, RMSEA = 0.056, CMIN/df = 1.24, TLI = 0.93, and IFI = 0.92. The acceptable ranges are as follows: CFI  $\geq$  0.90, AGFI  $\geq$  0.80, RMSEA  $\leq$  0.10, CMIN/df  $<$  3, TLI  $\geq$  0.89, and IFI  $\geq$  0.90. This shows that the measurement model is a good fit and thus we can proceed with further analysis.

**Table 2.** Measurement Model Fit Indices

| Fit Indices | Overall Model Score | Value | Acceptable Threshold Value |
|-------------|---------------------|-------|----------------------------|
| CFI         | 0.92                | 0.90  | $\geq$ 0.90                |
| AGFI        | 0.86                | 0.81  | $\geq$ 0.80                |
| RMSEA       | 0.056               | 0.87  | $\leq$ 0.10                |
| CMIN/df     | 1.24                | 2.34  | $<$ 3                      |
| TLI         | 0.93                | 0.89  | $\geq$ 0.89                |
| IFI         | 0.92                | 0.88  | $\geq$ 0.90                |

The next step in the assessment of the measurement model involves the evaluation of the reliability and validity of the measurement instruments employed for data collection in this study. The statistics for reliability and convergent validity of the measurement tools are presented in Table 3. The reliability statistics of all variables surpass the recommended thresholds, indicating the reliability of the measurement items. Moreover, it is worth noting that all variables exhibit AVE values exceeding 0.50, thereby providing evidence of the convergent validity of the measurement scale.





**Table 3.** Reliability and Convergent Validity

| Variable               | Cronbach's $\alpha$ | CR   | AVE  |
|------------------------|---------------------|------|------|
| Extraversion           | 0.81                | 0.80 | 0.55 |
| Openness to experience | 0.84                | 0.81 | 0.54 |
| Neuroticism            | 0.79                | 0.76 | 0.50 |
| Amotivation            | 0.86                | 0.82 | 0.60 |
| E-WOM                  | 0.80                | 0.79 | 0.46 |
| Intention to Travel    | 0.76                | 0.74 | 0.52 |

The statistics in Table 4 are presented to assess the discriminant validity of the measurement scale. It is evident that the correlations do not exceed the square root of the average variance extracted (AVE) for all variables, thus confirming their discriminant validity.

**Table 4.** Discriminant Validity

| Variable               | 1    | 2    | 3    | 4    | 5    | 6 |
|------------------------|------|------|------|------|------|---|
| Extraversion           | 1    |      |      |      |      |   |
| Openness to experience | 0.56 | 1    |      |      |      |   |
| Neuroticism            | 0.55 | 0.54 | 1    |      |      |   |
| Amotivation            | 0.64 | 0.34 | 0.22 | 1    |      |   |
| E-WOM                  | 0.43 | 0.28 | 0.34 | 0.66 | 1    |   |
| Intention to Travel    | 0.41 | 0.67 | 0.71 | 0.58 | 0.39 | 1 |

## 4.2. Structural Model Assessment

Following the evaluation of the measurement model, the subsequent stage in the analysis of structural equation modelling (SEM) involves the evaluation of the structural model for the purpose of hypothesis testing. The initial stage in evaluating the structural model involves examining the fit indices to determine the adequacy of the fit of the structural model. The fit indices of the structural model were all within the acceptable ranges i.e., CFI = 0.94, AGFI = 0.88, RMSEA = 0.040, CMIN/df = 2.01, TLI = 0.96, and IFI = 0.93. The acceptable ranges for the fit indices are as follows: CFI  $\geq$  0.90, AGFI  $\geq$  0.80, RMSEA  $\leq$  0.10, CMIN/df < 3, TLI  $\geq$  0.89, and IFI  $\geq$  0.90. This shows that the structural model is a good fit and thus further analysis can be conducted.

**Table 5.** Structural Model Fit Indices

| Fit Indices | Overall Model Score | Value | Acceptable Threshold Value |
|-------------|---------------------|-------|----------------------------|
| CFI         | 0.94                | 0.91  | $\geq$ 0.90                |
| AGFI        | 0.88                | 0.84  | $\geq$ 0.80                |
| RMSEA       | 0.040               | 0.063 | $\leq$ 0.10                |
| CMIN/df     | 2.01                | 2.34  | <3                         |
| TLI         | 0.96                | 0.92  | $\geq$ 0.89                |
| IFI         | 0.93                | 0.90  | $\geq$ 0.90                |

The results of the hypothesis testing, specifically for direct relationships, are presented in Table 6. The table reveals that there is a negative and statistically significant relationship between an individual's amotivation and their intention to engage in leisure or adventure travel. This finding provides support for Hypothesis 1 as proposed in the study. This implies that individuals who lack motivation for leisure or adventure travel are less likely to possess any inclination to engage in such activities. The rationale behind this argument is based on

the premise that motivation plays a crucial role in driving behaviour or action. Conversely, a dearth of motivation hampers behaviour or diminishes the probability of its occurrence. Additionally, it is worth noting that the study's findings do not support the hypothesis H2, as extraversion was not identified as a significant predictor of amotivation. This implies that an individual's degree of extraversion does not have a significant influence on their inclination to engage in recreational or adventurous travel. The motivation to engage in leisure or adventurous travel is not contingent upon one's extraversion. In other words, individuals can possess a desire to explore and experience new things, even if they identify as extraverts. In addition, the study revealed that there is a significant and negative relationship between openness to experience and amotivation to engage in leisure and adventure travel. This finding provides support for Hypothesis 4. This implies that individuals who possess a proclivity for embracing novel encounters, engaging in exploration and acquiring knowledge, as well as exhibiting a heightened inclination for seeking stimulation and arousal, are more inclined to exhibit motivation for engaging in leisure travel and embarking on adventurous pursuits. This is due to the fact that such activities afford them the opportunity to satiate their perpetual quest for fresh experiences. In addition, the study's findings indicate that neuroticism does not serve as a significant predictor of individuals' motivation to engage in leisure and adventure travel. Consequently, these results reject the hypothesis H6. This implies that an individual's neurotic disposition, encompassing their apprehensions, unease, and aversion to taking risks, does not inherently result in an inclination towards pursuing recreational travel and seeking out adventurous experiences. Despite experiencing neurotic tendencies, individuals can still exhibit motivation to engage in travel activities. Finally, electronic word-of-mouth (E-WOM) has been identified as a substantial determinant of individuals' intention to engage in leisure and adventure travel, thereby providing support for hypothesis 8 in the research. This implies that the favourable suggestions, recommendations, and reviews provided by fellow travellers on online platforms increase the probability of an individual engaging in leisure and adventure travel.

**Table 6.** Hypothesis Testing-Direct Effects

| Hypothesis                           | t-value | p-value | Status   |
|--------------------------------------|---------|---------|----------|
| Amotivation → Intention to Travel    | 3.67    | 0.014   | Accepted |
| Extraversion → Amotivation           | 1.01    | 0.24    | Rejected |
| Openness to Experience → Amotivation | 4.34    | 0.02    | Accepted |
| Neuroticism → Amotivation            | 1.22    | 0.64    | Rejected |
| E-WOM → Intention to Travel          | 4.25    | 0.021   | Accepted |

The results of the indirect hypotheses of the study are presented in Table 7. The table reveals a noteworthy indirect association between extraversion and intention to travel, mediated by amotivation, thereby providing support for Hypothesis 3 of the study. This implies that individuals with extraverted personality traits are more inclined to possess aspirations or intentions to engage in leisurely and adventurous travel, as they are inclined towards exploring novel destinations and interacting with unfamiliar individuals. However, their amotivation resulting from external factors or circumstances may hinder and diminish their propensity to engage in travel activities. Furthermore, the study findings indicate that there is no substantial indirect association between openness to experience and intention to travel mediated by amotivation, thereby refuting hypothesis H5. This implies that an individual's inclination towards openness to experience may serve as a driving force behind their desire to engage in leisurely and adventurous travel. However, it does not guarantee the actual



intention to travel, as other factors or circumstances may come into play. Finally, it has been observed that neuroticism exhibits a noteworthy indirect association with the inclination to engage in travel, mediated by amotivation. This finding provides support for hypothesis 7 as posited in the present study. This implies that individuals with neurotic tendencies may exhibit reduced motivation to engage in leisure travel or pursue adventurous activities. Furthermore, their likelihood of formulating concrete plans for leisure travel or adventure is reduced.

**Table 7.** Hypothesis Testing-Indirect Effects

| Hypothesis                                   | t-value | p-value | Status   |
|--|---------|---------|----------|
| Extraversion → Intention to Travel           | 3.99    | 0.014   | Accepted |
| Openness to Experience → Intention to Travel | 0.99    | 1.90    | Rejected |
| Neuroticism → Intention to Travel            | 4.20    | 0.011   | Accepted |

## 5. Discussion

The objective of this research was to examine the influence of personality traits, specifically extraversion, openness to experience, and neuroticism, on the determination of motivation to engage in travel, as well as the intention to travel for leisure and adventure purposes. Additionally, the impact of electronic word-of-mouth (E-WOM) on travel intention was also evaluated. In order to accomplish the study objectives, data was gathered from a sample of 234 individuals who had visited various tourist destinations during the timeframe of June to August 2023. The data that was gathered was subjected to analysis using Structural Equation Modelling (SEM) with the assistance of Statistical Package for the Social Sciences (SPSS) and Analysis of Moment Structures (AMOS). The findings of the research indicate a negative correlation between motivation and the inclination to engage in leisure and adventure travel. This phenomenon can be attributed to the lack of perceived benefits or utility in engaging in leisure or adventure travel, leading motivated individuals to actively avoid such activities (Chow et al., 2019; Cole et al., 2019). The perception of a distant destination, an arduous journey, and a lengthy travel duration contributes to the lack of motivation for individuals to visit that particular location, consequently diminishing the probability of leisure travel to said destination (Khaddar & Fatmi, 2021; Nazneen et al., 2020; Radic et al., 2021). Motivation serves as the fundamental impetus behind any action or behaviour (Cruz-Cárdenas et al., 2019), and in instances where motivation is lacking, the likelihood of engaging in said behaviour is correspondingly diminished.

The existing literature on the topic of motivation is limited, thus highlighting the significance of this study as a valuable addition to the existing body of knowledge in this area. Additionally, the findings of the research indicate that there is no significant correlation between extraversion and motivation. This implies that the extroverted disposition of an individual, characterised by their inclination to actively engage in social gatherings, adventurous pursuits, and desire for stimulation, does not exert any impact on an individual's pre-existing lack of motivation to engage in leisurely travel and adventurous activities. If an individual fails to perceive any advantages in engaging in travel and does not consider adventurous travel to be valuable, their extroverted disposition does not contribute to the alleviation of such sentiments and evaluations. This discovery presents a contradiction and necessitates additional exploration by subsequent studies. Nevertheless, the research also revealed that there exists an indirect association between extraversion and the inclination to

engage in travel. This suggests that even in cases where individuals with extraverted personalities may lack motivation or fail to recognise the advantages of leisure travel, they are still inclined to make travel plans and express an intention to travel. This inclination can be attributed to their desire for novel experiences, social interaction, and the pursuit of stimulating environments (Talwar et al., 2022; Tepavčević et al., 2021).

Despite potentially having low levels of motivation, individuals with a greater inclination towards activity and stimulation in life are unlikely to pass up the opportunity to engage in leisure or adventurous travel (Sreen et al., 2023). In addition, the findings of the study indicate a negative correlation between openness to experience and amotivation towards engaging in leisure or adventure travel. This is due to the fact that individuals who possess a greater degree of openness to experience exhibit a preference for acquiring novel experiences, acquiring new knowledge, gravitating towards aesthetic and escapist concepts, and embracing exhilarating encounters. Consequently, engaging in leisure or adventure travel is an ideal pursuit for these individuals, as it aligns with their intrinsic motivation to embark on such ventures (Alves et al., 2020; Talwar et al., 2022). Consequently, there exists a negative correlation between amotivation and the inclination to engage in leisure and adventurous travel. But the findings of the study indicate that there is no significant indirect relationship between openness to experience and the intention to engage in leisure or adventure travel. The trait of openness to experience has been found to potentially influence an individual's motivation to engage in travel. However, it does not necessarily guarantee the formation of an intention to travel. Despite possessing the personality trait of openness to experience, individuals may exhibit a lack of intention to engage in leisure or adventure travel due to the influence of various additional factors. This discovery presents a contradiction and necessitates additional investigation by subsequent scholarly inquiry. Furthermore, there was no observed correlation between neuroticism and amotivation to engage in leisure and adventure travel. Despite the risk-averse nature, negative outlook, and prevalent feelings of anxiety, worry, fear, and sadness among neurotic individuals (Wijngaards et al., 2020), it is plausible that they may not exhibit complete lack of motivation to engage in leisure and adventurous travel pursuits. It can be the case that they believe traveling for leisure provides them with an escape from their own thoughts and worries and therefore they don't feel a motivated to travel rather they desire to get away from the worries and anxieties of their daily life and give a break to their mind. This finding is also contradictory and demands further investigation by future research. However, the results also reveal that neuroticism is not significantly indirectly related to the intention to travel for leisure and adventure through the mediating role of amotivation. This shows that neurotic individuals may have some desire and motivation to get away from their worries, fears, anxieties by traveling for leisure, but their own personality and risk averse behaviour comes in the way in developing an actual plan to travel. They may wish to travel but translating that desire or wish into an actual plan is an issue.

People may hold the belief that they possess inadequate planning skills, thereby experiencing anxiety regarding potential flaws in their plans. Consequently, they may find themselves in a precarious and uncertain predicament, lacking the necessary knowledge to effectively navigate such circumstances. Consequently, individuals' apprehension, psychological strain, and concern regarding the inherent unpredictability associated with travel act as barriers that impede their inclination to engage in travel, despite their desire or motivation to do so. The existing literature on the relationship between neuroticism and travel and tourism is limited, underscoring the significance of the findings presented



in this study as a valuable addition to the existing body of knowledge. Finally, electronic word-of-mouth (E-WOM) was discovered to have a positive correlation with the intention to engage in leisure or adventure travel. This finding is in line with previous research that has examined the correlation between the two variables (Abubakar & Ilkan, 2016; Doosti et al., 2016; Rusydi et al., 2021).

## 5.1 Conclusion

In recent years, a multitude of virtual travel communities have surfaced on the internet. These communities serve as a means for both travellers and prospective travellers to maintain connectivity and access to relevant information. Individuals who engage in travel have the opportunity to disseminate their personal experiences and evaluations pertaining to a specific travel expedition. Consequently, prospective travellers can derive benefits from this information by acquiring knowledge regarding recommended actions and behaviours, as well as those that are advised against. The continuous receipt of updates in various formats, such as blog posts, videos, pictures, and other media, within travel communities has been observed to positively influence individuals' inclination to engage in leisure or adventurous tours. This is attributed to the ability of individuals to witness the successful travel experiences of fellow travellers and gain insights into effective strategies employed to mitigate potential challenges. Hence, drawing upon the electronic word-of-mouth (E-WOM) disseminated by seasoned travellers, individuals are influenced and subsequently cultivate an inclination to embark on their own travel ventures.

## 5.2 Implications

The findings of the study yield several theoretical implications. This study makes a notable scholarly contribution by addressing the limited exploration of amotivation within the domain of travel and tourism. Additionally, the examination of the impact of personality traits on motivation has not been previously investigated, thus rendering the results of this study both innovative and significant in terms of expanding the existing knowledge base. Furthermore, the presence of several conflicting results within this study underscores the necessity for subsequent investigations and deeper analysis in order to gain a comprehensive understanding of these associations. Specifically, it is imperative to explore the intricate connections between extraversion and amotivation, neuroticism and amotivation, as well as the potential mediating influence of amotivation on the relationship between personality traits and the inclination to engage in leisure or adventure travel.

The findings of this study have several practical implications for travel and tourism agencies. When promoting leisure or adventure travel packages, it is essential to tailor the marketing efforts towards specific target audiences, taking into consideration their individual personality traits and preferences. Furthermore, it is imperative to acknowledge the significance of travel communities. The assessments and evaluations provided by travellers on virtual travel communities have a direct influence on the decision-making process of prospective tourists, as they place their trust in these platforms to obtain valuable information. Hence, it is imperative to establish online communities that are credible and authentic, enabling travellers to access reliable information and subsequently formulate their plans with confidence.

### 5.3 Limitations and Future Research Directions

This study focuses on three specific personality traits and examines their correlation with motivation and the intention to engage in leisure and adventure travel. Subsequent investigations may delve into the comprehensive examination of the big five personality traits within the realm of travel and tourism. The current investigation yielded divergent results pertaining to the association between extraversion and amotivation, neuroticism and amotivation, as well as the mediating influence of amotivation in the link between personality traits and the inclination to engage in leisure or adventure travel. Subsequent investigations may delve into these associations comprehensively in order to provide a more comprehensive elucidation of these observations. The present study is conducted within the geographical boundaries of Saudi Arabia. Subsequent research endeavours may explore the applicability of this model in diverse contexts. Additional aspects of motivation can also be examined.

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