

Influence of Personality Traits on Sustainable Tourism Consumer Behaviour

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When tourism is viewed as an economic activity more than capable of having an accentuated negative impact on the environment, the issue of sustainability is brought to the fore. From a psychological point of view, sustainability is the way to influence and change individuals' destructive behavioural patterns, which is based on a complex network consisting of individual values, attitudes, knowledge, habits and social norms. Growing awareness of environmental issues, limited natural resources and high environmental costs are driving the adoption of sustainable behaviours.

The present research aimed to study the personality traits that influence consumer buying behaviour to sustainable tourism.

The results of the study carried out on a sample of 95 people revealed that some personality traits have a significant relationship with the consumption behaviour of sustainable tourism - by influencing the attitude towards sustainable tourism - extraversion, conscientiousness and openness to experiences.

Despite the limitations related to sample size and characteristics, the paper highlights that research in the field of the influence of personality traits on consumption behaviour in sustainable tourism on the Romanian population remains open and that future research directions could involve a larger sample to ensure representativeness at local, regional, even national level.

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