Big Five Personality Factors and Travel Curiosity: Are They Related?

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Abstract
Despite propositions relating the Big Five Factors of personality and travel curiosity, empirical evidence is lacking. This study examined the relationship between these two constructs within tourism settings. A survey strategy was employed in data collection that yielded 360 usable questionnaires. Findings indicate openness to experience to have a significant positive influence on the interest-type travel curiosity, while neuroticism and agreeableness to have a significant positive impact on the deprivation-type travel curiosity. Extraversion and conscientiousness had no significant effects on either of the two types of curiosity. The study affirms the applicability of openness to experience, neuroticism, and agreeableness in relating to travel curiosity. Destination marketers can thus use travel curiosity in their marketing communications to cater to different personalities.

Keywords
Personality,
Curiosity,
Travel information,
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