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Recreational activity and intention revisit: the role of destination personality, self-congruence and functional fit: the case of Mudurnu

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Abstract: This study aims to determine the effects of destination personality, self-congruence, and functional fit on revisit intention. At the same time, the importance performance matrix analysis (IPMA) is used to determine the level of participation of individuals in leisure and recreational activities. The research population consists of tourists visiting the city of Bolu Mudurnu in Turkey, and 406 questionnaires were analysed. The convenience sampling method was used in the research. Structural equation model was used to analyse the data. In this context, it was found that destination personality of the tourists participating in the research has a positive effect on self-congruence, functional fit and revisit intention, that self-congruence has a positive effect on functional fit and revisit intention. That functional fit has a positive effect on revisit intention.

Keywords: destination personality; self-congruence; functional fit; revisit intention; recreational activity; leisure; importance performance matrix analysis; IPMA.

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1 Introduction

Tourism brings about numerous economic, social, and cultural benefits to various destinations worldwide. To attract tourists, destinations adopt different strategies, and one highly effective approach is to establish a unique and distinct destination personality. This distinct personality helps in capturing tourists' interest and sets the place apart from others (Ekinci and Hosany, 2006; Murphy et al., 2007a). Understanding the personality traits of a destination becomes crucial as it helps in meeting tourists' expectations and significantly increases their intention to return. Before embarking on a journey to a new destination, tourists take into account various factors, such as local infrastructure, attractions, historical significance, and the overall appeal of the place (Hsu et al., 2009). However, purely functional aspects might not entirely explain tourists' inclination to revisit a destination. The concept of self-congruence becomes essential as it enables tourists to form a strong emotional connection with the destination, ultimately influencing their intention to revisit (Murphy et al., 2007b; Souiden et al., 2017). Hence, both destination personality and self-congruence play pivotal roles in shaping tourists' intentions to revisit a place (Sirgy and Su, 2000). Nevertheless, there is still a lack of adequate research on the combined effects of self-congruence and functional fit on tourists' revisit intentions.

This study aims to bridge this research gap by examining the destination personality of the Mudurnu district in Bolu and how self-congruence and functional fit influence tourists' intention to revisit this region. The objectives include identifying the destination personality of Mudurnu, assessing tourists' levels of self-congruence and functional fit, and analysing the impact of these factors on their intention to revisit. While some studies have explored the relationship between destination personality and self-congruence in tourists' revisit intentions, such as Wang et al.'s (2018) research in Guilin, China, few have focused on the effects of both self-congruence and functional fit. However, Kumar and Nayak (2014a) investigated the effect of functional fit on tourists' revisit intentions and found a positive correlation.

The findings of this study will contribute valuable insights to the existing literature by exploring the influence of destination personality, self-congruence, and functional fit on tourists' revisit intentions, specifically in the Mudurnu district. These insights will be beneficial for destination managers, empowering them to devise effective strategies to

increase tourists' visits and revisit intentions. By identifying the distinctive personality traits of Mudurnu and understanding tourists' self-congruence and functional fit, destination managers can tailor their offerings and enhance the overall visitor experience, thereby attracting more tourists to the region.

Moreover, this research addresses a significant gap in the literature by focusing on the Mudurnu district of Bolu. Although numerous studies have investigated destination personality, self-congruence, and functional fit in different locations, there is limited research on these factors in the context of Mudurnu. Understanding the unique destination personality of Mudurnu and its impact on tourists' self-congruence and functional fit can offer valuable insights into the specific characteristics and attributes that attract visitors to this region.

By examining tourists' intention to revisit Mudurnu, this study contributes to the understanding of destination loyalty and the factors influencing tourists' decision-making processes. Revisit intention serves as an indicator of a destination's success, reflecting tourists' satisfaction and desire to return. Therefore, exploring the effects of destination personality, self-congruence, and functional fit on revisit intention can assist destination managers in developing effective marketing strategies and improving the tourism experience in Mudurnu. Recreational activities encompass a wide range of pursuits, including sports, outdoor adventures, cultural outings, creative hobbies, and social interactions (Franceschinis et al., 2022). Engaging in these activities not only brings joy and fulfilment but also contributes to physical well-being, mental rejuvenation, and the development of new skills and interests. Furthermore, recreational activities often foster a sense of community, connection, and shared experiences, making them valuable components of a balanced and fulfilling lifestyle (Alessandro, 2022).

The results of this study will provide destination managers with practical insights and actionable recommendations. By understanding the unique personality traits of Mudurnu, destination managers can emphasise and promote these traits in their marketing efforts to attract a specific target market that resonates with the destination's personality. Moreover, by recognising the importance of self-congruence and functional fit, managers can tailor their offerings and experiences to the preferences and expectations of their target audience, thereby increasing visitor satisfaction and the likelihood of Mudurnu return visits.

2 Conceptual framework

2.1 Destination personality

Destination personality is a fascinating concept that emerges from the combination of unique characteristics found in various tourist destinations. In this context, personality refers to the distinctive characteristics and emotional qualities associated with a person (TDK, 2022). Similarly, destination personality encompasses a set of human-like characteristics attributed to tourism destinations (Hosany et al., 2006). This concept plays an important role in how tourists perceive and connect with travel destinations.

Destination personality emerges when we apply brand personality traits, commonly found in marketing literature, to tourist destinations such as cities or regions (Aaker, 1997). It blends the functional, symbolic, and experiential aspects of a place (Hankinson, 2004), all of which contribute to shaping the destination's image and how it is perceived

by tourists (Opoku, 2009). Understanding destination personality can significantly impact how tourists experience and relate to the places they visit. Creating a destination personality is necessary to brand a tourist destination (Kumar and Nayak, 2014b). Destination personality can increase the competitiveness of destinations in the market by enabling tourists to perceive, talk about, and share destinations (Balakrishnan and Jayapalan, 2007). There are two main factors to consider when creating a destination personality. The first factor is determining the destination's functional, symbolic, and experiential characteristics. The second factor is the orientation effect that can occur toward tourists' perceptions and desires (Kaushal et al., 2019). Since destination personality allows tourists to perceive and personalise destinations, it should have strong personality characteristics and an orientation effect toward tourists' perceptions and desires (Gomez Aguilar et al., 2014).

2.2 Self-congruence

Self-congruence is defined as an individual's self-existence, personality, individuality, and the elements that make up the self (Baumeister, 2018; Markus and Nurius, 1986; Swann et al., 2015). Self-congruence is formed due to the combination of the individual's feelings, perceptions, attitudes, and views about the self and the evaluations of others (Kang and Sung, 2021). Self-congruence has four dimensions: actual self, ideal self, social self, and ideal social self (Lin and Chao, 2022; Markus and Nurius, 1986). Accurate self-congruence refers to the harmony between one's self-perception and one's image of oneself (Lin and Chao, 2022). Ideal self-perception, on the other hand, reflects how one would like to see oneself and the self-perception one desires (Baumeister, 2018; Markus and Nurius, 1986). Social self-perception relates to how others perceive one (Swann et al., 2015). Ideal social self-perception is related to how one would like to be perceived by others (Lin and Chao, 2022; Markus and Nurius, 1986).

Regarding consumer behaviour, self-congruence can be explained by the preference for products with a similar image to one's own (Lin and Chao, 2022; Sirgy, 1982). Therefore, the level of self-representation and the congruence of the product with the consumer's self-perception play an essential role in deciding whether to purchase a product (Lin and Chao, 2022; Sirgy, 1982). Most research on self-congruence shows that individuals' ideal self-perceptions guide their self-perceptions and that the products they often prefer to fit their ideal selves (Lin and Chao, 2022; Markus and Nurius, 1986). When consumers purchase a product, the conformity of the product with social expectations is as necessary as the conformity of the product with their self-perceptions (Sirgy, 1982; Swann et al., 2015). As a result, self-congruence plays a vital role in consumer behaviour. Consumers' decision to purchase a product is influenced by the unity of the product with their self-perceptions and social expectations. Therefore, sales and marketing strategies should follow consumers' self-perceptions (Sirgy, 1982; Swann et al., 2015).

2.3 Functional fit

Functional fit is the difference between consumers' attitudes, thoughts, and perceptions about the functions related to the performance they receive from the product or service they purchase and the features they encounter (Johar and Sirgy, 1991). Consumers make

cost-benefit assessments in the purchase decision process and prefer products that provide benefits commensurate with their costs (Kumar and Nayak, 2014b). Functional fit states that consumers consider the benefits they will receive from a product when purchasing it (Samli and Sirgy, 1982). Chon and Olsen (1991) noted that functional fit directly affects tourists' post-visit behaviour. Sirgy and Su (2000) contributed to the field by demonstrating the role of functional adjustment in predicting tourist behaviour from a theoretical perspective.

Functional fit can measure the differences between consumers' product expectations and perceived performance (Klipfel et al., 2014). Therefore, functional fit is of great importance in understanding consumers. Since functional fit is based on the theory of self-fit, it was introduced to determine consumer behaviour in tourism (Kim et al., 2004). While functional fit is mainly a brand positioning tool in marketing, it has been characterised as consumer perception, brand image and extended functionality in tourism (Chon, 1990; Klipfel et al., 2014). Functional fit in tourism can be defined as the difference between the benefits tourists expect from a destination and the performance they perceive (Chon and Olsen, 1991). Therefore, tourism organisations can use the concept of functional fit to understand tourists' expectations and needs.

2.4 Revisit intention

Intention to revisit refers to the desire and willingness of tourists to return to a specific destination, brand, or product (Xiang et al., 2017). This aspect is of utmost importance in the tourism industry, as it directly impacts the success of businesses (Bigne et al., 2020). The decision of whether tourists intend to revisit a place is influenced by various factors, such as their past experiences, level of satisfaction, and perceived value (Li and Petrick, 2016). Additionally, tourists' inclination towards novelty and the competitive appeal of alternative destinations also play a role in shaping their intention to revisit (Gursoy et al., 2020).

The intention to revisit is considered a vital indicator of success for tourism senterprises by many researchers (Bigne et al., 2020; Xiang et al., 2017). Consequently, it becomes imperative for companies to develop effective strategies that can enhance tourists' satisfaction levels, elevate the perceived value of their offerings, and ultimately encourage them to revisit.

Tourists' intention to revisit a destination increases when their previous experiences are positive (Li and Petrick, 2016). In addition, tourists' perceived value and satisfaction are among the critical factors influencing their revisit intention (Bigne et al., 2020). On the other hand, tourists' innovation-seeking tendencies and competition among alternative destinations are other factors affecting revisit intentions (Gursoy et al., 2020). Therefore, businesses need to offer services in line with tourists' innovation-seeking tendencies and highlight the unique features of their destinations.

3 Method

3.1 Study site: Bolu Mudurnu

The place where the research was conducted is Bolu Mudurnu. Bolu Mudurnu is a district located in the Black Sea region of Turkey and is an important tourist destination. In this

study, 406 participants were selected from tourists visiting Bolu Mudurnu using a non-probability convenience sampling method. The survey form used in the research was applied by face-to-face interview method in touristic destination in Bolu Mudurnu.

3.2 Research instrument

The measurement tool used in this study is a questionnaire form prepared to measure destination personality, self-congruence, functional fit and revisit intention. The questions in the questionnaire were inspired by the scales used in the literature. The questionnaire has two parts. The first part contains questions about the demographic characteristics of the participants. The second part contains items related to destination personality, self-congruence, functional fit and intention to revisit.

The eight-item scale developed by Bosnjak et al. (2011) was used as the self-congruence scale. As the destination personality scale, the eight-item, one-dimension scale developed by Aaker (1997), Murphy et al. (2007a), and Yeh et al. (2010) were used. A three-item scale developed by Lee and Chang (2012) was used for the revisit intention variable. The questionnaire form was administered to tourists at the tourist sites of Bolu Göynük using the face-to-face interview method. The answers to the questions in the questionnaire were coded in the SPSS statistical programme and made suitable for analysis.

3.3 Sampling and data collection

In this study, the non-probability convenience sampling method was preferred. The research was conducted with 396 participants randomly selected among the tourists in the tourist places of Bolu Göynük. The data were collected through the face-to-face interview method. The researchers distributed the questionnaire form to the participants in the tourist places and filled it by the participants. The questionnaire form was coded according to the participants' answers and made suitable for analysis. The sample size was calculated using G*POWER 3.1.9.4 software (Faul et al., 2007). It was determined that the required sample size was 98 (power = 0.80, $f^2 = 0.15$, $\alpha = 0.05$). However, to obtain a more consistent model, this number was multiplied by three (Ringle et al., 2015), and a sample of at least 300 was deemed appropriate. Finally, it was decided to collect 396 questionnaires to compensate for similar unforeseen uncertainties. The data obtained in the research were analysed using SPSS statistical software. The data were first processed for measurement model analyses and then evaluated in a three-stage approach as a structural model and path analysis. Measurement model analyses were conducted to examine the validity and reliability results of the scales and to evaluate the effectiveness of the structural model.

3.4 Data analysis

In this study, data were first processed for measurement model analyses and then evaluated using a three-stage approach as the structural model and path analysis. Measurement model analyses were conducted to provide information on the validity and reliability of the scales. These analyses used statistical methods such as internal consistency coefficient (Cronbach's alpha), convergent validity between scales, average

variance extracted, and factor loadings of each scale. Structural model and path analysis were used to test the research hypotheses. In these analyses, statistical methods, including model fit values, model effect size and structural equation model results were used. Cross-loading and discriminant validity analyses were also conducted. Cross-loading analyses were conducted to verify that each scale was highly correlated only with its factor. Discriminant validity analyses were conducted to verify that each scale was highly correlated only with its factor and lowly correlated with other factors.

Table 1 Confirmatory tetrad analysis

Indicator	β	$\bar{X}$	*S.d.*	*t*	*p*	*CI low adj.*	*CI up adj.*	*R/F*
4: DK1, DK2, DK3, DK5	0.280	0.275	0.134	2.094	0.037	–0.121	0.693	Reflective
6: DK1, DK3, DK5, DK2	0.028	0.031	0.054	0.518	0.605	–0.140	0.191	
1: FU-1, FU-2, FU-3, FU-4	0.090	0.085	0.084	1.063	0.288	–0.162	0.350	Reflective
2: FU-1, FU-2, FU-4, FU-3	–0.252	–0.251	0.096	2.617	0.009	–0.547	0.039	
1: BU-1, BU-2, BU-3, BU-4	0.033	0.035	0.028	1.208	0.228	–0.052	0.115	Reflective
2: BU-1, BU-2, BU-4, BU-3	–0.114	–0.107	0.058	1.979	0.048	–0.297	0.054	
1: FU-1, TZ1, TZ2, TZ3	–0.097	–0.093	0.066	1.461	0.145	–0.249	0.048	Reflective
2: FU-1, TZ1, TZ3, TZ2	–0.074	–0.074	0.062	1.195	0.233	–0.214	0.065	

Confirmatory tetrad analyses (CTA) were performed on the scales included in the model (Gudergan et al., 2008), and it was found that all variables had a value of '0' in the confidence intervals and showed the reflective property (Hair et al., 2017). In this context, covariance-based structural equation modeling was carried out. For this purpose, the PLSc (consistent PLS) tab in the SmartPLS software was used.

In the literature (Schaarschmidt et al., 2015), there is the idea that questionnaires used from a single source potentially pose a bias threat in social science research. Therefore, we investigated whether common method bias threatens the interpretation of research findings. All items were subjected to principal components factor analysis, and Harman's one-factor test was applied (Podsakoff and Organ, 1986). It was found that all items entered did not explain the 50% variance threshold with a single factor (36.250%), and there was no common method bias in the research.

3.5 Development of hypotheses for research

H1 Destination personality has a significant positive effect on self-congruence.

H2 Destination personality has a significant positive effect on functional fit.

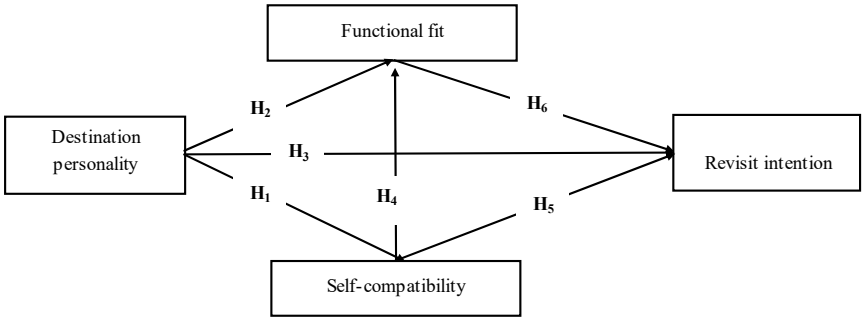
H3 Destination personality has a significant positive effect on revisit intention.

H4 Self-congruence has a significant positive effect on functional fit.

H5 Self-congruence has a significant positive effect on revisit intention.

H6 Functional fit has a significant positive effect on revisit intention.

Figure 1 Research model proposal



4 Findings

52.1% of the participants are female, and 47.9% are male, and when analysing the marital status, 60% are married, and 40% are single. When analysing the age groups of the participants, the highest participation is in the 36–45 age groups, with 32.8%, followed by the 26–35 age groups, with 24.1%. Looking at the educational level of the participants, 52.1% of the participants have a bachelor's degree, and 1.5% has a doctorate. When analysing the income status of the participants, 39.6% of them have an income of 9,001–12,000, while 2.7% have an income of 15001 and above.

In order to identify the constructs with variance outlier factor (outer VIF) values equal to or higher than 5, the collinearity test proposed by Kock and Lynn (2012) was performed (Hair et al., 2017). According to the relevant results, it was determined that there were no collinearity problems in the Outer VIF value of all constructs, and the values were less than 5 (Hair et al., 2017).

Cronbach alpha (α) and rho_A values were analysed for the scale's reliability. According to Dijkstra and Henseler (2015), α and rho_A values greater than 0.70 indicate good reliability. This study concluded that the α values of the scales were between 0.924–0.975 and had good reliability. In addition, the rho_A reliability coefficient was in the range of 0.944–0.976 and gave better results than the α values. AVE values were analysed for the convergent validity of the scale, and integrated reliability (rho_C) values were examined for internal consistency. AVE values ranged from 0.635–0.830, and according to Fornell and Larcker (1981), AVE should be > 0.50 and above; rho_C values ranged from 0.924–0.975 and according to Bagozzi and Yi (1988), rho_C should be > 0.60 and above (see Table 2).

In order to determine the discriminant validity of the scales, the Fornell-Larcker criterion was calculated. When the correlation loadings between the variables were examined, it was found that all variables were lower than the √AVE value, thus providing the first level of discriminant validity (Fornell and Larcker, 1981) (see Table 3).

Table 2 Validity and reliability analysis results

Indicators	*λ*	*α*	*rho_A*	*rho_C*	*AVE*
**Self-congruence (SC)*					
SC1	0.971				
SC2	0.880				
SC3	0.941				
SC4	0.922	0.975	0.976	0.975	0.830
SC5	0.888				
SC6	0.978				
SC7	0.862				
SC8	0.836				
**Destination personality (DP)*					
DP1	0.654				
DP2	0.661				
DP3	0.714				
DP4	0.679	0.936	0.944	0.931	0.635
DP5	0.770				
DP6	0.927				
DP7	0.947				
DP8	0.947				
**Functional fit (FF)*					
FF1	0.935				
FF2	0.917				
FF3	0.858				
FF4	0.865	0.967	0.968	0.967	0.785
FF5	0.937				
FF6	0.877				
FF7	0.864				
FF8	0.829				
**Revisit intention (RI)*					
RI1	0.903				
RI2	0.891	0.924	0.976	0.924	0.802
RI3	0.893				

Notes: *Measured using a five-point Likert scale format (1 = Strongly disagree, 3 = Do not know, 5 = Strongly agree). λ = Factor loadings, α = Cronbach alpha, rho_A = Reliability, rho_C = Integrated reliability, AVE = Average variance explained.

When examining the HTMT discriminant validity analysis of the scales, it was stated that each value should be less than 0.80 (Voorhees et al., 2016). When examining the results of the related analysis, it was determined that the average of the correlation values of the

variables was less than 0.80, and the second level of discriminant validity was provided (see Table 4).

Table 3 Fornell Larcker criterion and HTMT ratio results

	Fornell Larcker				*HTMT*			
	DP	*FF*	*RI*	*SC*	*DP*	*FF*	*RI*	*SC*
DP	*0.797*				-			
FF	0.601	*0.886*			0.584	-		
RI	0.636	0.735	*0.896*		0.624	0.736	-	
SC	0.392	0.481	0.595	*0.911*	0.390	0.480	0.594	-

Note: √AVE = Root mean square variance (shown in italic), HTMT = Correlation geometric means.

The research examined the cross-loading values and measurement items of each construct. The correlation loadings between the items of each scale are expected to be higher than those of other items (Hair et al., 2017). It is argued that the cross-loading value of the relevant items should be greater than 0.7 (Ghozali and Latan, 2015). It was determined that the cross-loading values of the study were more significant than 0.7, and the final stage of discriminant validity was achieved (see Table 4).

Before testing the research model, the model's goodness of fit (GoF) was tested. The standard root mean square root (SRMR) is the difference between the observed and predicted correlations, and the relevant value should be less than 0.08 (Hu and Bentler, 1998). The other fit index is the normed fit index (NFI), an incremental fit measure calculated and compared with the X^2 value of the proposed model. NFI values above 0.9 represent an acceptable fit (Lohmöller, 1989). Dijkstra and Henseler (2015) suggest that d_ULS and d_G should be considered as two different ways of calculating this discrepancy. Suppose the difference between the correlation matrix implied by the tested model and the empirical correlation matrix is so small that it can only be attributed to sampling error. In that case, it is a good model ($p > 0.05$). Henseler et al. (2016) state that d_ULS and d_G should be lower than < 95% bootstrapped quantile values. The GoF value results from the square root of the product of the AVE mean and the R^2 mean and is used to determine the general predictive power of the research model (Tenenhaus et al., 2005). When examining the GoF values of the model, it can be said that all values provide a good fit (see Table 5).

4.1 Structural model analysis

Linearity path coefficients (R^2) and the research model's effect size values (f^2) were calculated. When the variance inflation factor (VIF) values were examined during the structural equation modelling process of the research model, it was understood that the relevant values were less than five, and there was no linearity problem (Hair et al., 2017). The effect size coefficients (f^2) are between 0.126 and 1.353. When analysing the R^2 values obtained from the model, it was found that self-congruence was explained by 1.5%, functional fit by 4.3%, and revisit intention by 6.6% (see Table 6).

Mean absolute error (MAE) (PLS-predict) was analysed to examine the mean magnitude of error associated with the endogenous variables' results and identify differences between them. Comparing the PLS-MAE and LV-MAE values of the

dependent variables revisit intention scales, it was found that the LV-MAE values had a higher ratio than the PLS-MAE values. Furthermore, on the other hand, it was determined that PLS and LV Q^2 predictive values were higher than 0. In this direction, it was determined that the model's predictive power was high (Hair et al., 2017).

Table 4 Discriminant validity cross-loadings

	SC	*DP*	*FF*	*RI*
SC-1	*0.971*	0.368	0.484	0.572
SC-2	*0.880*	0.329	0.427	0.532
SC-3	*0.941*	0.373	0.464	0.549
SC-4	*0.922*	0.370	0.431	0.553
SC-5	*0.888*	0.354	0.427	0.524
SC-6	*0.978*	0.391	0.469	0.578
SC-7	*0.862*	0.328	0.415	0.519
SC-8	*0.836*	0.339	0.382	0.507
DP-1	0.270	*0.654*	0.394	0.406
DP-2	0.259	*0.661*	0.375	0.443
DP-3	0.340	*0.714*	0.411	0.432
DP-4	0.319	*0.679*	0.369	0.437
DP-5	0.367	*0.770*	0.420	0.491
DP-6	0.320	*0.927*	0.570	0.606
DP-7	0.325	*0.947*	0.601	0.601
DP-8	0.316	*0.947*	0.615	0.593
FF-1	0.451	0.598	*0.935*	0.663
FF-2	0.439	0.557	*0.917*	0.671
FF-3	0.424	0.510	*0.858*	0.630
FF-4	0.417	0.526	*0.865*	0.631
FF-5	0.462	0.570	*0.937*	0.680
FF-6	0.410	0.500	*0.877*	0.668
FF-7	0.423	0.491	*0.864*	0.651
FF-8	0.381	0.498	*0.829*	0.618
RI-1	0.523	0.599	0.659	*0.903*
RI-2	0.542	0.540	0.664	*0.891*
RI-3	0.535	0.571	0.653	*0.893*

Table 5 Research model fit scores

Compliance criteria	*Saturated model*	*Critical value*
SRMR	0.061	0.08
d_ULS	1.402	0.05
d_G	1.633	0.05
X^2	3,403.986	-
NFI	0.763	0.8
GoF	0.567	0.36

Table 6 Structural model analysis results

	InnerVIF			f^2			R^2
	SC	*FF*	*RI*	*SC*	*FF*	*RI*	
SC		1.182	1.330		0.126	0.172	0.152
DP	1.000	1.182	1.599	0.182	0.353	0.124	
FF			1.761			0.329	0.429
RI							0.656

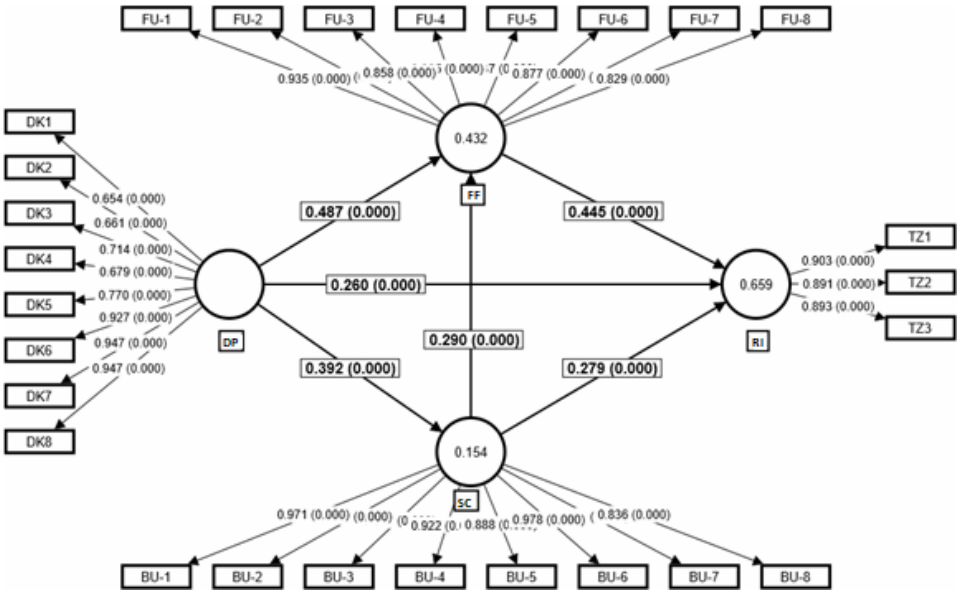
Note: DK = Destination personality, FU = Functional fit, BU = Self-congruence, TZ = Revisit intention,

Table 7 Structural equation model results

	Hypotheses	β	$\bar{X}$	*S.d.*	*t*	*p*	*R*
H1	DP → SC	0.392	0.391	0.056	7.015	0.000***	Accepted
H2	DP → FF	0.487	0.491	0.050	9.700	0.000***	Accepted
H3	DP → RI	0.260	0.262	0.054	4.812	0.000***	Accepted
H4	SC → FF	0.290	0.287	0.056	5.180	0.000***	Accepted
H5	SC → RI	0.279	0.277	0.055	5.102	0.000***	Accepted
H6	FF → RI	0.445	0.444	0.060	7.374	0.000***	Accepted

Notes: DK = Destination personality, FU = Functional fit, BU = Self-congruence, TZ = Turnover intention, β = Beta, $\bar{X}$ = Arithmetic mean, S.d. = Standard deviation, t = Significance value, *p* = Significance value, R = Result, $p < 0.05$*, $p < 0.001$**, $p < 0.000$***.

Figure 2 Research model



According to the path analysis results, destination personality has a significant positive effect on self-congruence ($\beta = 0.392$, $p > 0.05$), functional fit ($\beta = 0.487$, $p > 0.05$), and revisit intention ($\beta = 0.260$, $p > 0.05$). Hypotheses H_1, H_2, and H_3 are therefore accepted. Self-congruence has a significant positive effect on functional fit ($\beta = 0.290$, $p > 0.05$) and revisits intention ($\beta = 0.279$, $p > 0.05$). Hypotheses H_4 and H_5 are therefore accepted. Functional fit has a significant positive effect on revisit intention ($\beta = 0.445$, $p > 0.05$). Therefore, Hypothesis H_6 is accepted (see Table 7). The results of the research model are shown in Figure 2.

Figure 3 IPMA result (see online version for colours)

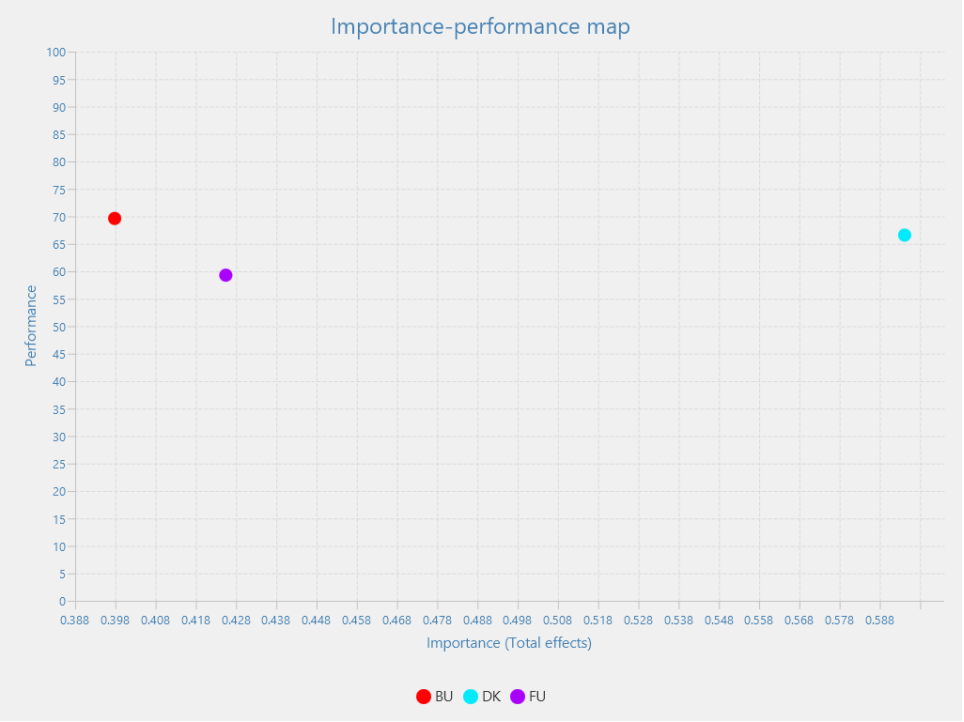


Figure 3 demonstrates that functional fit, self-congruence, and destination personality play a crucial role in determining tourists' intention to revisit a destination, showcasing their significant impact on performance. These factors serve as essential determinants in influencing individuals' engagement in leisure and recreational activities. Notably, self-congruence emerges as the most influential factor, surpassing others in terms of performance importance for revisit intention. This emphasises the critical role of destination personality, functional fit factors, and self-fitness in shaping tourists' intention to revisit. Consequently, the tourism industry should prioritise these factors to enhance customer satisfaction and promote repeat visits.

5 Conclusions and implications

The present study focused on examining the impact of tourists' perceptions of a destination's personality on self-congruence, functional fit, and revisit intention in Mudurnu. In addition, the study examined the relationships between self-congruence and functional fit, as well as functional fit and revisit intention. The results of the hypothesis tests indicated that destination personality perceptions significantly and positively influence self-congruence, functional fit, and revisit intention. As a result, Hypotheses H_1, H_2 and H_3 were confirmed.

These findings are consistent with previous research conducted by Huang et al. (2017), who also found a positive relationship between destination personality perception and self-congruence. Similarly, Baloglu et al. (2014) showed that destination personality perceptions of cruise tourists visiting Jamaica had a positive effect on their revisit intentions. In another study, Hultman et al. (2017) reported that perceptions of destination personality had a positive impact on functional fit. Furthermore, Murphy et al. (2007b) observed a moderate correlation between destination personality perceptions and tourists' likelihood to revisit Australia.

On the other hand, Usakli and Baloglu (2011) found that destination personality perceptions influenced both self-congruence and revisit intentions. The study also found that self-congruence significantly and positively influenced functional fit and revisit intention. In addition, functional fit was found to have a significant positive effect on revisit intention. As a result, Hypotheses H_4, H_5, and H_6 were supported.

The results of this study are consistent with research conducted by Hung and Petrick (2011), where functional fit and self-congruence were found to have a positive effect on the intention to participate in cruise tourism. Similarly, in another study conducted by Hung and Petrick (2012), self-congruence and functional fit were found to have positive effects on revisit intention. Therefore, the findings of this study are supported by other studies in the extant literature.

5.1 Theoretical implications

The research findings have significant theoretical implications, serving as a valuable reference for understanding and effectively managing customer behaviour in the tourism sector. The study explores the key factors influencing tourists' choice of destination and confirms the interconnectedness of destination personality perception; self-congruence, functional fit, and revisit intention. Destination personality perception emerges as a crucial element impacting tourists' destination choices. To optimise their marketing strategies, destinations should highlight and promote desirable personality traits. By doing so, they can positively influence tourists' perceptions and attitudes towards the destination, ultimately shaping their preferences.

Tourists' self-congruence also plays a vital role in determining their chosen destination. When there is a harmonious match between tourists' characteristics and preferences with those of the destination, it enhances the overall appeal of the place. Therefore, destinations should aim to customise tourism experiences to better align with tourists' expectations, ultimately increasing their sense of self-congruence. Additionally, functional fit holds significant importance in influencing tourists' decision-making process. Destinations need to cater to tourists' specific needs by offering appropriate

products and services. This level of personalisation contributes to greater tourist satisfaction and increases the likelihood of return visits.

The intention to revisit a destination is a pivotal indicator in the tourism sector. A positive and memorable tourism experience can significantly impact tourists' intention to return. Therefore, destinations should strive to create unique and memorable experiences for visitors, encouraging them to come back in the future. Overall, understanding and influencing tourist behaviour is critical for the growth and sustainability of the tourism industry. By consistently providing innovative products and services tailored to meet tourists' needs, the sector can foster positive behaviour among tourists and stimulate industry growth. Prioritising these aspects is vital for ensuring the continued success of the tourism sector.

5.2 Practical implications

To improve tourist satisfaction and encourage their return, destinations must carefully consider the practical implications of their actions. Understanding the personality traits that tourists perceive and incorporating these traits into marketing strategies can significantly enhance the destination's appeal. By adapting to tourists' characteristics and providing experiences that resonate with them, destinations can create more positive and memorable tourism experiences, increasing the likelihood of repeat visits.

To further increase tourist satisfaction and intention to return, destinations should focus on offering products and services that meet tourists' specific needs. This functional fit ensures that visitor' expectations are met, leading to higher levels of satisfaction and a greater likelihood of future visits. By prioritising positive experiences and constantly innovating to meet tourists' evolving preferences, the tourism sector can influence and stimulate its own growth.

Continuous innovation is critical to the sustainability and growth of the tourism industry. Destinations should always strive to develop new and unique products and services that meet the demands of tourists. By doing so, they can not only meet the immediate needs of visitors, but also create a dynamic and appealing environment that will attract more tourists over time.

Ultimately, destinations that take into account the practical implications outlined in this research can increase tourist satisfaction, increase the likelihood of repeat visits, and make a significant contribution to the overall growth of the tourism sector. These considerations are critical to guiding the tourism industry toward a sustainable and prosperous future.

5.3 Limitations and recommendations for future research

The study has certain limitations that need to be acknowledged in order to better understand its findings. First, the sample size was relatively small, which may affect the overall reliability and applicability of the results. In addition, the data collection was based on a questionnaire, which could potentially introduce biases or limitations in capturing the full complexity of tourist behaviour. Another factor to consider is that the study focused only on tourists travelling to Turkey. Therefore, it may not be representative of tourist behaviour in other regions or countries. To address this, future research should aim to include a more diverse range of destinations and tourist populations to ensure broader generalisability. In order to gain a more comprehensive

understanding of tourist behaviour, it would be beneficial to include a wider range of factors in future studies. This could include examining different aspects and characteristics of different tourist segments. In this way, destinations can develop targeted marketing strategies tailored to the specific preferences and needs of different types of tourists. It is also important to assess whether tourist behaviour is in line with the goals of sustainable tourism. Conducting research in this area will help promote sustainable practices within the tourism sector and contribute to its long-term viability. In future studies, researchers should explore additional factors that influence tourist behaviour, such as the impact of their previous tourism experiences, price considerations, weather patterns, travel purposes, and the unique characteristics of different destinations. In particular, tourism experience plays an important role in shaping tourist behaviour. Therefore, devoting more research efforts to investigate this aspect will provide valuable insights for industry stakeholders and policy makers.

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