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Are you a Modern or Post-Modern Tourist? Predicting Touristic Preferences from Personality and Values

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Abstract

Today's consumers have a postmodern perception and demonstrate a profile that is freer than their predecessors, more densely living their individuality, and trying more to put their own presence on the streets and in consumptionof products and services such as tourism. It has been ascertained that there is a lack of studies to determine post-modern tourist typologies in especially Turkish tourism literature. Based on this testimony, this study used a Five Factor Personality Features Scale to determine the personality traits of tourists and the Vals scale for values determination. In addition, it also sought to unpack the lifestyles of the respondents in the questionnaire as potential tourists in Balıkesir province, Turkey. Ten different scenarios were created by analyzing the related literature in order to measure which of the responder's post-modern and modern tourism concepts have been adopted. Five of these scenarios were designed to measure post-modern tourism conceptions, while the other five were designed to measure modern tourism conceptions. In the end, by associating the personality traits of potential tourists with their values and lifestyles, an attempt was made to categorize individuals who are likely to have modern and postmodern tourism inclinations and the results obtained were then carefully evaluated.

Keyword: Porstmodern tourism, Postmodern tourist, the Big Five, the Vals scale.

Introduction

The irresistible speed of globalization and the constant state of change that the world is faced with, have an unavoidable impact on processes, concepts and a range of sectors. Once periods of changes and critical global breaking points are taken into consideration, it has been observed that incidents, processes and concepts are correspondingly affected by those changes. For instance, when we discuss the evolution of globalization over time, the developmental process of the concept is examined in three main categories namely, 1880-the period before industrialization, followed by the period of 1914-1945, and finally 1975 to the era of prosperity as the successive period (Özdemir, 2007: 138). When marketing science is similarly approached, it can be stated that marketing went through a period of sales after its product-centered period until the 1930s, then, a marketing-centered period, and lastly a period of consumer-centered approach on the right of election of consumers and their needs in the foreground (Alabay, 2010: 213). In parallel with these connections, the vast use of communication tools and the consolidation of the communication web, which have become crystallizing elements with the comprehensive effect of globalization, can

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provide for an easy transmission of any product worldwide; thus, it can lead to changes of pampered consumer preferences and consumption patterns (Torlak, 2008: 67). The consumer-focused approach alone has become insufficient, therefore, a new consumer-centered approach, which has begun to reveal itself in accordance with the realization of consumers' wills, desires and anxieties, and the realization of taking form regarding their decisions is apparent (Kotler, 2010: 15). Lifestyles, expectations, needs and value judgments are subject to change with the gaining of time, and this change gives a new form to supply—self-service concepts, take-outs, reality shows, and games which individuals develop by playing. As we pay attention to many other ideas, it has been seen that the world around us (Bernt, 2011: 5) has transformed into being consumer-based rather than producer-based. Moreover, tourism, which befits other sectors, has evolved into a consumer-based marketing endeavour by creating new supplies in the light of forms and expectations of society (Şahin, 2016: 74).

Each passing day in the dimension of supply within the aforementioned transformation, it is observed that an individualistic understanding - which suggests mediocrity instead of perfection, welcomes all uses of many things, has no common language, has created its own language, has a desire to take place in production, produces experience, and which is sensitive to diversities has developed (Bozok et al., 2014: 868). Consumers could be observed to have an increasing tendency to take an active role in all sorts of marketing communication processes (Güney, 2010: 73) and to exhibit an individualistic and demanding profile which does continuous research, evaluates alternatives and prefers the prompting of management (Aslan, 2012: 77).

From humanities to the physical sciences and from administrative sciences to marketing and consumer research, broadly and scientifically debated (Fırat and Dholakia, 2006: 123-124) the concept of postmodernism, which questioned modernism in the 1990s, when consumers manifested their power, and rose against modernism to a historical and philosophical extent (Hicks, 2004; 7) looking for new solutions (Doğan; 2002: 58) - displays a period (after post-industrialism) of great technological advancements and unlimited production, putting emphasis on consumers and modes of communication (Dağdaş, 2013: 35). Postmodernism is closely related to the divisions of authority with the beginning of the 20th and 21st centuries, the observation of rising consumer-focused standpoints, and capitalism which has spread globally after the huge impact of globalization that has thrived on the onset of commercialization of knowledge in communal living. According to Gellner (1994:14), postmodernism is defined as relativism and we can state that it is not given an agreed definition by any parties. Critical to order and defensive to disorder (Callinicos, 2011: 15-16), postmodernism, in a political and cultural sense, is epistemologically and methodologically driven with a social sense, and is ontologically discussed (Murphy, 2000: 9). In postmodernism, which sets forth the assumption that we live in the world of imitation rather than reality (Murdoch, 1999: 92), a single reality is not accepted, and accepted truths are discarded and they thus give dominance to multi-perspective standpoints, offering possibility to the diverse views of each individual (Yılmaz, 1996: 118; Rosenau, 1998: 30; Giddens, 1994: 42-44; and Yeygel, 2006: 200).

Defined as a consequence of modernism, postmodernism can be also defined as the denial and objection of both; on the other hand, postmodernism can be termed media capitalism and since media has come into prominence and its impacts have escalated, it can be evaluated on that basis (Jameson, 1994: 14-17). According to Debord (1996: 10), the behavior of a society, as if at a performance, is characterized as the artificiality of a scene performance; moreover, for Wagner (1996) and Bauman (2000), postmodernism - which should not be taken into account as poles apart with modernism - could be evaluated as a sort of state of metamorphosis and time orientation. Postmodernism stands for the disorder unlike order, uncertainty rather than certainty, form instead of content, superficiality unlike

depth, the past rather than today, heterogeneity instead of homogeneity, polyphony, differences, complexity, individualism, and the apprehension of consumption rather than production (Brown, 1993: 22). Considered as an irony, as a disintegration, and as an outcome of capitalist culture, where anarchy and hedonism prevail, postmodernism (Ryan, 1994: 298) could be treated as the denial of universally reputed theoretical interpretations, narratives and general judgments, as well as the representation of multi-perception, focusing on heterogeneous standpoints and the acceptance of pluralism (Giddens, 1998: 12).

In the postmodern period, hyperreality, disintegration, the conversion of production and consumption, centrifugal subjects, and the unity of differences are evident. If necessary, those concepts could be explained in the following way: Hyperreality could be treated as a kind of simulation. For example, Walt Disney World and Universal Studios are hyperrealities. Disintegration is the appearance of socially and economically dominant ideology with the dissipation of value judgments that yield to multiple values. To give another example, in research conducted in America in the 1960s, commercials when scaled by the second were found to be more successful than those of longer duration. Apart from that, consumers define their personalities with respect to consumption. The individual can produce for himself and regards himself as adaptable and marketable. At this point, production and consumption escape from their usual patterns. As an outcome of three other criteria the subject becomes centrifugal, joining the object. The subject aimlessly worships the subject and the object created by the brand. The consumer's desire and ability of creating several personalities put an end to the consumer's obsession and loyalty with a single image, and the pursuit of consistency between persistence and its roles (Aslan, 2012: 19).

Generally speaking, in parallel with globalization and fast technological developments, market conditions and the atmosphere of competition could be implied to differentiate, having an influence on each sector. For Morley and Robins (2006), globalization profoundly influences the form of the world's perception; it creates a new tendency, and it redevelops space and identities. The variety of product and service and the increasing awareness of consumers impel the communication of producer and consumer, signifying a vital point, i.e. the access to consumers and a true understanding of their desires within all sectors. As for Menteşe (1996), the manner of an individual's perception of the world, his decisions, truths, and preferences comprise the cultural statement and the social norm, rooted in tradition and social acceptance. In this context, consumer preferences could be implied to take form within the scope of our age and society.

The milestone of postmodernism is known to be 'difference' (Sim, 2006: 12). Bauman (2012) points out the importance of unlikeness to anybody in the postmodern world. On this subject, Touraine (2010) defends the requirement of transforming life into a work of art. Murphy (2000) asserts that the profile of today's 'I' is a void, which is to be filled with creative and molding actions. The consumer of the postmodern world emerges as a new type of human being who has a new social life, looking at the world through different lenses (Degele, 1998: 9). Today's consumer exhibits a more independent profile which lives a more dense individuality, attempting to expose his own existence both in consumption and beyond. According to the description of Rosenau (2004), consumers are evaluated on the basis of indicating a value expectation in consumption. The consumer intends to gain a value as a result of consumption and he hopes to be described as a consequence of his own ideals. While substantiating his identity, the consumer fulfills this through his brands of preference and products, or the social perceptions of concepts (Paliwoda, 1996: 478). Postmodern consumers live with contradictions and they pay regard to symbols rather than reality and parts instead of the whole. As a consequence of this, it has become harder to spot and interpret their needs and desires as regards to previous periods (Torlak, 2008: 63-71). The perception of identity, which is formed as a combination of images and dominant messages in the field of market (Gioia et al., 2000: 72), is shaped with the consumption of new

consumers. Postmodern consumers primarily (Fırat ve Shultz, 1997: 185) show existence in the now and experience the moment; they give significance to forms, to meaning formation, to the support of disorder and chaos; consequently, they give predominance to emancipation and individualism. As a result, we are faced with an undeniable reality which refers to the irrepressibility of postmodern consumers by authority, and a resoluteness of their preferences, and their request for autonomy (Featherstone, 1996: 108).

An individual is neither a laborer nor a citizen or consumer. He is treated as a complicated and complex structure. As a consequence, our age is clarified as the age of redefinition of both the individual and the consumer. The redefined subject gradually transforms into a more special being (Touraine, 2010: 170). While the subject is treated with great concern by being drawn to a more essential point, it also plays the role of a passive structure under the silhouette of messages and constructed signs around it (Baudrillard, 2012: 231).

In the constructed system, the individual is encouraged to make plans for himself rather than communities and direct his preferences on grounds of individual pleasures. The emancipating individual is given a new profile regarding the consumption strategies with the impact of postmodernism and he could be conditioned about what and how to consume. Object, gradually, has started to get ahead of subject, being positioned according to the objects of consumption. The connection point of the individual to the recent postmodern society is his life that is organized as regards to consumption; moreover, the individual is both treated as the producer and the consumer, and the observer and the monitored (Bauman, 2012: Baudrillard, 2012: 39; Noble, 2004: 293).

Giddens indicates that in the standpoint of this new age, which is formed with the impact of globalization, the density of social relations seem to be higher than all of the previous historical periods (Held and McGrew, 2008: 71-72). As a result, while all sectors base consumers on a production-oriented understanding at the satisfaction point of new tendencies, desires and needs, and the tourism sector will not be indifferent to this condition. It is deemed necessary for the tourism sector to introduce products complying with the latest consumer profiles and the satisfaction of their needs; however, it is necessary to define and perceive the consumer profile accurately. In our age, where consumer tendencies are evident, a harsh phase is experienced with its preferences considering supply and demand, including the necessity of correct analyses (Hofsoos, 1999: 43).

Based on this, as we refer to the former study done by Bozok et al. (2014), a comprehensive survey was carried out in a sample group in order to measure the postmodern consumption tendencies and preferences; as a result, the typology of the postmodern tourist was intended to be approached while it was determined that the personality trait of adaptability and exposure to innovations predominated in the postmodern preference-tendency. As is known, while personality traits have an impact on consumers' decision and behaviors before/after purchasing, consumers perceive the product and service, brand, commercial etc. differently because of different personality traits. This condition is also valid for perceived risks from products and services. Consumers perceive different risks from products and services with regard to their personality traits (Deniz and Erciş, 2008). As a consequence, in this study, an approach and the dimensions of five-factor personality traits have been importantly discussed so as to understand the tendencies of consumers with accuracy. Apart from that, one of the determining personal factors that has an impact on the decisions of consumers' purchasing, is their lifestyles. One of the reasons behind differences in the purchasing behavior of individuals of common age and common profession, is their values, experiences in the past, emotions, personalities, and different lifestyles, which are affected by various internal and external factors (Erciş, Ünal and Can, 2007). The study aims to reach a conclusion based on the approach of five factor personality traits (the big five) and the scale of lifestyle and values (Vals2) on that account.

Approach of Five Factor Personality Traits (BIG-FIVE)

Studies of researchers' such as Allport and Odbert (1936) and Thurstone (1934), have intitiated the five factor model of personality (Demirkıran, 2006: 59). For Norman, personality is the characteristic integration of the behavior structures of individuals, the individual structures, interest and tendencies, the mental behavior, and abilities (Develioğlu and Tekin, 2013: 17). Cüceloğlu (2002) defines personality as a consistent and structured form of relationship, which the individual establishes with the inner and outer environment, distinguishing himself from other individuals. Generally speaking, formed with the consistent reactions of the individual when being next to others (Bovee et al.,1995: 122), personality, is defined as a specific lifestyle which is shaped by the individual's behavior traits next to other individuals (Morgan, 1999: 311). In order to identify personality traits, Allport and Odbert analyzed Webster's New International Dictionary in 1936 and they made up a list of terms which alleged the differentiation of a person's behavior from others. By applying factor analysis, Raymond Cattel (1946) came up with a list of 16 main personality traits: cogeniality, problem solving, vitality, loyalty to rules, endurance to stress, initiative, preponderance, sensitivity, prudence, abstract thinking, self-interrogation, openness to changes, perfectionism, self-competence, tautness, and discreetness. By this trait approach, in studies targeting to find traits that represent personality structure, a structure with five factors was revealed to identify personality in general (Borgatta, 1964: 17; Goldberg, 1990: 1216; Norman, 1963: 574; Erciş and Deniz, 2008). The five factor model of personality's recent access was revealed by Warren Norman. In his study from 1963, Norman obtained five factors. These factors are extroversion, adaptability, responsibility, emotional balance, and an openness to innovations (Morgan, 1999: 52, Erciş and Deniz, 2008; Akkılıç et al., 2014: 592). The aforementioned five factors offer a possibility to the identification of personality.

Extroversion/Introversion: As a result of his study done on cultures, Caligiuri (2000) pointed out that individuals who carry the personality trait of extroversion seem to be optimistic and more open to different cultures, and they are more successful in cultural adaptation. For Bono et al. (2002), the dimension of extroversion is in fact related to being open to the outside world. Individuals with the personality trait of extroversion are energetic, cheerful, and assertive people who are interested in people and enjoy their company. They are wishful and active people who can say 'yes' to opportunities for joy. They enjoy talking in group, they express themselves and stand out. They like crowded environments and meetings (Loveland, 2004: 27). According to Watson and Clark (1997), extroverted individuals, at the same time, are inclined to be hyperbolic to a certain extent and in some conditions, passionate and dominant. The introverted are deprived of joy, energy and the level of mobility that the extroverted have. They prefer being quiet and cautious and are not interested in the social world (Erciş and Deniz, 2008: 304). Introverted individuals are generally calm, reserved, and they are defined as solitude seekers.

Emotional Balance/Neuroticism: The dimension of emotional imbalance (neuroticism) manifests outputs concerning the emotional balance, situated in the individual's personality (Trouba, 2007: 9). Negative emotions refer to the tendency of living (Hankin et al., 2007: 4). The negative side of this dimension is called neuroticism or the emotional imbalance. For Costa and McCrae (1995), this factor expresses the deficiency of positive psychological harmony and the emotional balance. Individuals with emotional balance give less reaction, besides not being easily upset. They are calm, consistent, and they avoid negative emotions (Martinez, Thomas, 2005: 26, Cook, 2005: 3).

Responsibility/Aimlessness: It has been implied that the individuals with this personality trait display prominent qualities such as responsibility, honesty, reliability, attention, and insistence compared to other individuals, whereas individuals with a reverse structure of

personality trait display prominent irresponsibility, unreliability, laziness, forgetfulness, stolidity, and carelessness. In Goldberg's (1990) point of view, while epithets of responsibility dimension such as insistence, reliability, and seriousness are in a positive correlation with this dimension, epithets such as forgetfulness, laziness and selfishness are in a negative correlation with this dimension (Bishop, 1997: 17).

Adaptability/Aggressiveness: Individuals with a personal trait or adaptability give importance to the company of others because they get along with others while being respectful, reliable, compliant, outspoken, altruistic, modest, friendly, helpful, and generous. Individuals with a weak trait of adaptability have a skeptical attitude, and they are dissident, unreliable, stubborn, rude, inharmonic and aggressive. They prioritize their interests over getting along with other people. In general, they are not interested in other people's own good. At times, their skepticism about other people lead these individuals to become skeptical, hostile, and incompatible in cooperation (Martinez, Thomas, 2005: 26, Friday, 2004: 25).

Openness to Innovations/Conservatism: In the structure of five factor personality, it is the trait with the highest cognitive aspect. Individuals with these personality traits could be identified to have a strong imaginative power while being intelligent, active, adventure-loving, open to new ideas, art lover, creative, curious, and knowledgeable. Individuals with low openness to innovations are specified to be traditional, conservative, disinterested, and less emotional (Church, 1993: 10, Jia, 2008: 52; Bono et al., 2002: 1311; Costa and McCrae, 1995: 21; Ehrler, 2005: 2).

Value and Lifestyles (VALS)

Value and life styles are an internal system of preference which shapes individuals' consumption and activities (Özgül, 2010: 120). For Rokeach (1973), values are a person's guiding standards in life or significant life targets. The concept of value is "a combined structure comprising the attitude, faith, idea, fear, hope, prejudice, need, wish and desire of an individual, determining his manner now and in the future" (Odabaşı and Barış, 2002: 212-214). Encompassing far more than that, values are defined to be determining and perpetual beliefs that guide human behaviors, and make some behaviors and goals more preferable than the others (Odabaşı, 2002: 212; Solomon, 1996: 142; Hayer, Macilnnis; 1997: 408, Gutman, 1982; 60). First discussed by Weber, the concept of lifestyle is identified as the differences and the status between social groups (Kesiç and Rajh, 2003: 162). Lifestyle is a concept embracing distinct behavior patterns, which distinguish people from each other (Uztuğ, 2003: 103). In other words, some behaviors such as eating, drinking and intellectual abilities, and perceptional reactions of individuals are organized according to their life styles (Gençtan, 2004: 136). One of the most used methods of lifestyle survey is the Rokeach Value Survey. Rokeach discussed value in the context of behavior pattern or the condition aimed by individuals in life (Thompson and Troester, 2002: 552). Rokeach defined the concept of value as perpetual beliefs which are socially or personally more preferable than some behaviors and goals (Odabaşı and Barış, 2002, 2012: 212-214).

The most renowned scaling method of lifestyles is the values and lifestyles (VALS) method. Developed by Mitchell and Spengler, the researchers of Stanford Research Institute, the VALS scale (1980), was criticized because of its insufficiency of being up-to-date and its inadequacy in the satisfaction of consumer behaviours (Hoyer and MacInnis, 1997: 433). As a result of this criticism, through the late 1980s, the VALS scale was developed as VALS2 in order to estimate consumer behaviors by the Stanford Research Institute (Piirto, 1991: 6). By means of this scale, which was developed for the purpose of estimating consumer behaviors, 8 lifestyles were (Innovators, Thinkers, Achievers, Experiencers, Believers,

Workers, Makers, and Strivers) identified. VALS2 was prepared based on two factors - groups of lifestyle, and the resources of a consumer with his personal tendencies (Witchel, 2001: 271).

Innovators: Innovators are successful people who have improved themselves; moreover, they are self-confident and highly motivated, and they take other people's responsibilities. They are leaders of change with a high tendency to shopping, innovations/ technologies. Image is essential for innovators; however, it does not stand as a proof of power and status for them but a representation of their pleasures, independence and personalities.

Thinkers: Thinkers are motivated with their ideals. They are mature, satisfied and relaxed people who give significance to order, responsibility, education, and knowledge. They have the desire of improving their knowledge store of incidents of their country and the world. They are respectful towards authority and common social opinions accepted by society. Although they have high preferences for shopping with respect to their incomes, they conservative and practical consumers. They give importance to the endurance and functionality of products.

Achievers: They are motivated with the urge of success. They are goal and carrier-oriented and they are focused, besides being devoted to family in their lifestyle. This condition is reflected in their social lives. They lead a traditional life; they are respectful to social values and effective against risks, having a tendency for self-exploration and building friendships. They are active consumers and they give importance to image and product/services with provision of prestige so as to portray their success. They are interested in time-saving products because of their busy work.

Experiencers: As young and passionate customers, they are impulsive with decisions and open to innovations. They look for change and excitement. They are highly energetic for outdoor sports, entertainment and social activities. Experiencers are enthusiastic consumers and they spend a large share of their income on fashion, entertainment and social activities.

Believers: Like thinkers, believers are also motivated with their ideals. They are conservative. They are traditional people who have strong beliefs based on codes of society and nation; therefore, they lead a life in compliance with traditions. They are loyal customers and they prefer settled brands and similar products.

Workers: Workers follow fashion and enjoy entertainment. Since they are motivated with success, they are interested in others' opinion and approval. For those who do not have enough money to satisfy their desires, money is success. They purchase fashionable products representing wealth. Many of them see themselves as job holders instead of career. In addition to that, they identify themselves with an ability of concentration and capacity. Workers are venturesome consumers who enjoy spending money when they have a financial opportunity.

Makers: Like experiencers, makers are motivated with self-expression. By working, they define themselves as people who own houses and cars and they grow fruit and vegetables, besides having the capability and energy to put their plans into action successfully. They live in a traditional structure comprised of family, work and physical environment and they are not necessarily interested in another life outside that structure. Makers are skeptical to new innovations and big work. They pay respect to state authority and organizational labor. They prefer functional value to luxury and buy main products.

Strivers: They are cautious consumers. They stand as a modest market for products and services. They are loyal to familiar products if they have a discount. They watch TV too much. They have limited resources to deal with life and they believe that the world changes

very fast. Their first priority is security. This group of people does not show an obvious source of motivation.

Methodology

Survey Model and Sampling

The main problem that was to be solved in the survey, was to determine which personality traits, value judgments and lifestyles of individuals have an impact on the understanding of the modern and postmodern holiday. A group of 384 people joined the survey in total. In the survey, face-to-face survey and convenience sampling methods were used to obtain answerrs (Altınışık et al., 2004). In the survey, the scale of the Five Factor Personality Traits was used. The scale was taken from Akkılıç's and others' study from 2014 and it was comprised of 29 questions. The Vals scale was used to determine values and lifestyles. Comprised of 35 questions, the scale was taken from Özgül's study of 2010. After examining literature to estimate which understandings of modern and postmodern tourism were adopted by answerers, ten different scenarios were composed. Five of these scenarios were built to examine the understanding of modern tourism, whereas five of other scenarios were built to examine the understanding of postmodern tourism. In the study, the respondents were asked to give points on a Likert Scale with the aim of learning whether or not they adopted the understanding of holiday referred to in this scenario. (1- lowest level of participation...5-highest level of participation).

Demographic Data

The group of participants in the survey comprised of 55,7% women and 43,3% men. 19.79% of the participants were aged 18-24, 24.74% of them were aged 25-31, 18.75% of them were aged 32-38, 22.14 % of them were aged 39-45, and 14.58 % of them were aged 46 and above. 44 % of the participants were married, while 56% of them were single. Approximately 24% of the participants had a High School Diploma or below, whereas 58% of them had a Bachelor's Degree and 18% of them had a Master's Degree. 47.66% of the participants had an income below 2000 TRY. The percentage of those who reported an income of 3000 TRY and above was 20.31 %.

Variables and Levels	N	%	Variables and Levels	n	%
Sex			**Marital Status**		
Female	214	55,7	Married	169	44,0
Male	170	44,3	Single	215	56,0
Age Groups			**Eductional Status**		
18-24	76	19,8	Junior High School Diploma	15	3,9
25-31	95	24,7	High School Diploma	74	19,3
32-38	72	18,8	Bachelor's Degree	223	58,1
39-45	85	22,1	Master's Degree	61	15,9
46 and above	56	14,6	Doctorate	11	2,9
Condition for Going on Holiday			**Level of Income**		
Not gone yet	11	2,9	500-999	54	14,1
Once	18	4,7	1000-1499	78	20,3
Twice	12	3,1	1500-1999	51	13,3
Three times and more	343	89,3	2000-2499	82	21,4
			2500-2995	41	10,7
			3000 and above	78	20,3

Chart 1. Demographic Data

Hypotheses of Survey

Hypotheses developed with reference to the aim of survey are as follows.

H1. Do the personality traits of tourists have an impact on their holiday preferences?

H2. Do the values of tourists have an impact on their holiday preferences?

Analysis of Psychometric Characteristics of Scales

The analysis of Main Components was done to examine the construct validity of the psychometric characteristics used in the survey. As a technique, Varimax rotation was used in order to simplify the assessment of factor loads. Items with below 0.32 item load and items loaded on two or more factors were excluded from the analysis so as to reach a simple model, which had a conceptually meaningful and empirical support.

MPMS (Modern-Postmodern Scenario Scale)

The suitability of received data from the scale of MPM for the analysis of Main Components was examined with the test results of the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and the Bartlett's Test of Sphericity. The KMO value was found as 0.64, and the Bartlett's Test of Sphericity (χ= 708.7, df= 45, p<.001) was observed as statistically significant. These values point out to the relevance of data for the analysis(Büyüköztürk, 2011). Initial analysis results depict that the ten-itemed scale's core value is composed of four components larger than one. The scale was expected to be formed of double dimensions, and some of its items were loaded on several components and/or more than a single component. Once problematic items were excluded from the scale, and analyses were repeated, double components whose core value were larger than one, were obtained. It was found out that the primary component had 2.1 core value and accounted for 30% of the variance; the second component had 1.76 core value and accounted for 25% of the variance. The primary component (Post-Modern) consists of four items in total. The factor loads vary between 0.59 and 0.80.

The first item was about the Ottomans. There lies a holiday experience at a hotel, which has a design of the Ottoman culture with rooms of a harem concept, as well as having all the workers serving in traditional costumes of the past, transportation by chariots, the consumption of cultural food and drinks, and periodical activities such as matrak games and dance nights.

The second item is about Mongolia. In the untouched nature of Ulan Bator in Mongolia, there is a holiday experience consisting of war costumes from the period of Genghis Khan; a nomadic life in portable yurts, horseback riding by standing on stirrups, making a fire and cooking at site, as well as archery, preparing guns and learning war techniques used by Genghis Khan. In the second item, at a structure designed with respect to the gothic architecture having dark and pale colored, high and sharp roofs of Prague, there is a holiday experience at a mysterious and mystically designed hotel with illuminating old chandeliers and antique furniture. Finally in the last item, a holiday can be experienced by staying at round glass-domed igloos with oil lamps, wearing the costumes of the Inuit, sitting at seats made of animal fur that are reached through tunnel, besides fishing with a bone harpoon by breaking the ice.

The second component (Modern) consists of three items in total and their factor loads vary between 0.68 and 0.80. In the item related to kruvazier, there is a peaceful holiday experience in a pleasantly furnished cabin at a huge and luxurious kruvazier, where it is

possible to enjoy eating selected fresh seafood while enjoying a magnificent waterscape and cruising through various countries and bays. The other item is comprised of holiday experiences at the cotton-like travertens and the ruins of Hierapolis from antiquity in Pamukkale, where you can relax and refresh with the healing water. In the last item, there is a holiday experience at an all-inclusive hotel near the sea, where you can enjoy animation shows and the Mediterranean cuisine in a huge and luxuriously furnished hotel lounge with perfect service.

The internal consistency coefficient calculated for the obtained scores from the four-itemed Post-Modern subscale was found as α=0.68. The internal consistency coefficient calculated for the obtained scores from the three-itemed Modern subscale was found as α=0.62. These results point out that the scores obtained from the MPMS scale have a structure validity and reliability.

The Big Five

The suitability of received data from the Big Five scale for the analysis of Main Components was examined with the test results of the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and the Bartlett's Test of Sphericity. The KMO value was found as 0.74, and the Bartlett's Test of Sphericity (χ= 3822.7, df= 435, p<.001) was observed as statistically significant. These values point out to the relevance of data for the analysis (Büyüköztürk, 2011). In order to assess the factor structures of variables, exploratory factor analysis was used; and to assess the reliability of scales, Cronbach's alpha reliability analysis was used. As a result of the analysis of main components, nine components were observed to have core value larger than one. When the analysis is repeated with the purpose of loading personality traits on five components in accordance with the literature, items were found out to be substantially loaded to the components they belong (Extroversion, Adaptability, Responsibility, Emotional Balance, and Openness to Innovations). It was found that the primary component had 4.27 core value and accounted for 14.2% of the variance; the second component had 3.94 core value and accounted for 13.14% of the variance; the third component had 2.42 core value and accounted for 8.07% of the variance; the fourth component had 2.25 core value and accounted for 7.5% of the variance, and lastly the fifth component had 1.59 core value and accounted for 5.3% of the variance.

The primary component (Extroversion) consists of eight items in total. The factor loads varied between 0.56 and 0.62. The internal consistency coefficient calculated for the obtained scores was found as α=0.62. The second component (Adaptability) consists of six items and their factor loads vary between 0.65 and 0.81. The internal consistency coefficient was found as α=0.74. The internal consistency coefficient for the third four-itemed component (Responsibility) was found as α=0.59 and their factor loads were observed to vary between 0.42 and 0.58. The fourth component (Emotional Balance) consists of seven items. Factor loads of the component vary between 0.78 and 0.84 and the internal consistency coefficient was found as α=0.82. Factor loads of the fourth five-itemed component (Openness to Innovations) varied between 0.61 and 0.69 and the internal consistency coefficient was found as α=0.67. These results point out that the scores attained from the scale of five factor personality trait have a structure validity and reliability.

Vals

The suitability of received data from the Vals scale for the analysis of Main Components was examined with the test results of the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and the Bartlett's Test of Sphericity. The KMO value was found as 0.79, and the Bartlett's Test of Sphericity (χ= 32535.4, df= 171, p<.001) was observed as statistically significant. Initial analysis results depict that there are nine components with core value of

larger than one. The analysis of main components was repeated until a structure with a conceptual and empirical support was obtained. As a result of the final analysis, the structure with four components larger than one was decided to be the most suitable model to assess data. It was found that the primary component had 5.11 core value and accounted for 26.8% of the variance; the second component had 2.74 core value and accounted for 14.44% of the variance; the third component had 2.13 core value and accounted for 11.2% of the variance, and the fourth component had 1.56 core value and accounted for 8.2% of the variance. The primary component (Experiencer and Innovator) consisted of five items in total. Their factor loads varied between 0.63 and 0.84. The internal consistency coefficient calculated for the obtained scores was found as α=0.86. The second component (Status) consists of five items and their factor loads vary between 0.44 and 0.91. The internal consistency coefficient calculated for the obtained scores from the second component was found as α=0.83. The third component (Achievers) consists of four items and their factor loads vary between 0.59 and 0.80. The internal consistency coefficient for the obtained scores from the third component was found as α=0.72. The fourth component (Leaders) consists of three items. Factor loads of the items vary between 0.60 and 0.86. The internal consistency coefficient calculated for the obtained scores from the fourth component was found as α=0.70.

Findings

Descriptive Statistics

The descriptive statistics related to participants' scores taken from the Modern-Post Modern Scenario Scale are presented in Chart 1. Taken from the Modern and Post-Modern subscales, participants' scores were examined and their holiday preferences were identified as Modern or Post-Modern with reference to the subscale with the highest score. 24 participants who took equal scores from the same two subscales were excluded from classification. As a consequence of this classification, 228 (63.33%) of the participants were identified to have a Modern holiday tendency, whereas 132 (36.67%) of them were identified to have a Post-Modern tendency.

Gender	Statistic	PostModern	Modern
Male	Average	3.46	3.73
	Standard Deviation	0.87	0.95
	Minimum	1.25	1.33
	Maximum	5	5
Female	Average	2.98	3.82
	Standard Deviation	1.02	0.88
	Minimum	1	1.67
	Maximum	5	5
Total	Average	3.19	3.78
	Standard Deviation	0.98	0.914
	Minimum	1	1.33
	Maximum	5	5

Chart 2: The descriptive statistics related to scores taken from the Modern-Post-Modern Scenario Scale

The descriptive statistics related to participants' scores taken from the sub-dimensions of the Big Five and VALS2 scale are presented in Chart 2.

Factor	Variables	Average	Median	Standard Dev	Min	Max
Büyük Beşli	Extroversion	27.17	26	4.79	8	38
	Adaptability	24.83	25	3.80	6	30
	Responsibility	13.36	13	3.42	4	20
	Emotional Balance	21.19	22	5.72	7	35
	Openness to Innovations	19.96	20	2.85	7	25
VALS	Experiencer and Innovator	24.05	24	5.66	7	35
	Status	14.63	15	4.21	5	25
	Leaders	10.59	11	2.47	3	15
	Achiever	13.28	13	3.48	4	20

Chart 3: The descriptive statistics related to scores taken from the subdimensions of the Big Five and VALS scale

Binary Logistic Regression Analysis

According to the scores taken from the subscales, the correlation between the holiday tendency of the participants assigned to the Modern and Post-Modern holiday tendency and the demographic variables; and the correlation between the scores taken from the subscales of Big Five and VALS scale, were examined with Binary Logistic Regression Analysis. In the analysis, the Modern holiday tendency was taken as the reference group. Results depicted a 65% success in estimating participants' holiday tendency. In the model, it was found that Adaptability, which is the subscale of the Big Five; and Status, which is the subscale of VALS2 scale, were statistically meaningful. Among the demographic variables, only age variable was found to be meaningful. Participants with high Adaptability (β=0.139, p=0.001, OR=1.149) and Status(β=0.065, p=0.037, OR=1.067) scores were found to have a Post-Modern Holiday tendency with high probability. Females have a lower probability of inclination for the Post-Modern Holiday tendency than males.

Independent Variables	Regression Coefficient	Standard Error	Wald Z-Value	Wald P-Value	Odds Ratio
Static	-4.61	1.71755	-2.684	0.00728	0.00996
Extroversion	-0.0066	0.02669	-0.245	0.80608	0.99347
Adaptability	*0.1395*	*0.04134*	*3.374*	*0.00074*	*1.14970*
Responsibility	-0.0004	0.03816	-0.011	0.99140	0.99959
Emotional Balance	-0.0319	0.02219	-1.439	0.15011	0.96857
Openness to Innovations	0.00746	0.05365	0.139	0.88937	1.00749
Experiencer and Innovator	-0.0018	0.02447	-0.075	0.94021	0.99817
Status	*0.06540*	*0.03144*	*2.081*	*0.03748*	*1.06759*
Leaders	-0.0646	0.06425	-1.005	0.31504	0.93749
Achiever	0.02368	0.03760	0.630	0.52881	1.02397
Age	-0.0247	0.11935	-0.207	0.83621	0.97563
Education Level	0.20301	0.16556	1.226	0.22012	1.22508
Income	0.16210	0.08578	1.890	0.05880	1.17598
Holiday	0.01045	0.20069	0.052	0.95849	1.01050
Female	*-0.6271*	*0.24213*	*-2.590*	*0.00960*	*0.53415*
Single	0.43016	0.29853	1.441	0.14960	1.53751

Chart 4. Binary Logistic Regression Model Results

Conclusion and Discussion

The survey is significant in terms of understanding the new age consumer, if only to some extent, the identification of their consumption tendencies in tourism was clear. As a result of the survey, it was primarily derived that 63% of the participants showed a modern holiday

tendency, whereas 36% of them showed a postmodern holiday tendency. Based on this, postmodern consumption tendencies could be implied to still be at a maturation phase. When results are taken into consideration within sampling, we are faced with remarkable postmodern consumption tendencies, no matter how high the modern tendencies are. In conclusion, the tendency of postmodern tourism, which signifies the change in product and services according to individual differences, has the quality to deserve attention, although less than modern tourism. As demographic qualities are taken into consideration, the age factor is also observed to have an impact on holiday preferences. According to the results of the survey, women show a lower tendency towards postmodern tourism than men. The reason for this can be explained by the perception of more free, different, adventure-prone, and maybe risky options. The aforementioned difference is convenient to be a main topic for possible future surveys. In this sense, the survey is considered to have the necessary quality grounding for various future studies.

Within the survey, the personality traits of individuals seem to have a considerable impact on purchasing. When an assessment is made according to the big five, the subdimension of adaptability is observed to have an impact on holiday preference. As a result, the individuals of dominant adaptability personality trait have a higher tendency towards postmodern tourism than modern tourism. Openness to innovations and adaptability to environment establish a harmonious ground for the definition of a consumer who is in the pursuit of differences, becoming more self-confident with gaining of the age. Another result attained by analyses is that friendly, helpful and altruistic individuals - who enjoy the company of others and get along with people, could prefer postmodern tourism for holidays. Stubborn, skeptical, inadaptable, and aggressive types seem to have a higher tendency towards modern tourism. Considering that, it is possible to state that individuals who are more extrovert, have a tendency towards postmodern tourism.

Lifestyles of individuals, expectations and changes with value judgments shape the tourism demand, giving it direction. The fact that status-prone individuals have a higher postmodern holiday tendency, could be added to the results in the study. Status-prone individuals prefer prestigious products and services to show their success to other people around them. Consumers of this type of personality could be implied to have a postmodern consumption tendency. As part of basic returns of postmodernism and the general tendencies of the postmodern consumers given in the text, it is possible to state that today's hedonic consumers who defines themselves in accordance with their consumption and are inclined to pretentious consumption—have a tendency to postmodern consumption products.

Another result is that the group of workers with a postmodern consumption tendency, are individuals who follow fashion and enjoy entertainment. Workers like money and they like spending it since shopping is an opportunity for them to display their purchasing ability, besides being a social activity. As a consequence, modern tourism is preferable for this group. This result also coincides with the postmodern consumer and the characteristics of postmodernism.

This survey intends to determine the existence of postmodern consumers in tourism, to define the consumer type, and to be stimulating and elucidative in the sector. Once the results of the survey are examined, the existence of postmodern consumers are evident, as well as the consequence of which type of consumers have a tendency in the scope of postmodern consumerism. This study appears to be fairly functional regarding the literature and the vastness of practice. The survey is expected to be instructive and to hopefully constitute the basis for future studies, to identify the impacts of postmodernism and the postmodern consumer tendencies, and to create a demand on a sectoral basis in tourism.

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