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The effect of sensation seeking on holiday preference: A comparison among domestic tourists according to their level of change seeking

Abstract

Tourists' holiday preferences may change with changing consumption habits and various impulses, such as sensation seeking and change seeking. Therefore, this study aims to determine the effect of domestic tourists' sensation seeking on their holiday preferences according to their level of change seeking. A questionnaire was developed based on previous literature and data were collected among domestic tourists who inhabit the Adana city center and who had holiday at least once a year. Overall, data from 1,580 respondents entered the data analysis stage. Using stepwise clustering, participants were divided into two groups: high level of change seekers and low level of change seekers. It was found that individuals who had high level of change seeking attitudes displayed more sensational seeking than individuals who had low level of change seeking. The findings also showed that people with high level of change seeking had significantly higher motivations for beach, culture and adventure holidays.

Key words: sensation seeking; holiday preference; change seeking; Turkey

1. Introduction

Sensation seeking was defined by Zuckerman (1994) as "willing to take physical, social, financial and legal risks for experience because of the search for change, innovation, complexity and intense excitement". Sensation seeking is a personality trait characterized by the degree of desire of a person for the intensity and innovation of sensory stimulation and characterized as a change in the ability to tolerate excitement. It is not only a potential for risk-taking, but more generally, the quality of a search for innovation and intensity in sensory experience that can be expressed in more than one area of an individual's life (Pizam et al., 2004).

Sensation seeking is a normal personality trait (Lopez-Bonilla & Lopez-Bonilla, 2012). The tendency to sensation seeking does not only show the relationship between adventurous and risky behavior patterns, it explains various preferences for such behaviors (Schneider & Rheinberg, 1996). For example, people who prefer risky sports have higher sensation seeking scale scores (e.g., skydivers or mountaineers). Tourists who seek sensation will look for events with high-adrenalin and try to avoid routine situations (Page, Bentley, & Walker, 2005; Cater, 2006; Lepp & Gibson; 2008). This indicates a positive relationship between sensation seeking and change seeking.

Mass tourism may not provide sufficient adrenaline for those who seek sensation. Therefore, there has been an increasing interest in special interest tourism over the years, especially for adventure tourism, which provides experiences that include a real or perceived risk factor (Giddy, 2016). Three major motivations of adventure tourism are risk, personal challenge and physical activity (Janočková & Jablonská, 2013). Sensation seeking, which is an integral part of adventure tourism, and change seeking have an

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impact on the holiday preference of tourists. Tourists who feel content with their holiday preferences and choices may still want to change their holiday routine due to the influence of sensation seeking, change seeking and shifting consumption habits.

People's holiday preferences may be influenced by several factors such as rest and relaxation, health, prestige, socialization, escape, realization of their dream, seek for innovation and adventure (Lam & Hsu, 2005). Booking a holiday involves a great risk of money, time, experience and satisfaction due to the specific characteristics of the travel product (Karl & Schmude, 2017). For many people, annual holidays are the only opportunity to have the experience they desire. If they prefer a holiday that does not meet their expectations, they may have to wait for another year to get a new opportunity (Özdemir, 2008). Therefore, it is important to determine the effect of sensation seeking and change seeking behaviors on the holiday preference of tourists.

In the literature, there are several studies on sensation seeking (Barnett, 2006; Fuchs, 2013; Gilchrist, Povey, Dickinson, & Povey, 1995; Galloway, 2002; Hong & Jang, 2004; Lepp & Gibbson, 2008; Litvin, 2008; Pizam et al., 2004; Wang, 2012; Zuckerman, 1979, 1993, 1994). However, only a limited number of studies focused on change seeking (Howard & Diesenhaus, 1965; Ruder, Ruder, & Brown, 1973; Garlington & Russell, 1983), whereas studies including both concepts come mostly from the psychology and medicine areas (Zuckerman, Buchsbaum, & Murphy, 1980; Hoyle, Stephenson, Palmgreen, Lorch, & Donohew, 2002; Mann, Kretsch, Tackett, Harden, & Drob, 2015; Howard & Diesenhaus, 1965). In particular, to the knowledge of the authors, there is no research on change seeking in the tourism literature. In terms of holiday preference, studies mostly focused on the selection of holiday destinations (Karl & Schmude, 2017; Lyons, Mayor, & Tol, 2009; Mussalam & Tajeddini, 2016; Sangpikul, 2017). This study therefore aims to examine the impact of domestic tourists' sensation seeking on their holiday preference according to their level of change seeking. The remainder of article is structured as follows. The introduction is followed by a literature review focusing on the focal concepts of this study, i.e. sensation seeking, change seeking and holiday preferences of tourists. This is followed by an explanation of the research methodology and presentation of main study results. The article concludes with a discussion of key findings and research implications.

2. Literature review

2.1. Sensation seeking

Sensation seeking (SS), defined as the tendency to choose or prefer new, stimulating, exciting trends, has been extensively researched since the beginning of the 1960s (Mann et al., 2015). The majority of the studies are related to the sensation seeking and aberrant behaviors. However, SS is not only about antisocial or anomalous behavior. Although it is associated with severe behavior disorder, it is a normal personality trait. From this point of view, the sensation seeking and normal behavior studies are increasing (Lopez-Bonilla & Lopez-Bonilla, 2012). For example, sensation seeking has been associated with many topics such as sports activities (Bouter, Knipschild, Feij, & Volovics, 1988; Breivik, 1997; Michael, Carton, & Jouvent, 1997; Zuckerman, 1979), leisure time (Barnett, 2006; Galloway, 2002; Hong & Jang, 2004; Zuckerman, 1979, 1993, 1994), consumer behavior (Hanna & Wangle, 1989; Steenkamp & Baumgartner, 1992), innovative behavior (Burns & Krampf, 1992; Foxall, 1993), fashion (Workman & Johnson, 1993), travel behaviors (Gilchrist et al., 1995; Lepp & Gibbson, 2008; Pizam et al., 2004), moral behavior (Etter, Cramer, & Finn, 2006) and internet usage (Armstrong, Phillips, & Saling, 2000; Lopez-Bonilla & Lopez-Bonilla, 2008; Martin, Sherrard, & Wentzel, 2005).

Zuckerman (1979, p. 13) explained the sensation seeking motivation with the "Sensation Seeking Scale" (SSS). The SSS is a psychological model that analyses the risk-taking behavior of people in various situations (Swarbrooke, Beard, Leckie, & Pomfret, 2003). Zuckerman (1979) examined the Sensation Seeking Scale in four categories. These are (1) experience seeking (the desire to lead inappropriate life); (2) thrill and adventure seeking (to prefer thrilling, adventurous and risky activities such as parachuting, mountain climbing); (3) boredom susceptibility (avoiding boring and unchanging situations, dimension of containing a sense of haste in stationary situations) and (4) disinhibition (seeking amusement opportunity through social stimulation).

Zuckerman, Eysenck, and Eysenck (1978) tested the reliability of sensation seeking in different cultures and genders. Accordingly, experience seeking, sensation seeking, thrill and adventure seeking, and disinhibition showed reliability in terms of gender and culture, whereas boredom susceptibility was found to be reliable only in the British sample. In America and the UK, while the scores of men's sensation seeking scores were higher than for girls, it was stated that the sensation seeking scores increased from childhood to adolescence and decreased from adolescence to adulthood.

Sulloway (1996) found that the lastborn in the family was more interested in more dangerous and more risk-oriented activities than the firstborn. However, Jaffe (2004) found no relationship between the sensation seeking and the order of birth. Galloway, Mitchell, Getz, Crouch, and Ong (2008) stated that sensation seeking was significantly related to wine drinking, the number of visits to wineries, and the number of activities carried out in wineries and it could provide preliminary information on the attitudes and behaviors of wine tourists. Arasaratnam and Banerjee (2011) demonstrated a positive relationship between sensation seeking and intercultural communication competence. They confirmed earlier findings that those seeking high sensation are more likely to develop appropriate attitudes and behaviors for intercultural communication. Litvin (2008) examined the use of short and long forms of the sensation seeking scale in tourism research. He stated that the brief scale (BSSS) may be a more practical option for researchers who survey tourists due to its brevity.

2.2. Change seeking

Tourists are in search of change to get rid of the monotony of everyday life. Change seeking (CS) is the behavior of searching different alternatives in order to create diversity. It is all about experiencing something different (Chang, Wall, & Chu, 2006). Therefore, change seeking of tourists can be understood as the tourist's desire to choose different destinations each time when traveling, to travel into e.g. less known rural areas, to choose different and new types of tourism or accommodation companies, and similar.

The change seeking of tourists can be explained by the Optimal Stimulation Level (OSL) theory which has been introduced in the field of psychology (Steenkamp & Baumgartner, 1995). The theory advocates that individual behavior is intrinsically motivated by the desire to achieve a specific level of stimulation called "optimal motivation level" (Orth & Bourrain, 2005, p. 613). OSL is a key personality structure that positively affects the extent to which people have an exploring/researching behavior. Accordingly, people with higher OSL experience greater exploration/research behavior than people with lower OSL (Steenkamp & Baumgartner, 1995). Moreover, people can have high or low OSL. People with high OSL participate in activities that result in high stimulation to achieve the optimal stimulation level. In contrast, people with low OSL avoid high stimulating activities to achieve their optimum stimulation level (Budisantoso & Mizerski, 2005). Accordingly, the stimulation level of individuals with high OSLs are higher. Therefore, individuals who want to reach their optimum stimulation level may enjoy

sensation seeking and change seeking activities (Mohan et al., 2012). In addition, the change seeking has a positive relationship with personality traits such "experimental and critical nature". It further has a negative relationship with personality traits such as "timidity and guilt proneness" and "anxious and high undischarged drive tension" (Howard & Dieneshaus, 1965). Therefore, people with high OSL are expected among adventure tourists who engage in high stimulating activities such as mountain climbing, skiing, paragliding, whereas people with low OSL are expected to prefer beach holidays which do not involve any particular danger and excitement.

2.3. Holiday preference

According to expectations theories, the positive outputs gained as a result of the purchase encourage consumers to make purchases (Solomon, Bamossy, Askegaard, & Hogg, 2010). Therefore, the holiday preference behavior of tourists can be explained by the expectancy-value theory of Lawler and Porter (1968). In their model, behavior is considered as a rational process for logical, functional purposes. In other words, the desire to experience a certain activity is inspired by the expectation that it will provide positive results (Kyle, Absher, & Hammitt, 2005). In the context of this study, tourists who are in the expectation of getting rid of the noise and stress of the city may prefer calm and green areas for the holiday. Tourists who are in expectation of change, innovation, adrenaline, excitement and adventure may prefer underwater diving, paragliding, hiking and rafting. Holiday preference and destination choice is a negotiation process between tourist needs and the characteristics of the destination (Karl & Schmude, 2017).

Eachus (2004) developed a model and examined holiday preferences under four dimensions; adventurous preference, beach preference, culture preference and indulgent preference. Zumdick (2007) examined the holiday preferences in five sub-dimensions, i.e. "beach holiday", "cultural holiday", "adventure holiday", "indulgent holidays" and "disorganisation". In this instance, holiday preference could be simply defined as choosing a particular holiday type. Among the aforementioned holiday preferences, this research looks into beach holiday, culture holiday and adventure holiday (Eachus, 2004; Zumdick, 2007).

It is necessary to explore the motivation of tourists to understand their holiday preferences. The studies show various tourist motivations. For example, Dann (1981) listed tourist motivations as reaction to loneliness, self-improvement and fantasy. Cohen (1972) stated that the travel motivation of tourists is based on two opposite motivations. One of them is seeking innovation and the other one is to be scared of new things.

2.4. Research hypothesis

On the one hand, change seeking for a different experience can encourage people to travel (Chang et al., 2006). Individuals with high levels of change seeking thus might prefer more excitement in their touristic activities (Steenkamp & Baumgartner, 1995; Budisantoso & Mizerski, 2005). On the other hand, sensation seeking is a more general characteristic of individuals which is reflected in seeking intensity, novelty and change (Karl & Schmude, 2017). Sensation seeking can be considered as an integral part of adventure tourism in the context of a tourist's holiday preferences (Willig, 2008). People, who prefer this type of activity, have a great desire to deal with risky and adventurous sports that include speed and danger. They are also inclined to different lifestyles and travel options (Lepp & Gibson, 2008; Cater, 2006). For example, mountaineering, which is an adventure tourism activity, is a high risk activity. However, the excitement of climbing and participating in mountaineering tourism

can also attract tourists with a high level of change seeking. Since the highly skilled and sensation-seeking mountaineers are on the route with low challenge, their creativity appeared to prevent boredom (Wang, 2012). It has been found that individuals with a high level of sensation seeking are choosing jobs that involve a high level of change, flexibility and some risk types (e.g., air-traffic controllers or pilots; Pizam et al., 2004). Therefore, depending on the change seeking levels of individuals, sensation seeking can affect holiday preferences at different levels. Thus, it is hypothesized:

H₁: Sensation seeking affects the holiday preference differently, depending on an individual's level of change seeking.

3. Method

3.1. Measurements

The three focal variables of this study are: sensation seeking, change seeking and holiday preferences. All constructs were measured using 5-point Likert scales (ranging from 1 = strongly disagree to 5 = strongly agree). Sensation seeking was operationalized using the eight-item Sensation Seeking Scale (SSS) developed by Hoyle et al. (2002). Change seeking was measured using the seven-item Change Seeker Index (CSI) developed by Steenkamp and Baumgartner (1995). Finally, holiday preferences were measured using the 12-item Holiday Preference Scale (HPS) developed by Eachus (2004). An overview of individual scale items is provided in Appendix A.

3.2. Population and sample

The population of the study consists of domestic tourists who are over 18, live in Adana, Turkey and have the potential to go on holiday at least once a year. The data was drawn from TurkStata based on 2016 population statistics in central Adana (Çukurova, Seyhan, Sarıçam, Yüreğir) and quotas have been determined in terms of gender and age group based on population rates (www.tuik.gov.tr). Quota sampling was used and data were collected face to face with domestic tourists who were travel agencies' customers in the period between 01 June 2017 and 02 April 2018. The targeted sample size was n=1,600, but in the end, a total of 1,645 questionnaires were obtained. After removing questionnaires with missing data, 1,580 questionnaires entered the data analysis stage. Table 1 shows the structure of the sample depending on age groups and districts.

Table 1
Sample characteristics

Municipality	Cukurova		Sarçam		Seyhan		Yüreğir		TOTAL	
Age groups	Quota	n	Quota	n	Quota	n	Quota	n	Quota	n
15-24	76	68	107	103	92	88	100	93	375	352
25-34	79	155	88	87	92	99	94	89	353	430
35-54	169	167	156	151	153	144	147	144	625	606
55-69	76	71	49	36	63	45	59	40	248	192
TOTAL	400	461	400	377	400	376	400	366	1,600	1,580

3.3. Analysis

In the first step of the analysis, the participants were clustered according to their levels of change seeking. Then, the effect of the sensation seeking on holiday preference for each cluster was determined by multiple regression analysis. To cluster respondents based on their change seeking level, two-step

clustering was used. Hereafter, each clusters' profile was investigated via chi-square analysis, followed by multiple regression analysis to determine the impact of sensation seeking on holiday preferences. Confirmatory factor analysis and reliability assessments for the focal constructs showed sufficient reliability levels in terms of internal consistency after excluding two items for the holiday preferences scale (Cronbach alpha = 0.811 and 0.703 for the sensation seeking and holiday preference scales, respectively).

4. Findings

Participants were divided into clusters using the stepwise clustering technique. According to the results, 367 (23.2%) of the 1,580 participants were seeking a low level of change, and 1,213 participants (76.8%) were seeking a high level of change. Table 2 shows the relationship between low- and high-level clusters of change seeking along with their demographic characteristics. On the one hand, as can be seen from Table 2, the results of the analysis do not provide evidence for a relationship between gender and the level of change seeking. On the other hand, it appears that there is a weak but significant relationship between change seeking and the marital status of participants ($\chi^2=11.054$; $df=1$; $p=0.001$; Phi $\phi=0.084$). While 73.7% of married people seek a high level of change, the respective share for singles was higher, i.e. 80.8%. The results further support a weak, but significant relationship between age and change-seeking ($\chi^2=17.974$; $df=3$; $p<0.001$; Eta $\eta=0.048$). While 75.9% of the respondents aged 18-21 were seeking high-levels of change, the rate rises to even 84.0% in the age group of 22-36. Beyond the age of 37, the rate, however, drops to 73.0%, which indicates that change seeking is higher at a younger age, while it decreases for middle-aged persons.

Table 2
Relationship between participants' level of change-seeking and demographic characteristics

	Level of change seeking				Total		
	Low		High				
	n	%	n	%	n	%	
Gender							
Female	192	22.6	657	77.4	849	53.7	$\chi^2:0.387$ $df:1$ $p:0.534$
Male	175	24	556	76	731	46.3	
Marital status							
Married	236	26.3	661	73.7	897	56.8	$\chi^2:11.054$ $df: 1$ $p:0.001$
Single	131	19.2	552	80.8	683	43.2	
Age							
18-21 age	85	24.1	267	75.9	352	22.3	$\chi^2:17.974$ $df: 3$ $p<0.001$
22-36 age	69	16	361	84	430	27.2	
37-52 age	162	26.7	444	73.3	606	38.4	
53-71 age	51	26.6	141	73.4	192	12.1	
Education							
Primary school	16	31.4	35	68.6	51	3.2	$\chi^2:6.988$ $df: 3$ $p:0.072$
High school	67	23.3	220	76.7	287	18.2	
University	189	21.1	703	78.9	892	56.4	
Postgraduate	95	27.1	255	72.9	350	22.2	
Income							
300 EUR and below	96	23.3	315	76.7	411	26	$\chi^2:13.081$ $df: 4$ $p:0.011$
301 - 455 EUR	81	20	323	80	404	25.6	
456 -760 EUR	122	22	432	78	554	35	
761 - 1,520 EUR	59	33.3	118	66.7	177	11.2	
Above 1,520 EUR	9	26.4	25	73.6	34	2.2	

The relationship between change seeking and the level of education emerged borderline significant ($\chi^2 = 6.988$; $df=3$; $p=0.072$; $\text{Eta } \eta=0.01$). While 68.6% of the primary school graduates are in the group of seeking high level of change, this rate rises to 76.7% for high school graduates and 78.9% among university graduates, and finally declines to 72.9% for postgraduates. One could argue that as the level of education increases, the intensity of the job increases, and change seeking falls to some extent, as the work life may not provide enough free time to seek change.

Finally, the results also provide support for a relationship between the level of income and the level of change seeking ($\chi^2 = 13.081$; $df= 4$; $p=0.011$; $\text{Eta } \eta=0.045$). This relationship remains, however, unclear. The share of high-level change seeking persons in the monthly income category of 300 EUR or below is 76.7%, and it rises to 80% for those who earn between 301-455 EUR. With rising income, the share then drops to 78% for the 456-760 EUR income range and decreasing further to 66.7% for the 761-1,520 EUR range, in order to rise again in the income category +1,520 EUR

Table 3 shows the comparison of the means of high and low change seeking groups according to the dimensions of the scales used. The results indicate that high change seeking individuals tend to look for more sensation than individuals with low change seeking behaviors. In addition, individuals who display high change seeking attitudes have a higher level of motivation in subscales of beach, culture and adventure holiday.

Table 3
Comparison of sensation seeking and holiday preference according to the level of change seeking

	CS clustering	N	Mean	Std. deviation	t-value
Change seeking	• Low change seeking	367	2.5485	0.67741	-42.519***
	• High change seeking	1,213	4.1431	0.43524	
Experience seeking	• Low change seeking	367	3.4223	1.00005	-10.187***
	• High change seeking	1,213	4.0037	0.80337	
Thrill and adventure seeking	• Low change seeking	367	2.312	1.18279	-8.913***
	• High change seeking	1,213	2.9538	1.29065	
Boredom susceptibility	• Low change seeking	367	2.4033	1.00588	-10.776***
	• High change seeking	1,213	3.0816	1.07146	
Disinhibition	• Low change seeking	367	2.1403	1.05779	-9.050***
	• High change seeking	1,213	2.7354	1.24332	
Beach holiday	• Low change seeking	367	3.1928	0.90656	-4.779***
	• High change seeking	1,213	3.4404	0.85849	
Culture holiday	• Low change seeking	367	3.6029	0.84878	-8.044***
	• High change seeking	1,213	3.9928	0.6848	
Adventure holiday	• Low change seeking	367	3.3181	0.8001	-11.068***
	• High change seeking	1,213	3.7982	0.70495	

Notes: Response categories: 1= Strongly disagree, 5=Strongly agree;
*. $p<0,05$, **. $p<0,01$; ***. $p<0,001$.

In order to test the focal study hypothesis, each holiday preference size was considered as a dependent variable and analyzed separately for each cluster (Table 4). Experience seeking ($\beta=0.128$), disinhibition ($\beta=0.294$) and thrill and adventure seeking ($\beta=0.077$) in the low change seeking group significantly affected the preference for beach holidays. In this group, people want to see interesting places or go on an unplanned trip. Conversely, the group with high change seeking levels are affected by boredom susceptibility ($\beta=0.068$) and disinhibition ($\beta=0.436$) in their preference for beach vacation. In each group, disinhibition plays a role. However, the effect of disinhibition is greater in the group who had low levels of change seeking. Accordingly, with regard to beach vacations, the motivation for having experiences full of sensation play a role for those with high level of change seeking.

When an evaluation is made in terms of the preference of the cultural holiday as depicted in Table 4, the group with low level of change seeking is only motivated by experience seeking ($\beta=0.339$). On the other hand, the group with high levels of change seeking are influenced by experience seeking ($\beta=0.161$) and boredom susceptibility ($\beta=0.090$). Therefore, new experiences, such as e.g. visiting an unplanned cultural destination during a cultural trip, can motivate those with both high and low levels of change seeking.

Table 4 further reveals that the group of persons with low levels of change seeking is mostly affected by experience seeking ($\beta=0.347$), boredom susceptibility ($\beta=0.099$), and disinhibition ($\beta=0.082$), while those with high levels of change seeking are positively affected by experience seeking ($\beta=0.199$) and boredom susceptibility ($\beta=0.099$). Thus, for both groups, discovering interesting places, going on unplanned vacations and seeking adventure are important.

Table 4.
The effect of sensation seeking on holiday preferences according to the change seeking levels

Independent variables	Low change seeking Dependent variables			High change seeking Dependent variables		
	Beach holiday	Culture holiday	Adventure holiday	Beach holiday	Culture holiday	Adventure holiday
Experience seeking	0.128*	0.339***	0.347***	0.042	0.161***	0.199***
Thrill and adventure seeking	0.077*	-0.092	0.033	0.036	-0.066	-0.025
Boredom susceptibility	-0.017	0.041	0.099**	0.068*	0.090***	0.099**
Disinhibition	0.294***	0.036	0.082**	0.436***	-0.038	0.058
R	0.393	0.333	0.449	0.507	0.183	0.260
Adjusted R ²	0.145	0.101	0.193	0.254	0.030	0.064
F	16.5121***	11.303***	22.843***	104.252***	10.476***	21.823***

Notes: * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$.

5. Conclusions and implications

The results of this study indicate that a most of the respondents were, in fact, seeking change. While the results did not support a relationship between the level of change seeking and gender, a weak relationship was however identified between the marital status and age, on the one hand, and change seeking, on the other hand. Although change seeking was actually high for both married and single respondents, the share was slightly higher among singles compared to married people. Similarly, respondents aged 22-36 had the highest share of high-level change seeking, but the share being generally high across all age groups.

The major objective of this study was to explore the relationship between sensation seeking and holiday preference according to the tourist's level change seeking. To the knowledge of the authors, no other study has so far examined the interrelationships between sensation seeking, change seeking, and holiday preferences. The comparison showed that tourists with high levels of change seeking tended to have higher levels of experience seeking, thrill and adventure seeking, boredom susceptibility and disinhibition. At the same time, these tourists had a higher preference for beach, culture and adventure holidays than tourists with low levels of change seeking. The results further showed that high levels of experience paired with low levels of change seeking had a significant positive effect on all examined holiday preferences, but it mostly affected the preference for adventure holidays. Those who were characterized by boredom susceptibility preferred adventure holidays, while those characterized by disinhibition also preferred adventure holidays, but mostly opted for a beach vacation. High levels of both experience seeking and change seeking significantly affected the preference for culture holidays

and, in particular, adventure holidays. This means that tourists wishing to discover interesting locations or go on an unplanned holiday preferred adventure and culture-themed vacations. Those wanting to address boredom susceptibility preferred adventure, culture and beach vacations, respectively. Thrill and adventure seeking (e.g. bungee jumping) did not affect the tourists' holiday preferences, while disinhibition emerged significant only with regard to the preference for beach holidays. Those who liked entertainment and parties preferred beach holidays.

A key limitation of the present study is its focus on domestic tourists. Accordingly, future research may examine the relationships investigated in this study among foreign tourists. Moreover, future research may expand the model and further examine relationships between sensation seeking, change seeking and holiday preference, on the one hand, and variety seeking and novelty seeking attitudes, on the other hand. Likewise, it would be interesting to and consider cultural differences, i.e. future studies may conduct intercultural comparisons.

Appendix A*

Sensation seeking scale (Hoyle et al., 2002)

1. I would like to explore strange places.
2. I would like to take off on a trip with no pre-planned routes or timetables.
3. I like to do frightening things.
4. I would like to try bungee jumping.
5. I get restless when I spend too much time at home.
6. I prefer friends who are excitingly unpredictable.
7. I like wild parties.
8. I would love to have new and exciting experiences, even if they are illegal.

Change seeking index (Steenkamp & Baumgartner, 1995)

1. I like to continue doing the same old things rather than trying new and different things. °
2. I like to experience novelty and change in my daily routine.
3. I like a job that offers change, variety, and travel, even if it involves some danger.
4. I am continually seeking new ideas and experiences.
5. I like continually changing activities.
6. When things get boring, I like to find some new and unfamiliar experience.
7. I prefer a routine way of life to an unpredictable one full of change. °

Holiday preference scale (Eachus, 2004; Zumdick, 2007)

1. My ideal holiday involves spending a lot of time lying on a beach.
2. I like to meet lots of new people when I go on holiday.
3. My favorite type of holiday includes lots of sun, sand and nightlife.
4. A good beer or wine are part of a perfect holiday.
5. I enjoy site seeing when on holiday.
6. Travel and holidays should be about enriching your own knowledge.
7. I always try to learn something about the culture of the places I travel to.
8. Whenever I go on holiday I always make an effort to visit a local museum or art gallery.
9. I much prefer to be doing active things while on holiday.
10. I prefer to visit a lot of new places when on holiday.
11. I would much prefer trekking to lying on a beach.
12. Roughing it while on holiday doesn't bother me.

* Refers to reverse coding.

* Response categories of all items in 3 scales: 1 = strongly disagree to 5 = strongly agree.

Note

This study is derived from the doctoral dissertation titled "Connection Between Green Consumer Values, Change Seeking, Sensation Seeking and Holiday Preference: A Research in Adana" written by Oya Yıldırım.

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