Self-congruity Influence on Tourist Behavior: Repeat Visitors versus Non-Visitors and First-Time Visitors

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Abstract

This study investigates the role of prior experience on the impact of actual self and ideal self-congruity on tourists’ intention to visit Turkey for leisure purposes. The study draws from an empirical study with 648 subjects conducted in cooperation with the Turkish Ministry of Culture and Tourism. Results suggest that the effect of actual self-congruity on intention to visit differs according to different levels of tourist experience. While self-congruity has a positive effect on intention to visit for the non-visitors and first-time visitors -- implying that the relationship between self-congruity and intention does not vary between non-visitors and first-time visitors -- this effect loses its significance for repeat visitors. These findings partially support the previous proposed moderating role of prior experience on the impact of self congruity on intention to visit a destination and expand the discussion on this topic raising new questions.

Key Words: destination image, self-concept, self-congruity, travel behavior, Turkey.