

## The Relationship among Personality, Culture Personality and Ideal Tourist/Business Destinations

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**Abstract :** The main purpose of our study was to investigate the effect of congruence between the perceived self and perceived culture personality on the evaluation of the examined countries as ideal business/tourist destinations. A measure of Culture Personality (CP) has been developed and implemented to assess the perception of French and Turkish culture. Results show that very similar personality structure of both cultures can be extracted along the dimensions of Competence, Interpersonal approach, Aura, Life approach and Rectitude. Regarding the congruence theory, we found that instead of the effect of similarity between the perceived culture personality and actual self, the more positively culture personality is perceived relative to the perceived self, the more positive attitude the individual has toward the country as business and tourist destination.

**Keywords :** culture personality, ideal business/tourist destination, personality, scale development

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