



A STUDY ON PERSONALITY TYPE AND TOURISM EXPECTATIONS OF LOCAL PEOPLE: THE CASE OF UZBEKISTAN-KOKAND

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ABSTRACT

One of the most important aspects in the development of tourism in a region is to learn the expectations of the local people, who are the stakeholders of the sector. Because tourism has economic, social and environmental effects on the local people and when these effects are not managed properly, negative effects may arise due to improperly managed tourism plan. For this reason, it is an important that the views of the local people should be taken into account for the development of tourism in a region. In this study, which was designed with this thought in mind, the tourism expectations of the local people of Kokand, which is believed to have potential opportunities for tourism growth in Uzbekistan, are approached in terms of personality types and it is aimed to support tourism development. In the scope of the study, a questionnaire was applied to 422 participants within the scope of easy sample management, in the period of January-April 2023. As a result of the analysis of the survey data, it has been determined that the expectations of the local people is associated with the sub-dimensions of quality of life, natural environment-regional development, tourism infrastructure and tax income.

KEY WORDS

Local People; Tourism
Expectation;
Personality Traits;
Kokand.

Introduction

For many countries or regions, developing tourism means economically improving the quality of life of the local population. Because tourism is an important economic source in terms of tax revenues, employment and additional income generation. At the same time, from a social perspective, it improves

the quality of life of the local population through infrastructure investments (Mihailović & Moric, 2012). However, tourism development also brings some disadvantages to host communities.

One of the most important points in tourism development in a region is to learn the expectations of local people, who are the stakeholders of this sector. This is because tourism has economic, social and environmental impacts on local people and when these impacts are not managed properly, negative impacts may arise due to tourism. For this reason, it is important to consider the opinions of local people for tourism development in a region. Valuing research to determine the perspectives of local people in tourism development is critical for the long-term success of the tourism industry (Sariahmetoğlu & Toyman, 2020).

Personality, which is an important research area in psychology, is used to predict the future behaviour of individuals and for psychological evaluations. However, there are very few studies using personality tests in tourism, which is closely related to the discipline of psychology. However, most of the limited personality research has focused on predicting tourist behaviour but has often failed to predict it accurately. However, personality research in tourism is important for marketing, product positioning, tourism master planning at national, state or local level, and destination development (Jackson et al., 2001).

Tourism has become the fastest growing sector in the world in recent years with the increasing number of tourists and expenditures. Local governments and businesses in each country are trying to make more profit from the tourism sector. In addition, with the development of tourism in a region, the infrastructure of social services such as roads, airports, transport systems, communication, water, sewerage, electricity and similar infrastructure services are also developed and local people also benefit from these advantages. However, in some regions, local communities are also exposed to some complex effects due to tourism development (Milman and Pizam, 1998). Local people who are negatively affected by tourism may be hostile towards tourists, and as a result of this behaviour, the attractiveness of the region for tourists decreases, and at the same time, the potential earnings of the local tourism industry may decrease (Türker, 2022). In this context, if tourism development in a region will affect the culture, environment and social life of the local people, it is essential to learn about the expectations of local communities and tourism practitioners in order to motivate them to adapt to and explore new possibilities across cultural boundaries (Skinner & Theodossopoulos, 2010).

In this study, the tourism expectations of the local people of Kokand city, which is considered to have potential opportunities in the tourism of Uzbekistan, are approached in terms of personality types and it is aimed to support the tourism development of the city. This study, which focuses on the expectations of local people towards tourism according to their personality types, can be considered as a different approach to tourism development and sustainability in host communities that are just getting acquainted with tourism. This study, which focuses on determining the personality types and tourism expectations of the local people of Kokand and finding out whether there is a relationship between the personality types of the local people and their expectations from tourism, can be seen as a guide to tourism decision-makers and support for the development of tourism in Uzbekistan by learning the tourism expectations of the local people in Kokand. At the same time, it is thought to contribute to the tourism literature in terms of testing the relationship between tourism expectations and personality type.

REVIEW OF LITERATURE

All stakeholders should be taken into account and value should be created for them when planning and operational activities for tourism. The participation of stakeholders in the decision-making process ensures the development and sustainability of tourism (<https://tourismteacher.com>; <https://www.igi-global.com>). Stakeholders that can directly or indirectly affect tourism planning and development include governments, local authorities, tourism businesses, tourists, tourism workers and local communities (Goeldner and Ritchie, 2005). Local people are the most important stakeholders that will be affected by the success or failure of the tourism sector and should be included in the planning, development and management of tourism (Ay & Ekiz, 2018). Determining the attitude of local people towards the development of existing tourism is of great importance in preventing possible negative effects, increasing positive effects and sustainability of tourism (Güneş et al., 2020).

Many governments are keen to encourage the rapid development of tourism, but often fall significantly short of expectations or forecasts of its positive impacts (Cohen, 1984). It is unlikely that tourism can be sustainable in an environment where tourism resources are damaged and local community support cannot be secured. For this reason, for tourism development in a region, the natural, historical, cultural resources, basic ecological processes and biodiversity of the host region should not be damaged and local community support should be provided (Demir & Çeviren, 2006; Ayaz et al., 2009; Türker, 2022).

Local people living in a destination are one of the most important stakeholders in ensuring, protecting and implementing sustainability in the destination (Bramwell and Sharman, 2002). It is vital to adhere to the attitudes of local people to ensure successful sustainable tourism (Brunt & Courtney, 1999). Otherwise, it becomes impossible to achieve sustainability when the views and perceptions of local people are not taken into account (Mathieson and Wall, 1989).

For sustainable tourism, which is defined as a tourism planning system that is friendly to the long-term well-being of communities, visitors and the tourism industry (OECD, 1994), learning the expectations of stakeholders is an important requirement. Because the most important issue in tourism-induced change is the irreversibility of the spatial and temporal effects of tourism (Pigram, 1992). Therefore, ensuring the satisfaction of both local people and visitors is a very important issue for sustainable policies and planning (Genç et al., 2014).

According to Kreag (2001), leaders should understand the potential impacts of tourism and integrate tourism in the most positive way for their communities. Because, tourism develops in the region when visitors interact with the community and are satisfied. As tourism develops, local people have more opportunities and wider choices. Tourism activities make the local area more interesting and exciting and the community can benefit more from them.

It is often difficult to identify and measure the social impacts of tourism on a community. This is because the attitudes and perceptions of the local population towards tourism can change continuously and frequently between positive and negative. Local people's value system, personal behaviours, family relations, general common life style, traditional ceremonies and community organisations can direct this change (Milman and Pizam, 1998). In this context, it is very important to understand the tourism expectations of local people in advance and to exhibit behaviours in line with these expectations. Expectations in tourism are mostly based on tourist expectations. Expectation is defined as ideal or desired performance. It is also seen as the preliminary estimates made while receiving service. For successful destination marketing, the importance of understanding tourists' expectations,

which are effective in their destination choices, consumption habits and revisit decisions, is emphasised and it is highlighted that understanding their expectations can be important clues in developing destination attractiveness and improving touristic goods and services (Aksu et al., 2010). However, recently, it has been emphasised to consider the expectations of the host community as well as tourists (Ayaz & Parlak, 2019; Türker, 2022).

Personality is an individual and dynamic phenomenon and is a distinctive, consistent, typical, fundamental and unchanging characteristic that guides long-term, future-oriented behaviours. It is stated that personality affects the individual's learning ability, perception, family, social environment and society (Tuna & Türkmen, 2013). The importance of knowing the personality traits of the individual is pointed out for the right choices, accurate decisions, appropriate relationships and harmony with the environment in which the individual lives, and it is thought that the individual can make appropriate behaviours in the face of events and phenomena (Durna, 2005). Recently, personality has also found its place in tourism research. Kwon and Park (2015) examined the relationship between personality traits and tourist behaviours in tourism and used the Myers-Briggs personality test to explain tourist behaviours. In the study conducted to determine the relationship between people's personality types, tourism destinations and preferred tourist behaviours, significant differences were found in the relationships between personality traits and tourist behaviours in the Extraversion-Introversion and Judgement-Perception index. E type tourists prefer tourism destinations for activities and shopping. On the contrary, id types prefer resting rather than having fun in tourism destinations. J types preferred package tour and P types preferred free travel. Secondly, the relationships between personality traits and tourist behaviours did not show significant differences in the SN (Perceiving-Sensing) and TF (Thinking-Feeling) index. Thirdly, the results showed statistically significant differences among the four personality types (IJ, IP, EP, EJ) in terms of tourist motivation and tourist behaviour such as travel motivation, main travel activity, etc. At the end of the study, it was determined that people behave differently according to their personality types in deciding to travel and travelling. Moghavvemi et al. (2017) examined how residents' personality, emotional solidarity and community commitment influence tourism perceptions explaining support for tourism development, recognising that local residents' personality and perspectives about the community and visitors can play an important role in building overall support for tourism development. Survey data was collected from 340 residents of two tourism destinations in Malaysia. He found that sympathetic understanding and hospitable nature were the strongest factors influencing residents' attitudes towards tourism development, and the effect was different between men and women with different characteristics. The effect of emotional closeness on residents' attitudes towards tourism development was different between residents with high agreeableness and extraverted personalities, while openness to experience, conscientiousness and neuroticism did not have a significant effect on these relationships.

Ayaz and Parlak (2019) collected data from 400 participants within the scope of the research they conducted to reveal the perceptions of local people living in Ardahan province of Turkey towards tourism according to personality type. It was revealed that individuals with extroverted personality among the personality types of local people are more willing to support tourism. Wee-Kheng Tan (2020) examined how tourists' personality traits affect perceived travel constraints in the destination selection process. Specifically, he investigated how tourists' personalities in the preliminary evaluation of a tourist destination affect their perceived leisure travel constraints and their search for relevant information under different temporal distance conditions. As a result of the research, constraints related

to safety concerns, lack of interest, time and cost of travelling were identified. These constraints were experienced more strongly for a high temporal distance. The influence of personality on perceived constraints was more pronounced for a high temporal distance. The study has practical implications for destination marketing organisations in that it can increase their understanding of tourists' behaviour at the pre-trip planning stage and help prevent the "premature" elimination of their destinations. Ayaz and Musellim (2021) addressed the complex process of tourist behaviour in terms of price and personality type. They collected data from 403 participants in Antalya destination. Visitor personality types were determined as altruistic, extroverted, utilising and extroverted, and it was revealed that personality type positively affected price perception.

Uzbekistan is one of the countries implementing measures to develop the tourism industry, increase the competitiveness of the industry and actively promote the national tourism product on the world market, and since 2016 the process of fundamental reform in the tourism sector has begun (www.review.uz). In 2016, more than 2 million foreign tourists visited the country, while in 2019 this number increased 3.3 times to 6.7 million, and in 2018, the number of foreign tourists increased by 98% compared to 2017, and the number of enterprises and organisations engaged in tourism activities increased by 131% (Boltaeva, 2022).

Musaev (2023), in his study, associates the problems in Uzbekistan's tourism with the competitiveness of national tourism products, high prices for accommodation and flights, limited quality of service, lack of engineering, transport and social infrastructure, lack of appropriate tourist information (navigation and information centres), lack of qualified personnel and weakness of promoting Uzbekistan abroad. Xudoyarov (2020) points out that tourism as an aspect of the economy in Uzbekistan can be stabilised by domestic tourism development. According to Ibragimov (2022), taking into account the welfare of the population in Uzbekistan and the need to take measures to protect the environment, within the framework of the growth rate of tourism and its positive impact on the growth of other sectors of the economy, the tourism sector is in stable growth and is one of the most powerful tools of the country's development.

The city of Kokand was declared the "Tourism Capital of the Turkic World" at the 6th Meeting of Ministers Responsible for Tourism of the Turkic Council held in Kokand, Uzbekistan on 24 June 2021 and is one of the most important places in the development of tourism in the Fergana region (www.turizmpress.com). In this sense, tourism research on Kokand city can be seen as important outputs. It is very important for tourism planning to learn the perspectives of local people towards tourism in a tourism development region. The perceptions and opinions of local people about the effects of tourism may prevent the development and shaping of tourism in the region in some cases (Ayaz et al., 2009).

METHODOLOGY OF THE STUDY

This study is a scientific research aimed at determining the effect of personality types of local people living in Kokand city on tourism expectations. Quantitative research method was utilised as a method in the research. Primary data were obtained by using the research scale prepared on the basis of the secondary data of the research. The personality scale included in the questionnaire used for the research was prepared by adapting it from Parlak (2018). The scale for revealing the expectations of local people towards tourism was created based on the opinions of academicians within the framework of the scale statements in the studies conducted by Ayaz et al. (2009) and Cornell et al. (2019).

The questionnaire form consisted of three sections: personal information, tourism expectation scale and personality scale. In the personal information section, the demographic characteristics of the participants, including gender, marital status, age, education level, monthly income and status, and other characteristics, including length of living in Kokand and Kokand tourism attraction factors, were included. In the second part of the questionnaire, a 5-point Likert-type interval scale was used to find out the respondents' tourism expectations. In the third part of the questionnaire, a 5-point Likert-type interval scale was used to reveal the personality type of the participants as in the second part. In the interval Likert type scale, 1: Strongly Disagree, 2: Disagree, 3: Partially Agree, 4: Agree and 5: Strongly Agree, scale ranges were taken as basis. The questionnaire form for the participants was applied to the local people living in Kokand city between June-September 2022 within the scope of face-to-face survey technique and convenience sampling method.

The problem of this research, in which the relationship between personality type and tourism expectation of local people is analysed, is accepted as "determining the relationship between personality type and tourism expectation". Within the framework of the research problem, the model (Figure 1) and hypotheses are proposed as shown below:

H1: There is a significant relationship between personality type and tourism expectation.

H1a: There is a significant relationship between dominant personality type and tourism expectancy.

H1b: There is a significant relationship between extrovert personality type and tourism expectancy.

H1c: There is a significant relationship between utilisable personality type and tourism expectancy.

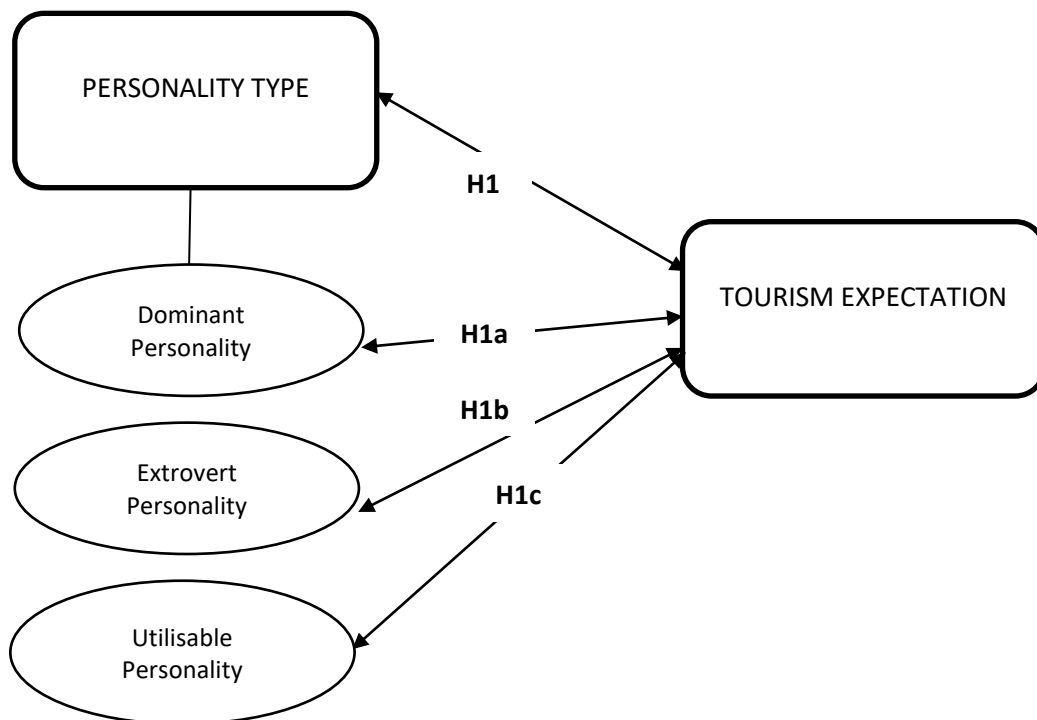


Figure 1. Research Model

The population for this research is considered to be the local population living in Kokand, Uzbekistan. According to the 2015 census results, 236,838 people live in Kokand city (<https://www.google.com>). Sampling was applied around the factors of accessibility, time and cost. The developed by Sekeran (2003) was used for the sample size and the sample size was determined as 384 with a Z value of 1.96 in the $\pm 5\%$ confidence interval. The study was conducted on 498 participants. The research is limited

to the research scales on tourism expectations and personality type of local people and the opinions of local people living in Kokand city in June-September 2022.

THE AREA OF STUDY

Kokand is one of the oldest cities in Central Asia and part of the Dawan province of China. The history of the city dates back to the 10th century, according to relevant inscriptions, and the city as a trade centre was called 'Hovakend' or 'Kokand'. However, excavations in the Mui-Mubarak area have discovered ancient Kurgan and Tepakurgan monuments, ancient buildings and pottery built 2000 years ago. Kokand reached the peak of its development in the 18th century and became the capital of the Kokand Khanate. By becoming the capital, Kokand entered a stage of development and became a religious centre with more than 300 mosques. Kokand is known as a centre of handicrafts and a large number of ahi craftsmen live on its territory. Kokand is one of the oldest cities in Central Asia and part of the Dawan province of China. The history of the city dates back to the 10th century, according to relevant inscriptions, and the city as a trade centre was called 'Hovakend' or 'Kokand'. However, excavations in the Mui-Mubarak area have discovered ancient Kurgan and Tepakurgan monuments, ancient buildings and pottery built 2000 years ago. Kokand reached the peak of its development in the 18th century and became the capital of the Kokand Khanate. By becoming the capital, Kokand entered a stage of development and became a religious centre with more than 300 mosques. Kokand is known as a centre of handicrafts and a large number of ahi craftsmen live on its territory. Kokand has various riches in terms of tourism attractions and finds its place in tour programmes.



Figure 2. Uzbekistan Tour Routes
(Karimov, 2023:50).

RESULTS

Descriptive information on the demographic characteristics (gender, marital status, age, education,) and other characteristics (duration of living in Kokand) of 498 participants in this study, which was

carried out to create a perspective on the personality type and tourism expectations of local people, were determined as shown in Table 1.

Table 1. Descriptive Characteristics of the Participants

Variables	Groups	f	%
Gender	Female	243	48,8
	Male	255	51,2
Marital Status	Single	303	60,8
	Married	195	39,2
Age	18-25	214	43,0
	26-33	111	22,3
	34-41	47	9,4
	42 and over	126	25,3
Education	High School	56	11,2
	Licence	277	55,6
	Postgraduate	165	33,1
Status	Labourer	120	24,1
	Tradesmen	48	9,6
	Student	254	51,0
	Other	76	15,3
Duration of living in Kokand	Less than 1 year	44	8,8
	1-5 years	42	8,4
	6-10 years	17	3,4
	11 years and over	395	79,3

In the descriptive characteristics of Kokand local people, it can be said that men (51.2%), singles (60.8%), 26-33 age group (22.3%), bachelor's degree graduates (55.6%), students (51.0%), and those who have lived in Kokand for 11 years or more (79.3%) stand out.

In order to determine the personality types of the local people living in Kokand city and to test the hypotheses foreseen for the research, reliability explanatory factor analysis was conducted.

Table 2. Personality Type Scale Factor Analysis Results

Factor	$\bar{x}$	s. s.	Factor Load	Variance Explanation (%)
Dominant Personality	2,93	1,05		33,10
I want to be noticed a lot.	3,08	1,30	0,960	
I am very sceptical towards people.	2,98	1,01	0,898	
I am aggressive towards people.	3,17	1,34	0,869	
I try to control people too much.	2,77	1,25	0,756	
It is difficult for me to join groups.	2,66	1,22	0,738	
Extrovert Personality	3,86	0,69		24,80
I try too hard to change people.	3,77	1,02	0,926	
I don't argue too much with people.	3,15	1,04	0,770	
I want people to know what I want.	4,07	,775	0,752	
I have an independent structure that can make my own decisions.	4,48	0,58	0,680	
Personality Prone to be Used	3,46	0,70		16,51
I try very hard to please people.	3,99	0,62	0,874	
I open my feelings to people too much.	3,53	0,95	0,838	
I trust people too much.	2,87	1,02	0,714	
Total Variance Explanation Ratio				74,41

K-M-O Sample Measurement Adequacy:0,511

Bartlett's Significance Test (Chi-Square / df / Sig): 7172,074/ 66 / 0,000

In determining the personality type of Kokand local people, the reliability coefficient (α) value for the personality scale was calculated as 0.767. The participants were categorised into three personality types: dominant personality (33.10%), extrovert personality (24.80%) and personality prone to be used (16.51%) with a total variance explanation rate of 74.41%.

Within the scope of revealing the tourism expectations of the local people living in Kokand city and testing the hypotheses envisaged in the research model, it was deemed appropriate to conduct reliability and explanatory factor analysis as in the personality type scale.

Table 3. Factor Analysis Results Of Tourism Expectation Scale

Factor	$\bar{x}$	s. s.	Factor Load	Variance Explanation (%)
Environmental Protection-City Planning	4,29	0,66		55,94
The quality of the natural environment should improve due to the development of tourism.	4,34	0,80	0,854	
Tourism should improve the environment for future generations.	4,29	0,62	0,845	
Improvements in roads and other public services.	4,26	0,87	0,843	
Better quality buildings and town planning.	4,29	0,65	0,823	
Tourism development should strengthen environmental protection efforts.	4,31	0,72	0,816	
Infrastructure-Entertainment-Shopping	4,09	0,54		15,92
Tourism should improve infrastructure (roads, sewerage, water, electricity, etc.) in the region	4,10	0,71	0,840	
Tourism should increase recreation (entertainment) activities	4,10	0,62	0,834	
Tourism should provide shopping opportunities	4,09	0,62	0,740	
Investment-Service Quality	4,27	0,64		7,53
Tourism development should lead to high levels of investment, development and infrastructure expenditure.	4,27	0,69	0,852	
Tourism development should improve the quality of local services.	4,28	0,66	0,828	
Total Variance Explanation Ratio				79,39

K-M-O Sample Measurement Adequacy:0,816

Bartlett's Significance Test (Chi-Square / df / Sig): 4221,276/ 45 / 0,000

The reliability coefficient (α) value for the expectation scale for determining the tourism expectations of Kokand local people was calculated as 0.781. For the tourism expectation scale, three sub-dimensions of environmental protection-city planning (55.94%), infrastructure-entertainment-shopping opportunities (15.9%) and investment-service quality (7.53%) were reached with a total variance explanation percentage of 73.39.

Correlation analysis was carried out within the scope of revealing whether there is a relationship between the personality types of Kokand local people and their tourism expectations and testing the hypotheses envisaged in the research and the results of Table 4 were obtained.

The 'r' value between the personality types of the local people of Kokand and their tourism expectations is 0.392 and there is a moderate positive relationship ($0.30 < r < 0.69$). With this result, the H1 hypothesis proposed in the research is accepted. The 'r' value between the dominant personality type of the local people of Kokand and their tourism expectations is -0,025 and the 'p' significance value is 0,576. Therefore, no significant relationship was found. With this result, the hypothesis H1a proposed in the research is not accepted. The 'r' value between the extrovert personality type of Kokand locals and their tourism expectations is 0.712 and there is a highly positive relationship ($0.70 < r < 1.00$). With this result, the hypothesis H1b proposed in the research is accepted. The 'r' value between the utilisable personality type of the local people of Kokand and their tourism expectations is 0.285 and there is a low level positive relationship ($0.00 < r < 0.29$). With this result, the hypothesis H1c proposed in the research is accepted.

Table 4. Correlation analysis for personality type and tourism expectations

		Tourism Expectations
Dominant Personality	r	-0,025
	p	0,576
	n	498
Extraverted Personality	r	0,712
	p	0,000*
	n	498
Personality Prone to Exploitation	r	0,285
	p	0,000*
	n	498
Personality Type	r	0,392
	p	0,000*
	n	498

***p<0,001**

DISCUSSION

For tourism, which is at the centre of human relations and hospitality, different personalities can elicit different responses to the same tasks (Leung & Law, 2010). Therefore, personality is very important as it can influence people's shopping preferences, decision-making processes, self-control, interaction with others, emotions and even how they cope with stress (Carver & Scheier, 2008). From a human resources perspective, understanding employees' personalities can help managers to manage employees more effectively (Huang, 2006; Lazanski, 2004). In addition, determining the personality traits of managers has a potential impact on employees working in tourism enterprises (Türkmen & Tuna, 2013).

Individuals are quite different creatures in terms of attitude and behaviour, especially in terms of physical characteristics. It is possible to see this situation concretely in the reactions, ideas and emotions shown to social events. Understanding the personality of individuals and examining it scientifically is an important issue for tourism, which is at the centre of human relations. Personality research is very important in terms of people's shopping preferences, decision-making processes, interaction with others, self-control and ability to combat stress (Leung & Law, 2010; Ayaz &

Müsellim, 2021). In addition, it is known that individuals with extroverted personality tend to support tourism development in a region more (Ayaz & Parlak, 2019).

The results of this research show that local residents with extroverted personality adopt tourism more and have higher tourism expectations. In this context, applying a personality test in the selection of local people who can play a role in the planning and tourism development studies to be carried out for the city of Kokand and starting studies with extroverted individuals in the first place can be presented as a suggestion for other community members to recognise and adopt tourism more and to achieve positive outcomes.

CONCLUSION

Tourism is one of the world's largest and fastest growing sectors, contributing 10 per cent of global Gross Domestic Product (GDP), 7 per cent of global exports and accounting for one in 10 jobs worldwide. Its capacity to attract significant investment, create jobs, increase exports and adopt new and emerging technologies makes it an important pillar for economic growth and development, particularly for least developed and developing countries (<https://www.unep.org>).

Successful tourism planning for tourism development in a region should involve more than the utilisation of resources and its basic principle should be the development of tourism that will satisfy both tourists and residents (Ogorelc and Milfelner, 2017). Because the support of the whole community is key when planning sustainable tourism development (Andereck et al., 2009). Therefore, learning the tourism perceptions and expectations of the residents in the tourism development region can be seen as important outputs. Because success in tourism depends on the promotion of tourism products in harmony with the local environment and its people (Murphy, 2013).

Uzbekistan is a country spread over an area of 447,000 km². The cities of Samarkand, Bukhara, Khiva and Shakhrisabz are UNESCO World Heritage Sites and are all located on the route of the ancient Silk Road. In this context, Uzbekistan has a prestigious tourism image. The images and photographs of Uzbekistan in the travel supplements of leading Western newspapers and magazines, as well as in the advertisements of some global TV channels (CNN, Al Jazeera, Euronews, etc.) are the most concrete indicators of this (González et al., 2016). In this context, tourism research for Uzbekistan can be seen as important outputs.

In this research, which was carried out on the basis of the personality types and tourism expectations of the local people of Kokand city, which is one of the potential regions in the tourism development of Uzbekistan and has recently started to be frequently included in Uzbekistan tour itineraries, three sub-dimensions were found in the personality types of the local people as "dominant" and "extrovert" and "prone to be used". The sub-dimension of dominant personality type is associated with "wanting to be noticed too much, being sceptical, having an aggressive structure, controlling people too much and having difficulty in joining groups"; the sub-dimension of extroverted personality type is associated with "trying to change people, not arguing with people too much, knowing what people want and having an independent structure that can make my own decisions"; and the sub-dimension of exploitative personality type is associated with "making a lot of effort to please people, opening up their feelings to people, trusting people more than necessary".

Three sub-dimensions, namely "environmental protection-city planning", "infrastructure-entertainment-shopping opportunities" and "investment-service quality" were identified in the tourism expectations of the local people living in Kokanda. Expectations for the sub-dimension of

environmental protection-city planning are "increase in the quality of the natural environment, improvement of the environment, improvement in roads and other public services, better quality buildings and urban planning and environmental protection"; expectations for the sub-dimension of infrastructure-entertainment-shopping opportunities are "development of infrastructure (roads, sewerage, water, electricity, etc.) in the region, increase in entertainment opportunities, tourism provides shopping opportunities"; and expectations for the sub-dimension of investment-service quality are "increase in high level investments and increase in the quality of local services".

-In the comparison of the tourism expectations of the local people with the descriptive characteristics, it was determined that there were differences in the variables of marital status, age, education level, status, duration of life in Kokand and Kokand attraction elements. In the comparison of tourism expectations of Kokand local people according to marital status, it was seen that single people have higher tourism expectations than married people. In the comparison of tourism expectations according to age status, it was determined that the tourism expectations of young individuals were higher. In the comparison of tourism expectations of Kokand local people according to educational status, the significant difference is between high school, undergraduate and postgraduate and the tourism expectation decreases as the educational level increases. In the comparison of tourism expectations according to the status status, it is seen that there is a significant difference between labourer and tradesmen, student and other. Among these groups, the group with the lowest tourism expectation was labourers, while the group with the highest tourism expectation was tradesmen. According to the duration of living in Kokand, the highest expectation for tourism was found among those who have been living in Kokand for 1-5 years. In the comparison of tourism expectations according to the attraction elements of Kokand; it was determined that the tourism expectations of the local people who consider the city's history, cultural heritage and Hudayar Khan Palace important were higher.

It has been determined that there is a medium level relationship between the personality type and tourism expectations of the local people of -Kokand, a high level relationship between the extrovert personality type and tourism expectations, and a low level relationship between the utilising personality type and tourism expectations, and the hypotheses H1, H1b and H1c, which are foreseen to be tested in this research, are accepted. No significant relationship was found between dominant personality type and tourism expectations.

Within the framework of the results obtained within the scope of the research, scientific recommendations to the tourism planners and decision makers of the city regarding the personality type and expectations of Kokand local people can be listed as follows:

-The expectations of local people can be measured at different times in order to support tourism development and develop projects in Kokand. The measurement results can be shared with tourism planners and decision makers.

-In the promotional tools to be prepared for the promotion of the city of Kokand, the support of the local people can be ensured by using visual or textual themes that can overlap with the environmental expectations of the local people. In addition, meetings and seminars can be organised for tourism development in the city.

-A personality test can be applied to the candidates before forming working groups for Kokand tourism. At the end of the personality test, starting to work with candidates with extrovert personality type and then ensuring the participation of other personality types in the work can help healthy tourism development.

In this study, the relationship between the personality type of Kokand local people and tourism expectation was tested based on Leonard Horowitz and Lynn Alden's Personality Theory. In similar studies to be conducted at different times in the future, new predictions can be developed with different personality theories. In this study, the scales for the personality type and tourism expectation of local people can be used for different stakeholders (government, local administration and tourism business employees). Similarly, it can be used to profile tourists visiting Kokand city within the scope of consumer behaviour.

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