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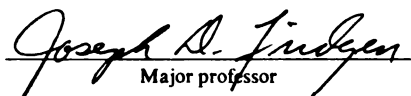
**Nature-Oriented Tourist Behavior Among
Pleasure Travelers to North America**

presented by

Xiamei Xu

has been accepted towards fulfillment
of the requirements for

Ph.D. degree in Park, Recreation and
Tourism Resources


Major professor

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**NATURE-ORIENTED TOURIST BEHAVIOR AMONG
PLEASURE TRAVELERS TO NORTH AMERICA**

By

Xiamei Xu

A DISSERTATION

**Submitted to
Michigan State University
In partial fulfillment of the requirements
for the degree of**

DOCTOR OF PHILOSOPHY

Department of Park, Recreation, and Tourism Resources

2000

ABSTRACT

NATURE-ORIENTED TOURIST BEHAVIOR AMONG PLEASURE TRAVELERS TO NORTH AMERICA

By

Xiamei Xu

This study focuses on identifying variables related to tourist participation in multiple nature-based activities while on a pleasure trip. U.K. long haul travelers to North America in 1989 and 1996 are compared. A Nature-based Activity Index was created to measure the extent to which tourists participate in selected nature-based activities while traveling. A regression model was developed and used to examine the relationship between the Index and vacation lifestyles, travel motivations, destination attributes, sociodemographics and trip characteristics of U.K. travelers.

The secondary data for this study were part of a series of Pleasure Travel Market Studies funded by the former Tourism Canada and the former U.S. Travel and Tourism Administration. Two samples drawn in 1989 and 1996 in Britain were used in this study. Personal in-home interviews were conducted in selected areas of Great Britain. Respondents were 18 years of age or older who had taken or planned to take a long haul vacation trip outside of central Europe. Only respondents who had visited mainland U.S. or Canada on their most recent trip were included in this study.

Major findings include: (1) household income, education and age were found to be positively related to the index of activities; (2) travelers who preferred an active vacation and traveled on a pleasure trip participated more in varied nature-based

activities; (3) motivations such as seeking adventure, novelty, physical activity and social escape did not predict involvement in nature-based activities; (4) destination attributes such as secure and comfortable environment, along with the quality of lodging and restaurants available did not predict the extent of nature-based activity; and (5) compared to the travelers in the 1989 study, travelers in the 1996 study engaged in more nature-based activities even though their length of stay in country was shorter.

Conclusions based on these findings include: (1) the Nature-based Activity Index is a useful tool to segment travelers who engage in a diverse set of nature-based activities while on a trip; (2) sociodemographic variables are predictors of tourists' participation in varied nature-based activities, and are viable marketing variables which can be used by tourist destinations to identify their target markets; and (3) tourist's preferences for nature-based activities tend to change over time; therefore, destinations should adjust their nature-oriented products accordingly.

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ACKNOWLEDGMENTS

This dissertation would not have been possible without the assistance of my guidance committee. I am extremely grateful to Dr. Joseph Fridgen, my academic advisor, for his encouragement and constant support during the course of my doctoral program, and for his intellectual stimulation and expert advice through different stages of this dissertation. I am also deeply grateful to Dr. Donald Holecek, Dr. Gail Vander Stoep, and Dr. Bonnie Knutson for their insightful comments and constructive suggestions on my dissertation.

It is important to acknowledge Dr. Joseph O'Leary for providing the data for this research, and Tourism Canada, the United States Travel and Tourism Administration, the Canadian Tourism Commission, U.S. Tourism Industries/International Trade Administration and the Secretaria de Turismo (Mexico) for producing the original data.

I would like to extend my sincere thanks to my parents, who are always supportive of what I try to accomplish, for their continued encouragement, support and caring they gave me throughout the years of my graduate studies.

My deepest gratitude goes to my husband, Zhiheng Bi for his love, support, understanding, and patience in this endeavor.

Finally, many thanks are extended to my friends Tsao-Fang Yuan, Wen-Huei Chang, and Sinji Yang and their families for their encouragement and support.

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CHAPTER I

INTRODUCTION

Significance of Tourism

Tourism is one of the world's largest industries (Waters, 1995-1996). It was estimated that in 1999 domestic and international tourism together would provide 192.3 million jobs worldwide; 8.2% of all jobs world-wide would depend on travel and tourism. The gross output of both domestic and international tourism would reach US \$3.5 trillion, accounting for 11.7% of the world's gross domestic product. Spending on personal travel and tourism was estimated to be US \$2.1 trillion, constituting 11% of total consumption. The investment made by the travel and tourism industry would reach US \$733 billion, representing 11.3% of the total investment. Visitor exports on travel and tourism would be worth US \$598.8 billion, contributing 8% to world's exports (World Travel & Tourism Council, 1999). On a world-wide scale, given the economic magnitude of tourism, tourism had surpassed the auto, steel, and agriculture industries by 1993 (Ceballos-Lascurain, 1993).

Tourism has been one of the world's most consistent growth industries of the past three decades (D'Amore, 1988). Statistics on world tourism show that, except for 1981 and 1982 when there was a slight decline in international tourism due to the energy crisis,

tourism has undergone steady growth during the past 30 years. In 1960, worldwide international tourists numbered 69.3 million, and international tourist receipts were estimated to be US \$6.9 billion. In 1997, international tourist arrivals reached 613 million, and international tourist receipts were measured at US \$444 billion. It has been suggested that the world tourism will continue to grow well into the next century (Waters, 1997-1998).

Growth of Nature Tourism

Nature tourism is one of the fastest growing segments within the tourism industry (Cook, Stewart and Repass, 1992; Saleh and Karwacki, 1996). Nature tourism refers to pleasure travel to participate in outdoor recreation activities utilizing the natural resources of an area (Ingram and Durst, 1989). An example of recent growth is the following: visitors to Costa Rica doubled from 375,000 to 761,000 between 1989 and 1994 (Waters, 1995-1996). World-wide, nature tourism is predicted to grow at 25-30% each year (Ayala, 1995), and makes up 15% to 25% of all travel (Saign, 1994).

The economic impact of nature tourism is evident. In 1989, nature tourism accounted for about 7% of total international travel expenditures (Ceballos-Lascurain, 1993). For some countries, nature tourism has become an important source of export earnings. In 1993, tourist arrivals to Belize reached 248,000, which exceeded the total population of the country, and tourism revenue passed the US \$100 million mark. In Belize, tourism ranks as the second most important source of foreign exchange (Waters, 1994-1995).

The growth of nature tourism around the world has been attributed to several factors. First, there is an increased interest in and concern with the environment among the general public. This includes an interest in unique and often disappearing animal and plant species and other natural features. Second, tourists are becoming dissatisfied with the “crowding” experienced in many traditional tourist destinations. Third, there is a shift in demand away from stay-put beach vacations to natural and cultural-based experiences in travel markets. Fourth, people have a desire for a physically active vacation due to a growing concern for health. And fifth, nature tourism has been widely promoted by governments, travel industry, and media (Zifer, 1989; Kusler, 1991; and Ayala, 1995).

Nature Tourism in the United States

Nature tourism in the United States can be traced back a century ago when visitors flocked to Yellowstone and Yosemite national parks to enjoy these natural wonders. The National Park Service and other government agencies involved in managing natural resource areas in the U.S. have played a key role in providing nature tourism opportunities for the traveling public. The national park system alone received 275.2 million visits in 1997, an increase of 3.6% over 1996 (Waters, 1997-1998). It is projected that visitation to national parks will rise to about a half billion by the year 2010 (Zeiger, Caneday and Baker, 1992).

Interest in nature travel has grown among Americans in recent years. In 1991, a survey of nature tourism showed that nearly 7 % of US travelers, or eight million adults,

reported having taken a nature trip in the past. Another 35 million adults stated that they would take such a trip in the next three years (Cook, Stewart and Repass, 1992).

North America is one of the preferred destinations for nature tourism markets. A market demand study for nature tourism commissioned by the Canadian government suggested that North American destinations were the prime destinations of nature travelers' last nature trip vacation. The study also showed that roughly two-thirds of the respondents would choose North America as their future nature travel destinations (Wight, 1996a).

Characteristics of Nature Tourism

Valentine (1992) noted that one of the characteristics of nature tourism is the diversity of activities undertaken by nature-oriented tourists in travel destinations. Both the supply and demand sides may have contributed to this phenomenon.

Ingram and Durst (1989) conducted a study on nature-oriented tourism activities provided by U.S.-based, nature-oriented tour operators. They reported that, among the tour operators surveyed, more than 90% of the respondents offered their clients a variety of nature-oriented activities in their tour packages. The activities provided by nature-oriented tour operators included trekking/hiking, wildlife safaris, bird watching, nature photography, camping, mountain climbing, fishing, botanical study, river rafting/canoeing/kayaking, horseback riding, etc. A more recent study on nature-based tour operators in Western Australia by Finucane and Dowling (1995) echoed Ingram and Durst's findings that a majority of the tour operators carried out a wide range of

nature-based activities on nature tours.

Researchers have suggested that the nature-oriented tourists have a desire to seek multi-activity vacation experiences. Subsequently, they tend to participate in wide-ranging activities that are land and water-based, can be active and passive on the same trip, and pursue general as well as specialized travel destinations during the same trip. (Bottrill and Pearce, 1995; Pearce and Wilson, 1995; Saleh and Karwacki, 1996; Wight, 1996a).

Statement of the Problem

Lindberg (1991) suggested that there are four basic types of nature tourists. Type one travelers are the hard-core nature tourists, who are scientists or professional specialists; they are drawn to nature for scientific reasons. Type two travelers are dedicated nature tourists, people who take trips specifically to see protected areas and want to understand local natural and cultural history. Type three travelers are mainstream nature tourists, who are people who visit the Amazon, the Rwandan gorilla park, and similar natural areas -- usually an unusual trip. Type four travelers are casual nature tourists who combine nature experiences with other activities on their trips.

Previous studies have suggested that often people on pleasure trips were actively involved in nature and participated in a variety of nature-based activities. Reports on long-haul travel markets to the U.S. showed that a large share of international pleasure travelers participated in various nature-based activities while at destinations, such as swimming, visiting national parks or forests, visiting wilderness areas, touring the

countryside, visiting scenic landmarks, visiting natural ecological sites, and observing wildlife/bird watching (Market Facts of Canada Limited, 1989a; Coopers & Lybrand Consulting, 1997). A more recent study on nature tourism (Meric and Hunt, 1998) found that, among the people surveyed, 1.3% were identified as hard-core nature tourists, 45% as dedicated nature tourists, 6.1% as mainstream nature tourists, and 47.6% as casual nature tourists.

However, much of the research on nature tourism has been devoted to type two and type three nature tourists. The type four nature tourist has been largely ignored. As a result, little is known about who they are, their travel behavior, how much they are involved with nature, and whether their involvement with nature changes over time.

Although a number of researchers have addressed or studied nature tourists' participation in an array of diverse nature-based activities (Ingram and Durst, 1989; Fennell and Eagles, 1990; Boo, 1990; Williams, 1992; Valentine, 1992; Finucane and Bowling, 1995), few have investigated how participation in diverse nature-based activities are related to travelers' motivation, destination attribute preference and vacation lifestyles. This study explores these relationships.

Purpose and Study Objectives

The purpose of this study is to develop an understanding of casual nature tourists' activity participation patterns. This study will determine how diverse are these activities for travelers and identify variables related to activity participation on a pleasure trip. There are two phases to this study. The first phase involves developing a model to explain

diverse nature-oriented tourist behavior based on information gathered from tourists in a 1989 study. The second phase is to apply the model and analyses to information generated from tourists in a parallel 1996 study.

Specifically, three study objectives were established:

- (1) Operationalize a Nature-based Activity Index to measure the extent to which tourists participate in a diverse set of nature-based activities.
- (2) Using information gathered from two different time periods, compare nature-oriented tourist behavior with respect to tourist participation in a range of diverse nature-based activities.
- (3) Investigate the relationship between the Nature-based Activity Index, a measure of diversity of nature-oriented tourist activity and vacation lifestyle, travel motivation, destination attributes, trip characteristics and sociodemographics.

Uses of the Study

Understanding consumers and their behavior is vital to the success of any business, and tourism is no exception. This study will provide information for use in the following areas:

(1) **Marketing:** The results of the study will provide a profile of nature-oriented tourists who participate in a wide variety of activities while traveling. This information could help nature tourism destinations develop more effective marketing strategies for their target markets based upon accommodating varied activities on site.

could help nature tourism destinations develop more effective marketing strategies for their target markets based upon accommodating varied activities on site.

(2) Planning and management: The results of the study will provide information on natural resources uses and destination preferences. This information could help destination areas better plan and develop their tourism products or services and manage their natural resources to meet travelers' needs.

In addition to the aforementioned uses, this study will also have benefits for researchers as it will facilitate an understanding of diverse nature-oriented tourist behavior within the context of international tourism.

CHAPTER II

LITERATURE REVIEW

Tourist behavior is a type of consumer behavior. Therefore, this study and its research model are based upon consumer behavior theory. In this chapter, the review of literature begins by introducing the consumer behavior model proposed by Engel, Blackwell and Miniard (1990). Then, literature on variables believed to be related to tourists' behavior, including vacation lifestyle, travel motivation, destination attribute preference, sociodemographics, and the development of an index and its application in recreation and tourism studies, is discussed. Finally, research hypotheses are presented.

A Consumer Behavior Model

Engel, Blackwell & Kollat (1978) provide the following definition and function of a model.

A model is a replica of the phenomena it is intended to designate; it specifies the elements and represents the nature of the relationships among them. As such, it provides a testable “map” of reality, and its utility lies in the extent to which successful prediction of behavior or outcomes is made possible (p. 543).

Consumer behavior is complex and is a function of a myriad of factors. Consumer behavior has been an area of intensive study over the past three decades. Since the mid

1960s, various consumer behavior models have been proposed that attempted to define the important variables and specify the functional relationships of these variables in the consumer decision process. Among them, the model proposed by Engel, Kollat, Blackwell (1968) has received a considerable number of citations in published literature reviews and empirical studies.

In the book entitled Consumer Behavior, Engel, Blackwell, and Miniard (1990) propose a consumer behavior model, which is a revised version of the consumer behavior model proposed by Engel, Kollat, Blackwell in 1968. In the more recent model, Engel et al. suggest that the consumer decision making process involves five steps. They are: (1) need recognition, (2) search for information, (3) alternative evaluation, (4) purchase, and (5) outcomes. They believe that the consumer decision process (consumer behavior) is influenced by a number of factors. These factors could fall into three broad categories. They are: environmental influences, individual differences, and psychological processes. Environmental influences include factors such as culture, social class, personal influence, family, and situation. Individual differences encompass factors such as consumer resources, motivation and involvement, knowledge, attitudes, personality, lifestyles and demographics. And, psychological processes deal with information processing, learning, attitude and behavior change. A complete model of consumer behavior proposed by Engel et al. is displayed in Figure 2.1.

Engel et al. (1990) hold that consumers associate brands of products and services with specific social classes. They define social class as a group of people who are similar in their behavior based on their economic positions in the market place. They used leisure

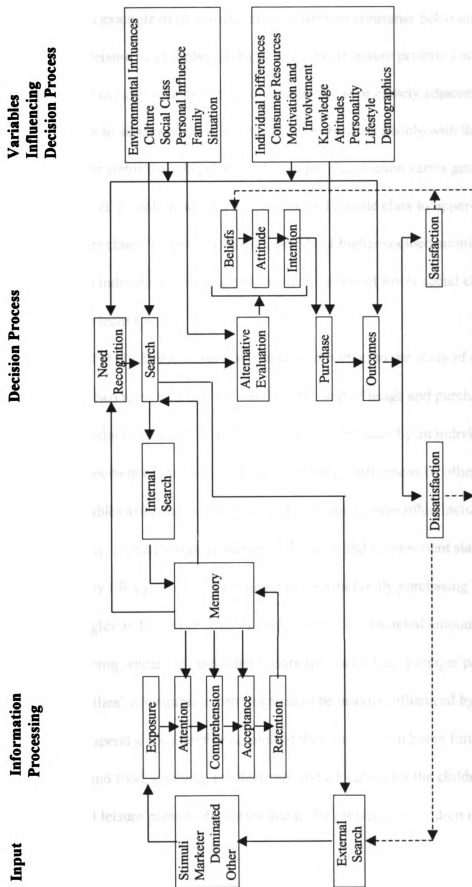


Figure 2.1 A Consumer Behavior Model
 (Source: Engel, J., R. D. Blackwell, and P. W. Miniard, Consumer Behavior, 1990, p. 482)
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pursuits as an example of how social class influences consumer behavior. Social class could affect leisure in a number of ways. The type of leisure preferred is based upon activities that occur primarily with people in the same or closely adjacent status levels. The influence to adopt new leisure activities may be from people with the same or slightly higher status than the adopters. The type of recreation varies greatly between social classes (e.g., polo is upper class; bridge is a middle class to upper-class game, but bingo is lower class). In sports activities, people of higher socioeconomic classes tend to participate in individual or dual sports, while members of lower social classes tend to participate in team sports.

Engel et al. (1990) argue that family is important in the study of consumer behavior for two reasons. First, the family is the unit of usage and purchase for many consumer products. Second, even when purchases are made by an individual, the purchasing decision of the individual may be heavily influenced by other members of the family. Variables affecting family purchasing decisions most often include age of the head of family, marital status, presence of children, and employment status.

Family life cycles have a profound impact on family purchasing behavior. Younger singles and younger couples tend to spend a substantial amount of their incomes on cars, clothing, vacations, and other leisure time activities. Younger parents and mid-life families' consumption patterns tend to be heavily influenced by the children. They would spend a considerable amount of their incomes on home furniture and appliances, and food, clothing, medical care and education for the children. Money spent on travel and leisure pursuits decreases due to the presence of children in the family.

Older-life families' financial situations are greatly improved because children have usually left home and are no longer financially dependent on their parents. Therefore, couples are in a position to spend a greater portion of their incomes on household luxury items, vacations, and recreation.

Engel et al. (1990) maintain that consumer decisions concerning products and brands are heavily influenced by the amount of economic resources (income or wealth) consumers have. A consumer with an income of \$25,000 will have considerably different purchasing behavior than a consumer with \$50,000. Affluence is a variable of major interest to marketers. The "Up Market," defined as the upper income quartile of the population, controls over 40% of spending power in the nation. The Up Market is likely to be the dual-income households, and they are the target of marketers.

Engel et al. (1990) assert that consumer behavior is directed by needs or motives. First, needs or motives activate consumer behavior. When a perceived discrepancy between the actual state and a desired or preferred state of being is present, it gives rise to drive (energized behavior). Second, needs or motives affect a consumer's level of involvement. Involvement refers to the degree of perceived personal relevance of a product or service. It is a continuum ranging from low to high, depending upon the perceived linkage between the individual's motivating influences and the benefits offered by the object. Third, needs or motives determine evaluative criteria used by consumers to compare different products and brands. Evaluative criteria are particular dimensions of attributes of products that are used in judging the choice of alternatives. Some attributes are perceived as more important than others. Motives could greatly influence the type of

evaluative criteria used in making alternative evaluations, so the product or brand that the consumer has chosen best meets his/her needs.

Engel et al. (1990) contend that lifestyles are a function of consumers' motivations, prior learning, social class, demographics, and other variables. They are defined by living patterns, expenditures and use of discretionary time. Psychographic analysis is a technique used by consumer researchers as an operational measure of lifestyle to investigate consumers' activities, interests, and opinions (AIO). AIO is used to segment consumers by lifestyles because it is assumed that consumers who exhibit the same lifestyle tend to have similar buying and consumption patterns. Thus, marketers could have a better understanding of consumers and be able to communicate more effectively with people in each segment.

In summary, the Engel et al. model provides a theoretical perspective on how consumer behavior (consumer decision process) is influenced by environmental and individual factors. The model embraces some critical variables of consumer behavior, such as motivation, attitudes, and lifestyle, and illustrates the role of these variables in shaping or influencing consumer behavior. As tourist behavior is a form of consumer behavior, it is useful to apply the model to this study.

Vacation Lifestyle and Tourist Behavior

It is postulated that behavior is a function of lifestyle (Wells, 1974). Tourism researchers have attempted to classify vacation specific-lifestyles and build linkages between vacation lifestyles and tourist behavior. Perreault, Darden & Darden (1977)

conducted a study in the Southeastern and Great Lakes regions of the United States to develop a classification of vacation lifestyles. In the study, one hundred and five psychographic statements that reflected vacation activities, interests, and opinions were measured to determine the dimensions of vacation lifestyles. Twenty-eight important vacation lifestyle dimensions were produced. Respondents with similar vacation AIO's were grouped together using a cluster analysis, and five types of vacationers were detected. They were the budget travelers, the adventurers, the homebodies, the vacationers, and the moderates. These five groups exhibited distinct vacation behavior. The budget travelers were interested in camping and educational historic travel, had little interest in cosmopolitan, first class, or jet-setter type travel activities. The adventurers exhibited a low desire for relaxing travel, and were willing to indulge in jet-setter type and one-upsmanship activities. The homebodies enjoyed relaxing travel, but had no interest in vacation travel. The vacationers were family-oriented, interested in cosmopolitan, first class travel, and liked to travel on weekends. The moderates had a high predisposition to travel and were highly gregarious about their vacations, but had the least interest in camping or weekend travel and sports.

Mayo (1975) surveyed automobile vacationers to identify the characteristics of lifestyles of tourists who were attracted to National Parks as vacation destinations. In the survey, respondents were asked to rate national parks' attractiveness based on a set of destination attributes. Psychographic variables were also developed to measure lifestyles. Eighteen psychographic variables were found to be significantly correlated with the attractiveness ratings assigned to national parks' attributes, representing seven lifestyles

of tourists who were most strongly attracted to national parks. Based on the findings of this study, the national park visitors tend to be the adventurer -- seek danger and novelty; the nonplanner -- does not make detailed vacation plans and schedules; the impulsive decision maker -- makes en route impulse decisions; the action-oriented person -- keeps physically active; the outdoorsman -- interested in the great outdoors; the escapist -- wants to get away from people; and the self-designated opinion leader -- provides information and advice to other people.

Abbey's research (1979) suggested that the lifestyle variables are more effective than the sociodemographic variables for predicting travelers' behavior. He studied the relevance of vacation lifestyle and sociodemographic information in the design of package travel tours. It was found that tour travelers preferred tours designed with vacation lifestyle information to those designed with sociodemographic data. This preference was maintained across different types of tours and differently priced tours.

In a study of information search behavior of international vacationers, Schul and Crompton (1983) found that the travel-specific lifestyle variables were correlated with travel planning time and the number of travel organizations travelers contacted during trip planning, but these two variables were not correlated with sociodemographic variables. It was also indicated that the sociodemographic variables did not discriminate between the active and passive search groups. However, the two groups differed on lifestyle variables. The results of their study suggested that search behavior was better explained by travel-specific variables than by sociodemographics.

Silverberg, Backman & Backman (1996) investigated the relationship between nature-based travelers' lifestyles characteristics and their specific travel behavior. The sample for the study was drawn from individuals who traveled frequently with an interest in the environment, and might have an interest in nature photography. Six types of lifestyle groups were discovered based on 46 vacation-specific AIO items. These six groups were characterized as education/history, camping/tenting, socializing, relaxation, viewing nature, and information. Significant differences were found in trip purpose, choice of accommodation, and travel party type across the groups.

It is concluded that vacation lifestyles are an important variable related to tourist behavior. Vacation lifestyle may affect travel behavior in terms of people's travel orientation, types of vacation they take, travel planning behavior, and types of activity they engage in during the vacation.

Travel Motivation and Tourist Behavior

In tourism research, travel motivation has been defined in a number of different ways, such as reasons, purpose, and push and pull factors, etc. Investigations of travel motivation have been conducted for decades (Williams and Zelinsky 1970; Lundberg, 1971; Dann 1977, 1981; Crompton 1979a; Epperson 1983; Pyo, Mihalik and Uysal 1989; and Uysal and Jurowski 1994). The study of travel motivation has centered around investigating motives (needs or desires) that stimulate people to travel as a tourist and the role motives played in tourist behavior.

In an attempt to develop a conceptual framework for pleasure travel motivations, Crompton (1979a) identified nine motives for pleasure vacations that influenced the selection of a destination. Seven of these were classified as socio-psychological, namely: escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction. The two remaining motives were regarded as culture; they were novelty and education. The research data suggested that destination was relatively unimportant in destination choice decision for travelers who held socio-psychological motives. To those travelers, the destination served only as a medium through which the needs could be satisfied. However, destination was important in destination choice decision for travelers who held culture motivations. To those travelers, the particular qualities a destination provided could determine whether they travel to that destination or not.

Yuan and McDonald (1990) examined travel motivation for overseas pleasure travel. Respondents in the study included travelers from four countries - Japan, France, Germany and the United Kingdom - who had taken an overseas vacation in the past three years or intended to take such a vacation in the next two years. Travel motives examined included: escape, novelty, prestige, enhancement of kinship relationships, relaxation/hobbies, culture, history, wilderness, ease of travel, cosmopolitan environment, facilities and hunting. It was found that the importance rankings among the socio-psychological motives were similar for travelers from each of the four countries, while the importance rankings for the destination-specific motives varied among travelers from the four countries. The study suggested that the role of socio-psychological motives

was to establish an individual's desire for travel, while the role of destination-specific motives was to establish the actual destination choice once a travel decision had been made.

Iso-Ahola (1982) proposed a social psychological model of tourism motivation. He theorized that seeking and escape are the two basic motivational dimensions of travel behavior. Seeking refers to seeking personal and or interpersonal rewards. Escape means escaping from one's routine environment. It is unclear, however, when and under what conditions one motivational dimension is more dominant than the other. But it is generally believed that in case of understimulation, a seeking tendency is dominant, and in case of overstimulation, an escape tendency may be expected. A study done by Wahler and Etzel (1985) supported the notion that people used tourism experiences for stimulation seeking or reduction of stimuli in efforts to realize the individual's optimal level of arousal. But one could assume that the escape dimension may be predominant in tourism because of its inherent escape nature. This is especially true in the case of getaway vacations.

Ross and Iso-Ahola (1991) argued that whether or not seeking or escape is a dominant motive is induced by the type and place of the vacation, and the length of time involved. They reported that travelers in a short sightseeing trip to Washington D.C. were primarily impelled by seeking rather than the escape motive.

However, international travelers are believed to hold strong motives for seeking novelty and/or escape from mundane environments. Greenblat and Gagnon (1983) noted that international travelers are thought to be a kind of temporary stranger who have

willingly chosen to be in an area that is geographically, personally, socially and culturally foreign. They may do so for the purpose of seeking novelty, a new experience or adventure and/or getting away from a mundane home or work environment.

O'Malley and O'Leary (1991) examined travel motivations of German pleasure travelers and uncovered four types of motivational groups in relation to seeking novelty and escape motives. Approximately 32% of the respondents were described as having a high propensity for seeking novelty and escape. They tended to be single, enjoyed making their own vacation arrangements, liked to learn about the host country, and engaged in many activities. About 18% of the respondents had a desire for seeking novelty only. They were more likely to be on a touring trip, liked to visit different places at the destination, were older, well educated, and interested in natural and cultural activities. Another 20% of the respondents were found to be motivated by an escape motive only. They tended to be married, were more likely to be on a resort trip, were more interested in sunbathing, beach activities and entertainment places. Roughly 30% of the respondents were identified as having a low desire for both seeking novelty and escape. This group of respondents indicated a low propensity to travel. They felt that trip arrangements were a bother; therefore, they preferred to spend money on things other than travel.

Kretchman and Eagles (1990) investigated the travel motivations of Canadian nature tourists and general tourists and discovered that the two groups of tourists exhibited different sets of motivations. The motives rated "high" by nature tourists indicated that they wanted to learn about nature, be physically active, meet people with similar interests, learn new outdoor skills, and see as much as possible in the time

available. The motives rated “high” by general tourists showed that they wanted to travel where they could be with their families, feel at home, and be entertained. The motives rated similarly by the two groups included visiting historical places, seeking a simpler lifestyle, being daring and adventurous, finding change from a busy job, and experiencing new lifestyles.

Eagles (1992) conducted another study comparing motivations between Canadian nature tourists and general tourists. This study revealed some contradictory findings about the motivations of nature tourists. The motives rated most important to nature tourists suggested that they not only wanted to learn about nature, be physically active, meet people with similar interests, learn new outdoor skills, and see the maximum in the time available, but they also liked to experience a new and a simpler lifestyle, be daring and adventurous, and seek a change from a busy job.

Wight (1996a) argued that motivations for nature vacations are dynamic, and they tend to vary by destination and by target market. She also noted that multiple motivations may exist, and they can be grouped into four broad categories: nature-related, outdoor activity-related, cultural activity-related and other. The opportunity to enjoy scenery and/or nature seems to be the number one reason for a nature vacation. General tourists tend to be more interested in culture-related activities, whereas nature tourists are more likely to be interested in outdoor-related activities. However, it is apparent that there were multiple motivations.

Palacio and McCool (1997) looked at the motives of tourists who visited Belize on a nature tour in an effort to find different types of nature-oriented tourists. Four groups

of tourists were distinguished based on travel motivations. Group one was named the nature escapists who were motivated to escape from the busy life, and had a strong desire to appreciate and learn about nature. They were involved with the local people to a certain extent, but preferred to spend most of their time in solitude. Group two was known as the ecotourists who showed strong interests in both nature and local culture. They were actively involved with the indigenous population. Group three was labeled the comfortable naturalists. They had some interest in nature and the local culture, but they wanted to do it in relative comfort. Group four were the passive players. They showed little interest in the natural environment and the local people. In terms of participation in nature-based recreation activities at the destination, the participation rates for the nature escapists and ecotourists were higher than for the comfortable naturalists and passive players. The former two groups tended to participate in a wider variety of nature-based activities. The passive players participated in the fewest nature-based activities compared to others.

In summary, motivation is regarded as the driving force behind all behavior (Fodness, 1994). It is one of many variables that contributes to explaining tourist behavior. Motivation plays a role in travel decision making (e.g., whether or not to take a vacation), in selecting a travel destination (e.g., where to go for a vacation), and in characterizing particular types of tourists and their behavior (e.g., general tourist vs. nature tourist).

Destination Attribute Preferences and Travel Behavior

Product attributes are the characteristics or features of a product, and they come in many forms. Product attributes are viewed as indispensable components in the consumer product evaluation process (Nicosia, 1966; Fishbein, 1975). The consumer is perceived as trying to satisfy some need, and he/she is looking for certain benefits from the product solution. Each product is seen as a bundle of attributes with varying capabilities of delivering the sought after benefits and satisfying needs. Consumers tend to pay the most attention to those attributes that will deliver the sought after benefits (Kotler, 1991).

A travel destination is seen as a consumer product. Hu and Ritchie (1993) stated that a travel destination is a package of tourism facilities and services, and like any other consumer product or service, is composed of a number of multidimensional attributes. Lew (1987) conceptualized travel destination attributes as including all those elements of a 'nonhome' place that pull tourists away from their homes, including not only the scenic beauty and historic sites, but the services and facilities that are provided to meet the daily needs of tourists.

Destination attributes are multidimensional. One of the earliest attempts to measure destination attributes is illustrated in the work by Gearing, Swart, and Var (1974). In their study, destination attributes were measured in five dimensions:

- (1) natural factors - natural beauty, climate;
- (2) social factors - artistic and architectural features, festivals, fairs and exhibits, distinctive local features, attitudes toward tourists;

(3) historical factors - ancient ruins, religious significance, and historical prominence;

(4) recreational and shopping facilities - sports facilities, educational facilities, nightlife recreation, and shopping facilities; and

(5) infrastructure, food, and shelter - infrastructure above “minimal tourist quality” (e.g., highways and roads; water, electricity, and gas; safety services; health services; etc.), food and lodging facilities above “minimal tourist quality” (e.g., hotels; restaurants; vacation villages; etc.).

Ritchie and Zins (1978) modified Gearing and his colleagues’ work by proposing an eight-dimension travel destination attributes framework. In the framework, the recreation and shopping facilities dimension was split into two dimensions. Two new dimensions were added that were labeled the price level and accessibility of the region. The price level dimension involved the value received for money spent on major services, food, lodging and transportation within the region. The accessibility dimension included the physical distance to the region, the time involved in reaching the region, and barriers to the region.

In an exploratory study of measuring tourists’ destination perceptions, Driscoll, Lawson & Niven (1994) discovered 18 destination attributes: modern facilities, natural landscape, safe for tourists, good climate, culturally interesting, modern society, a different experience, good value for the money, easy to reach/accessible, good shopping facilities, many organized activities, clean/unpolluted, for the whole family, an exotic

place, plenty of outdoor activities, of religious interest, friendly people, and good nightlife/entertainment.

Destination attributes tend to vary in their importance to different types of travelers. Sociocultural attributes were judged significantly more important by non-local travelers than by local travelers (Ritchie and Zins 1978). The cultural attribute was more important to international travelers than to domestic recreational travelers (Kale and Weir 1986). Recreational vacationers attached greater importance to the attributes scenery, climate, availability/quality of accommodations, sports and recreational opportunities, food, and entertainment. Education vacationers evaluated the attributes uniqueness of local people's way of life, historical attractions, museums and cultural attractions, communications, festivals/events, and accessibility as more important than other attributes (Hu and Ritchie 1993).

Recreational choice is not only determined by social or motivational variables, but is also influenced by physical attributes of a destination. The physical environment, such as the seashore, lakes and mountains, is highly preferred by recreationists as these environmental settings can provide an opportunity for a variety of activities such as swimming, fishing, hiking, climbing, wildlife photography, sightseeing, and so on (Raitz and Dakhil, 1988).

Destination attributes play a role in travelers destination choice decision. Scott, Schewe & Frederick (1978) developed a multi-brand/multi-attribute model of tourist choice to explain travelers' decision for visiting Massachusetts. Crompton (1979b) determined that sanitation, safety, friendly people, uncrowded resorts, and law abiding

people were the attributes considered important for American university students in making a decision to visit Mexico for a pleasure vacation. Goodrich (1978) demonstrated that travelers' choice of destinations was dependent on the favorable perceptions about the destinations, suggesting that the choice of a particular destination would be enhanced when travelers perceived that the destination possessed attributes they considered important. Illum and Schaefer (1995) studied motorcoach tour operators' perceived importance of destination attributes in selecting destinations. Discrepancies were found in importance ratings for destination attributes between motorcoach tour operators and destination marketing organizations. For example, tour operators gave higher importance ratings to the availability of both first-class lodging and first class restaurants than did DMOs. In contrast, DMOs perceived operators as placing more importance on the presence of budget accommodations than the operators indicated.

Kretchman and Eagles (1990) reported that nature tourists considered natural environment and its various components such as wilderness, lakes, streams, mountains, oceanside, national parks, and rural areas as more important destination attributes, and they viewed good weather, safety and comfort and luxury (e.g., first class hotels and good restaurants) as less important destination attributes when they decided where to travel.

Eagles (1992) confirmed the findings about nature tourists' preferences for destination attributes, and added that nature tourists rated outdoor recreation and cultural activities as more important than did general tourists. However, with regard to first class hotels and high quality restaurants, the ratings given by two groups were not significantly different.

Wight (1996a) noted that accommodation preference tends to be influenced by various factors such as travel party, destination, trip purpose, or desired experiences. For example, people traveling with children more often want a hotel/motel than those traveling without children; people who visit a national park may be more likely to stay in a cabin than in a hotel; and people who are prepared to “rough it” may choose to stay in more adventure-type accommodations. Therefore, she concluded that a range of accommodation types were desired by nature tourists. However, most nature tourists do not prefer luxury type accommodation.

It is concluded that destination attributes are multidimensional. Preferences for destination attributes vary among different types of travelers. Destination attribute preferences can be influenced by type of destination, trip purpose, or benefits sought from the trip. Nature tourists show a destination attribute preference that is different from general tourists.

Sociodemographic Correlates of Travel Behavior

McIntosh and Goeldner (1990) noted that travel and tourism, like any other consumer product, are affected by a number of sociodemographic factors. The major sociodemographic factors that influence travel and tourism include income, gender, education, age, occupation and race.

Income is hypothesized to be one of the determinants of tourism demand (Faulkner 1994; and Bull 1995). A positive relationship exists between income and the incidence of travel. In a study of Canadian, American and Japanese visitors to Hawaii,

Woodside and Jacobs (1985) reported that the American and Canadian visitors who had a higher average income took more trips of three or more nights away from home than the Japanese visitors. A U.S. national travel survey revealed that, in 1998, fifty-four percent of the trips were taken by those who had an annual family income of \$50,000 or more (Joerchel, Riley, Stueve and Cook, 1999).

Income not only influences the incidence of travel, but also affects the level of travel expenditures. Mak, Moncur and Jonamine (1977) found that higher income travelers to Hawaii were likely to spend more per day and stay longer than lower income travelers. Yuan and Moisey (1992) analyzed the economic impact of visitors to Montana wildland areas and concluded that the wildland-based activity group tended to be more affluent, stay longer and spend more than the non-wildland activity group.

Age affects people's propensity to travel. Results from a U.S. national travel survey suggest that people in the 18-34, 35-54 age groups tend to take more trips than those in the under 18 age group and 55+ age groups. Sixty-three percent of all trips were reported by those in the 18-54 age group, whereas only 21% were taken by those 55+ and 16% by those under 18 (Joerchel, Riley, Stueve and Cook, 1999).

Age is also related to travel behavior. In a market research report, Market Facts of Canada Limited (1989b) described the benefits sought and travel behaviors among different age groups of French international travelers. The report revealed that travelers in the 18-24 age group viewed being physically active on their vacation as important. This included both participating as well as watching sporting events. They traveled alone and were more likely than average to have spent more nights on their trip compared to other

age groups. Those in the 25-34 age group were seeking thrills and excitement and wanted to be daring and adventuresome. They were more likely than other age groups to be on a touring trip to travel with friends and to spend more nights away from home on their trip. Travelers in the 35-54 age group wanted to escape from the ordinary by doing nothing at all and indulging in luxury. They were more likely than other groups to take a resort-type trip. People in the 55 and over group enjoyed being together as a family and liked to visit friends, relatives and places from which their family came.

Education is another factor that influences travel behavior. Education broadens people's interests and, therefore, stimulates travel. People with higher education tend to take more pleasure trips and spend more dollars on vacation trips than do those with lower education. Eighty-five percent of the household heads who had a college degree reported an expenditure for vacation trips, whereas only 65 percent reported by the head who had a high school diploma, and 50 percent reported by the head who had not earned a high school diploma (McIntosh and Goeldner 1990). The same conclusion was drawn from Cai, Hong and Morrison (1995) that the amount of education a household head had earned or achieved was positively related with the amount of household expenditure on tourism products and services, specifically food, lodging, transportation, and sightseeing/entertainment.

In a study to examine the destination choices of the Taiwanese outbound market, Lang, O'Leary and Morrison (1997) detected that education was one of the discriminating variables to influence travelers' destination selections. Their study showed that travelers who chose to travel outside of the Asia-Pacific region had a higher education than those

who chose to travel within the Asia-Pacific region, implying that people who had a higher education tender to travel farther away from their home than those who had a lower education.

A number of attempts have been made to profile nature-oriented tourists (Fennel and Eagles, 1990; Fennel and Smale 1992; Silverberg, Backman & Backman, 1994; Ballantine and Eagles, 1994; Backman, Wright & Backman, 1994; Weiler and Richins, 1995; Saleh and Karwacki 1996; Wight, 1996b). However, different studies revealed conflicting findings. For example, nature-oriented tourists were reported to be older than the average tourists (Boo, 1990; Eagles and Cascagnette 1995), or younger than the average tourists (Yuan and Moisey, 1992). Yet, Wight (1996b) reported from her study that nature-oriented tourists were from all age groups though there was some tendency for nature-oriented tourists to be slightly older than the general tourists. Wight also found that age varies by activity preference; younger tourists were more interested in active activities, while the older ones preferred passive activities. Wight also reported that a great majority of nature-oriented tourists traveled as couples (e.g., traveled with husband/wife, or traveled with girlfriend/boyfriend).

Studies suggest that nature-oriented tourists tend to be better educated than general tourists. A great majority of nature-oriented tourists was found to have university degrees (Fennel and Smale 1992; Cook, Stewart and Repass, 1992; Eagles and Cascagnette 1995; Wight, 1996b). However, Wight also indicated that there was a tendency of interest in nature tourism to shift from those who have higher education to those with lower education, and nature tourism is spreading into mainstream markets.

Despite some inconsistent findings from these studies, there seems a general consensus that nature-oriented tourists tend to be: (1) relatively affluent, (2) highly educated, (3) somewhat older, (4) equally split between males and females, and (5) in middle and upper management positions or retired. In addition, it is also agreed that nature tourists are more likely to be sophisticated travelers, and have traveled internationally before.

In summary, the influence of sociodemographic factors such as income, age and education on travel and tourism is apparent. It is important to recognize the role sociodemographics play in travel behavior. Yet, sociodemographic variables alone may not have sufficient explanatory power to predict a particular travel behavior or travel decision (Kelly 1989; Stockdale 1989).

Development of Indices

In his book “The Practice of Social Research” Babbie (1992) provides a detailed discussion on indices. A summary of his discussion is presented as follows:

Characteristics of an Index

As a composite measure of variables, an index has three characteristics: (1) Ordinal measure - an index is created to rank order respondents in terms of a specific variable; (2) Composite measure - an index measurement is based on more than one data item; and (3) Simple accumulation - an index is constructed through the simple accumulation of scores assigned to individual attributes.

Babbie noted that composite measures such as indices are frequently used in social science research for several reasons. First, indices allow researchers to present complex concepts by using single indicators; second, indices permit the data to provide the desired range of variation (e.g., from low to high on a variable with a single data item might not be able to do); and finally, indices are efficient devices for data reduction. Indices permit several indicators to be summarized in a single numerical score while maintaining the specific details of all the individual indicators.

Construction of an Index

Although indices are frequently applied in social science research, the methodological literature contains little if any discussion on index construction. Yet, Babbie argues that index construction is not a simple undertaking. He proposes several methodological steps involved in the creation of an index.

The first step in the construction of an index is the selection of the index items. Babbie suggests three criteria for selecting items for an index. The first criterion is face validity. A composite index is created to measure some variable; thus, each item that is included in the index should logically represent some element of the variable being measured by the index. The second criterion is unidimensionality. A composite measure should represent only one dimension. But, at the same time, the researcher should also be aware that subtle nuances may exist within the scope of the variable being measured. Variables can be measured in a general way or in a specific way. It is the nature of the items selected that will determine how specifically or generally the variable is measured. The third criterion is the amount of variance provided by the items. The primary purpose

of index construction is to develop a method of classifying subjects in terms of some variable, the sum of the index items should provide an indication of a respondent's position on the index variable within a possible range; thus, respondents can be differentiated by their summed score with varying levels of the attribute being measured.

The second step in the construction of an index is the scoring of the index items. Two basic decisions need to be made before assigning scores for individual responses to each item. An index offers a range of gradation in the measurement of a variable. As often is the case, when the possible extremes of an index are extended, fewer cases are to be found at each end. Thus, the first decision concerns keeping the balance between the two desires for (1) a range of measurement in the index and (2) an adequate number of cases at each point in the index. The second decision concerns the actual assignment of scores for individual responses to each item as it is about to give each item an equal weight in the index or to give each different weights. Although no firm rules to follow on this matter are available, Babbie suggests that equal weighting should be considered as the norm unless compelling reasons for different weighting are present.

Validation of the Index

After the items in the index have been scored, the next step is the validation of the index. The first procedure in index validation is an internal validation which is called item analysis. The item analysis is to examine the extent to which the composite index is related to (or predicts responses to) the items in the index itself. The item analysis procedure should confirm the validity of the index, with each individual item correlating with index scores. In a composite index which contains many items, the item analysis

provides a convenient test of the independent contribution of each item to the index. If a given item is found to be poorly related to the index, it could be assumed that the contribution of that item has been offset by other items in the index. If the item in question contributes nothing to the index's power, it can be excluded from the index.

The second procedure in index validation refers to external validation. The external validation is to suggest that if the index adequately measures a given variable, it should be able to predict other indications of that variable. In other words, the ranking of groups of respondents on the index should predict the ranking of those groups in answering other questions dealing with the same concept that the index measures. If the index fails to predict the external validation items, it could be because of two possibilities: the index does not adequately measure the variable in question, or the validation items do not adequately measure the variable and, thereby, do not provide a sufficient test of the index. External validation is executed through the use of data external to the index.

Application of Indices in Recreation and Tourism Research

There have been several applications of indices in recreation and tourism studies. Hammitt and McDonald (1983) created a river floating experience index to investigate the relationship between past on-site experiences of river floaters and their perceptions of the management of river recreation resources. Four items, including the number of years floating, the number of times floating per year, the number of years floating on river where sampled, and the number of times floating per year where sampled, were included

in the index. Based on past research and researcher intuition, three a priori levels of experience were defined: low, moderate, and high. The low experience users were classified as first year floaters and or individuals that participated 1 or 2 times per year. The moderate experience users were specified as having floated for 2 to 4 years and or an average of 2 to 5 times per year, while the high experience users were defined as having floated for 5 years or more, and/or 6 or more times a year. The results of their study suggest that the index was a sensitive measure of user experience, and level of experience was significantly related to user perceptions toward managing river recreation resources.

In a study using cognitive maps to determine perceived tourism regions, Fridgen (1987) developed an index to measure travelers' familiarity with the state of Michigan and examined its role in travelers' perceptions about recreation and tourism regions in the state. The index was created by using two variables. They were the self-reported familiarity with the state and the number of previous pleasure trips taken in the state. Familiarity was measured on a five-point scale which was converted into a three-point index with a score of 1 assigned to respondents who were "not at all familiar" or "not very familiar" with Michigan; a score of 2 given to respondents who were "somewhat familiar;" and a score of 3 specified respondents who were "very familiar" or "extremely familiar." The number of trips made in Michigan was converted into a three-point index. The first-time visitors to Michigan had a score of 1; those who made two to five past trips received a score of 2; and those with six more past trips were given a score of 3. These two sets of scores were combined to form a familiarity index ranging from two to six. Respondents with a total score between two and four were assigned to the low familiarity

group; those with a total score of five or six were assigned to the high familiarity group. Differences were identified in travelers' perceptions about the state's recreation and tourism regions between the low and high familiarity group.

In an effort to develop predictive models of outdoor recreation participation, McClaskie, Napier and Christensen (1986) constructed an outdoor recreation activity index. Frequency of participation in thirty-one selected outdoor recreation activities were used as dependent variables. Early life experience, personal community and opportunity factors were treated as independent variables. Respondents were asked to indicate how frequently members of their household participated in each of thirty-one outdoor recreation activities during the year prior to the study. Responses for each activity were given weights ranging from 0 to 7, with 0 representing "did not participate" and 7 indicating "31 times or more." Factor analysis was applied to the responses and four recreation activity factors were identified. The weights for the items composing each factor were summed to form four composite indices of outdoor recreation participation. The index scores indicated the involvement in the activities constituting the particular factor which acted as dependent variables for multivariate modeling for outdoor recreation participation.

Kuentzel and McDonald (1992) developed recreation specialization indices to explore multidimensionality of river use specialization and assess how these dimensions differentially affected users' motives for participation, perceptions of crowding, and preferences for management action. Eleven specialization variables produced three specialization dimensions including past experience, commitment and lifestyle through

factor analysis. A separate index was created for each of the three dimensions.

Differences between correlations of three index scores for each dimension were tested on motives, crowding and management variables. Results showed that these dimensions were differentially related to user evaluations and attitudes.

In summary, an index is a useful instrument, and is frequently applied in recreation and tourism studies. Indices perform the following functions: (1) operationalize complex concepts, (2) allow data to provide the preferred range of variation, and (3) reduce data and facilitate data analysis. However, developing an index is not a simple task as it requires a series of procedures, including item selection, item scoring, and validation of the index.

Summary

The above review describes the Engel, Blackwell and Miniard consumer behavior model, the influence of vacation lifestyle, travel motivation, destination attribute preference, sociodemographics on travel behavior, and development of an index and its utilization in recreation and tourism research. The Engel, Blackwell and Miniard model explains consumer behavior as a function of individual and environmental factors, and provides a theoretical framework for developing the research model needed for this study. The literature on vacation lifestyle, travel motivation, destination attribute preference, and sociodemographics helps understand the relationship between these variables and travel behavior. The review of indices delineates its utility in research, and provides some guidance for the construction of the index used in this study.

Research Hypotheses

Based on nature tourism literature eleven research hypotheses are proposed below:

- (1) Nature-oriented tourists tend to be more affluent, are better educated and older than general tourists. It is hypothesized that the variables household income, education and age are positively related to the Index.
- (2) Nature-oriented tourists are more likely to be on a pleasure or vacation trip than on a trip visiting relatives and friends compared to general tourists. It is hypothesized that travelers who indicated that they were on a pleasure or vacation trip have a higher index score than those who indicated they were not on a pleasure or vacation trip.
- (3) Nature-oriented tourists are more likely to travel as couples than general tourists. It is hypothesized that tourists who traveled with a spouse or a significant other have a higher index score than those who traveled with other companions or alone.
- (4) Nature-oriented tourists are more likely to be independent travelers than general tourists. It is hypothesized that tourists who prefer to travel on a package tour have a lower index score than those who less prefer a package tour while on a vacation.
- (5) Nature-oriented tourists tend to be more active than general tourists when visiting a destination. It is hypothesized that travelers who prefer to be active while at a destination have a higher index score than those who prefer less activity while at a destination.

- (6) Nature-oriented tourists are motivated more by adventure than general travelers. It is hypothesized that travelers who stated seeking adventure was a strong motive for their most recent trip have a higher index score than those stating that seeking adventure was less of a motive for their most recent trip.
- (7) Nature-oriented tourists are more motivated by experiencing new lifestyles and different cultures than general tourists. It is hypothesized that travelers who stated seeking novelty was a strong motive for their most recent trip have a higher index score than those reported seeking novelty was less of a motive for their most recent trip.
- (8) Nature-oriented tourists are more motivated by being physically active than general tourists. It is hypothesized that travelers who stated seeking physical activity was a strong motive for their most recent trip have a higher index score than those who reported seeking physical activity was less of a motive for their most recent trip.
- (9) Nature-oriented tourists are more motivated by seeking a change from their busy jobs than general tourists. It is hypothesized that travelers who stated seeking social escape was a strong motive for their most recent trip have a higher index score than those who reported seeking social escape was less of a motive for their most recent trip.
- (10) Nature-oriented tourists have less of a comfort orientation, enjoy roughing it, have a simpler lifestyle orientation and are less interested in luxurious

services compared to general tourists when on a vacation. It is hypothesized that travelers who indicated a strong preference for the destination attributes -- secure and comfortable environment, and quality lodging and restaurants have a lower index score than those who expressed less of a preference for these destination attributes.

- (11) Nature-oriented tourists are more likely to be involved with the local people and are interested in learning about the local culture compared to general tourists. It is hypothesized that travelers who indicated a strong preference for ethnic culture destination attribute have a higher index score than those who expressed less of a preference for ethnic culture.

CHAPTER III

METHODS

The methods chapter is composed of five parts: (1) data source, (2) identification of research variables, (3) development of the multiple nature-based activity index, (4) data treatment, and (5) data analysis techniques and procedures. The chapter begins with an explanation of the data source utilized for this study followed by descriptions of the definition and measurement of the research variables. Next, the process of development of the multiple nature-based activity index is presented. Then, data recoding and weighting are described. Finally, data analysis techniques and procedures are discussed.

Data Source

This study was based on data originally obtained as part of a series of Pleasure Travel Market Studies. In 1986, Tourism Canada and the United States Travel and Tourism Administration (USTTA) agreed to undertake jointly funded market research in overseas countries of mutual interest. The purpose of the study was to provide in-depth marketing information on the long haul pleasure travel markets for the U.S. and Canadian tourism industry. Since 1986, surveys have been conducted in 16 countries, including: the United Kingdom, France, Germany, Japan, Australia, Brazil, and Singapore.

Rationale for Utilizing the British Data

The British pleasure travel market study data were chosen for this study. The reasons for using the British data are as follows:

(1) The U.K. outbound travel market is of major importance internationally. It has been growing more rapidly than world travel as a whole during the 1990s. With Europe steadily declining in its share of U.K. travel market, the U.S. has become the major beneficiary, attracting more and more U.K. travelers to its key destinations (Cleverdon 1997). In 1998, the arrivals of U.K. travelers in the U.S. reached 4.0 million, a 3.2% increase over 1997, accounting for 36.5% of all U.K. outbound travel, ranking it fourth among the top 10 inbound travel markets for the U.S. (Travel Industry Association of America 1999).

(2) Data on the British pleasure travel market indicate that a large percent of U.K. pleasure travelers show interest in nature-related features such as mountainous areas, national parks and forests, wildlife and birds, wilderness and undisturbed nature, and lakes and rivers. They also enjoy participating in a number of nature-based outdoor activities, such as touring the countryside and visiting wilderness areas (Market Facts of Canada Limited 1989a). Therefore, it is appropriate to use the British pleasure travel market data to explore tourists' behavior with respect to the engagement in multiple nature-based activities while at travel destinations.

Sample

This study used two samples. The first sample was drawn from a survey administered between May and June of 1989. Personal in-home interviews were

conducted in England, Scotland and Wales, excluding only the most sparsely populated rural areas and council estates with the worst poverty and unemployment. Northern Ireland was not included in the survey. Respondents were identified by using a random probability sampling procedure. A total of 1,209 personal interviews was completed with British international travelers who met two criteria: (1) 18 years of age or older; and (2) had taken a vacation trip of four nights or longer by plane outside of Europe and the Mediterranean in the past three years, or intended to take such a trip in the next two years.

The second sample was drawn from a survey conducted between February and April of 1996. Respondents included in the survey were screened by using the same two criteria as applied to the 1989 survey. A total of 1,208 personal in-home interviews was completed.

For the purpose of this study, only the respondents in the 1989 and 1996 samples who had visited the mainland U.S. or Canada on their most recent trip, and the length of stay did not exceed 90 days were included in the analysis. Therefore, the sample size for the 1989 data was 469, and for the 1996 data was 598. Statistics on the U.S. inbound travel market showed that visitors from the U.K. increased from 1.818 million to 2.888 million between 1988 and 1995 (Waters, 1989, 1996/1997); thus, it is believed that the difference in the sample size between the two studies is partially a reflection of growth of U.K. travelers to the U.S.

It should be noted that, according to the firm that conducted the surveys, the refusal rate for the interviews was described as being very small. Since the refusal rate was low, non-response bias was assumed to be minor, if present at all.

Questionnaire

The questionnaire was designed to gather marketing information on the British long-haul pleasure travel market. In the 1989 study, the questionnaire elicited the following major types of information from respondents: (1) past trip behavior, (2) activity participation during the trip, (3) vacation lifestyle, (4) travel motivation, (5) destination attributes, (6) future travel intentions, (7) perceptions of U.S./Canada as a travel destination, and (8) sociodemographics. A copy of the 1989 questionnaire is contained in Appendix A. A slightly modified version of the questionnaire was used in the 1996 study. A copy of the 1996 questionnaire is included in Appendix B.

Identification of Research Variables

The review of literature helped identify variables for inclusion in this study. Definition, description, and measurement of the variables are presented below.

Vacation Lifestyle Variables

Vacation lifestyle may be defined as vacation-specific activities, interests and opinions. For consistency between 1989 and 1996 data, eight psychographic statements were selected as vacation lifestyle variables in this study. These eight psychographic statements described various aspects of vacation-related objects or experiences such as travel arrangements, packaged vacation or guided tour, and destination activity, etc. (Table 3.1). These psychographic statements were measured by the use of agreement scores based upon a four-point Likert-type scale designated from “strongly agree” to “strongly disagree”. Respondents were asked to indicate their level of agreement or

Table 3.1

List of Vacation Lifestyle Variables

1989 data	1996 data
1. I like to have all my travel arrangements made before I start out on vacation	1. I like to have all my travel arrangements made before I start out on holiday
2. I enjoy making my own arrangements for vacation trips	2. I enjoy making my own arrangements for my holidays
3. Once I get to my destination, I like to stay put	3. same as the 1989 data
4. I prefer to go on guided tours when vacationing overseas	4. I prefer to go on guided tours when taking long-haul holidays
5. I like to go to a different place on each new vacation trip	5. I like to go to a different place on each new holiday trip
6. Inexpensive travel to the destination country is important to me	6. same as the 1989 data
7. I usually travel on all-inclusive package vacations	7. I usually travel on all-inclusive package holidays
8. Getting value for my vacation money is very important to me	8. Getting value for my holiday money is very important to me
Scale: 1=strongly agree, 2=agree somewhat, 3=disagree somewhat, 4=strongly disagree	Scale: 1=strongly disagree, 2=disagree somewhat, 3=agree somewhat, 4=strongly agree

disagreement on these psychographic statements. It should be noted that in the 1989 study, vacation lifestyle variables were reverse coded (e.g., a score of one was “strongly agree” and a score of four was “strongly disagree”). It also should be noted that the wording was not exactly the same for each statement in the two studies. The term vacation and vacationing overseas were used in the 1989 study, and holiday and long-haul holiday were used in the 1996 study. However, it was deemed that the different wording in the psychographic statements did not seem to pose a severe problem for interpretation as the terms such as vacation and holiday, overseas vacation and long-haul holiday can be used interchangeably.

Travel Motivation Variables

In this study, thirty statements describing reasons for taking an overseas vacation trip were defined as travel motivations. Reasons for overseas vacations ranged from getting away from the demands of home, experiencing new and different lifestyles, finding thrills and excitement to being together as family, visiting friends and relatives, having fun, being entertained, and participating in sports, being daring and adventuresome, indulging in luxury, and escaping from the ordinary (Table 3.2). Travel motivation variables were measured on a four-point Likert-type scale with “very important” to “not at all important” used as anchors. Respondents were asked to rate how important each of the reasons was when considering taking an overseas vacation.

Destination Attribute Variables

Destination attributes can be defined as physical, social, environmental and behavioral characteristics of a destination area. Eighteen statements that described various

Table 3.2

List of Travel Motivation Variables

1. Getting away from the demands of home
2. Reliving past good time
3. Experiencing new and different lifestyles
4. Trying new foods
5. Traveling through places that are important in history
6. Being free to act the way I feel
7. Finding thrills and excitement
8. Experiencing a simpler lifestyle
9. Being together as a family
10. Meeting people with similar interests
11. Seeing and experiencing a foreign destination
12. Going places my friends haven't been
13. Talking about the trip after I return home
14. Participation in sports
15. Watching sports events
16. Traveling to places where I feel safe and secure
17. Having fun, being entertained
18. Seeing as much as possible in the time available
19. Rediscovering myself
20. Visiting friends and relatives
21. Visiting places my family came from
22. Being physically active
23. Getting a change from a busy job
24. Being daring and adventuresome
25. Doing nothing at all
26. Learning new things, increasing my knowledge
27. Indulging in luxury
28. Roughing it
29. Escaping from the ordinary
30. Feeling at home away from home

Scale:

1=very important, 2=somewhat important, 3=not very important, 4=not at all important

destination characteristics such as lodging facilities, nightlife and entertainment, scenery, wildlife, hygiene and cleanliness, personal safety, shopping, outdoor activities, and native/ethnic culture were selected from the 1989 and 1996 studies (Table 3.3). The destination attribute variables in the 1989 study were measured on a four-point Likert-type scale indicating “very important” to “not at all important.” The destination attribute variables in the 1996 study were measured with a four-point Likert-type scale designated from “always important” to “never important.” Respondents rated the importance of the attributes while choosing a destination for an overseas vacation trip. Ten out of 18 statements, wording was identical; the wording for the other eight statements was slightly different, but the meaning of the statements remained unchanged.

Nature-based Activity Variables

Nature-based activity may be defined as pleasurable outdoor activities involving the use of natural resources and/or natural settings. Based on the review of previous nature tourism studies (Ingram and Durst 1989; Boo 1990; Williams 1992; Backman, Wright & Backman, 1994; Finucane and Dowling 1995; Wight 1996a), 13 nature-based activities were selected from the 1989 study. Another set of nature-based activities was chosen from the 1996 study. The list of activities in the 1996 data was modified. For example, activities such as visiting wilderness areas, sightseeing in the countryside, and visiting the seaside listed in the 1989 study were no longer listed in the 1996 study. Instead, activities such as visits to appreciate natural ecological sites, taking a nature and /or science learning trip, and visiting protected lands or areas were added to

Table 3.3

List of Destination Attribute Variables

1989 data	1996 data
1. High quality restaurants	1. same as the 1989 data
2. Big modern cities	2. same as the 1989 data
3. Nightlife and entertainment (bars, clubs, dancing)	3. same as the 1989 data
4. Outstanding scenery	4. same as the 1989 data
5. Shopping	5. same as the 1989 data
6. Standards of hygiene and cleanliness	6. same as the 1989 data
7. Personal safety, even when traveling alone	7. same as the 1989 data
8. Casinos and gambling	8. Casinos and other gambling
9. Campgrounds and trailer parks	9. same as the 1989 data
10. Amusement or theme parks	10. Theme parks and amusement parks
11. Outdoor activities such as hiking, climbing	11. same as the 1989 data
12. Unique or different native cultural groups such as Eskimo and Indian	12. Opportunity to see or experience unique or different aboriginal or indigenous peoples (e.g., Native Americans)
13. Unique or different immigrant cultural groups such as Chinese in Canada, Spanish in the U.S., and so on	13. Opportunity to see or experience people from a number of ethnic backgrounds or nationalities (e.g., French or Spanish in North America)
14. National parks and forests	14. National, state or provincial parks & forests
15. Lakes and rivers	15. Lakes, rivers and mountainous areas
16. First class hotels	16. same as the 1989 data
17. Chances to see wildlife and birds I don't usually see	17. Chances to see wildlife, birds and flowers that you don't normally see
18. Water sports such as surfing, water skiing, sailing, scuba diving	18. Water sports (e.g., waterskiing, sailing, canoeing, scuba/snorkeling)
Scale: 1=very important, 2=somewhat important, 3=not very important, 4=not at all important	Scale: 1=never important, 2=sometimes important, 3=often important, 4=always important

the list in the 1996 study. Therefore, the two sets of nature-based activities chosen were not identical. Table 3.4 displays the selected nature-based activities for both the 1989 and 1996 data. Because the 1996 data treated hunting and fishing as a single activity, the hunting and fishing activities in the 1989 data were combined into one activity to create consistency between items for each study.

The nature-based activities were measured on a nominal scale. The respondents were provided a list of activities and requested to indicate if they had participated in any of the activities during their trip. A “yes” response to each activity received a value of 1, while a “no” response received a 0.

Table 3.4

List of Nature-based Activity Variables

1989 data	1996 data
1. Climbing/hiking	1. Climbing/hiking
2. Fishing *	2. Hunting/fishing *
3. Horse-riding	3. Horse-riding
4. Hunting *	4. Visits to appreciate natural ecological sites *
5. Observing wildlife/bird watching	5. Observing wildlife/bird watching
6. Swimming	6. Swimming
7. Sightseeing in the countryside *	7. Taking a nature and /or science learning trip *
8. Visiting wilderness areas *	8. Visiting protected lands or areas *
9. Visiting mountainous areas	9. Visiting mountainous areas
10. Visiting national parks or forests *	10. Visiting national, state or provincial parks and forests *
11. Visiting the seaside *	11. Visiting scenic landmarks
12. Visiting scenic landmarks	12. Water sports
13. Water sports	

Note.

* indicates no matching activity.

Trip Characteristic Variables

Trip characteristics refer to travelers' travel-related behaviors. In this study, the trip characteristics described the travelers' behavior for their most recent trip to North America, including the purpose of trip, travel companions, length of trip, travel party size, traveling with child(ren), and trip planning horizons. Past trip behavior with respect to number of pleasure trips taken in the past three years was also included. The variable on the purpose of trip in the 1996 data was also modified. A list of trip characteristic variables is shown in Table 3.5.

Purpose of trip and travel companion were measured on a nominal scale. The respondents were asked to indicate the type of trip they were on and the type of person(s) they traveled with. A positive response received a score of 1, while those not traveling with a spouse or significant other, received a score of 2. The variables used to describe the trip purpose were different between the two studies. To make the two studies comparable, the trip purposes were recoded in a parallel response set. The recoding is explained in the data treatment section which follows later in this chapter.

Length of trip was measured in terms of number of nights away from home on the trip. Travel party size was determined by the number of people in the party. Traveling with child(ren) was defined by the number of people under 18 in the party. Trip planning horizons were determined by the month(s) before deciding to go on the trip and month(s) before booking the trip.

Table 3.5

List of Trip Characteristic Variables

1989 data	1996 data
1. Purpose of trip Visit friends & relatives Touring trip City trip Outdoor trip Resort trip Trip to exhibition, special event, theme parks Cruise Trip that combined business and pleasure	1. Purpose of trip A visit to friends or relatives Combined business & pleasure For pleasure or vacation Personal matters A company-sponsored vacation To study abroad Shopping
2. Travel companion Traveled alone Wife/husband/girlfriend/boyfriend Child(ren) Father/mother Other relatives Friends Organized group/club Business associates/colleagues	2. same as the 1989 data
3. No. of nights away from home on the trip	3. same as the 1989 data
4. No. of people in the travel party	4. same as the 1989 data
5. No. of people under 18 in the travel party	5. same as the 1989 data
6. Months before deciding to go on the trip	6. same as the 1989 data
7. Months before booking the trip	7. same as the 1989 data
8. No. of pleasure trips taken over the past 3 years	8. same as the 1989 data

Sociodemographic Variables

The sociodemographic variables used in this study included marital status, education, household income, age, and gender. Marital status, education and gender were measured on a nominal scale. Household income was measured on an ordinal scale. Age was measured as actual number. It is noted that there were differences between the 1989 and 1996 data in the categories of education and household income. A list of the sociodemographic variables is presented in Table 3.6.

Development of the Nature-based Activity Index

The purpose of this research was to study diverse nature-oriented tourist behavior. To operationalize diverse nature-oriented tourist behavior, the Nature-based Activity Index was created to measure the degree of diversity of tourist participation in nature-based activities during a pleasure trip. The Nature-based Activity Index was defined as an additive measure that estimates the range of participation in nature-based activities based on a set of selected outdoor activities and natural settings that tourists actually engage in or visited during a trip.

Selection of the Index Items

Based on the literature, twelve activities were used to form the Nature-based Activity Index. For the 1989 study, selected nature-based activities were: climbing/hiking, hunting/fishing, horse-riding, observing wildlife/bird watching, swimming, sightseeing in the countryside, visiting wilderness areas, visiting mountainous areas, visiting national parks or forests, visiting the seaside, visiting scenic landmarks, and water sports (Table

Table 3.6

List of Sociodemographic Variables

1989 data	1996 data
1. Marital status Single Married Living together Divorced/separated/widowed	1. same as the 1989 data
2. Education No qualification CSE/GCSE/ "O" Levels "A" Levels OND/ONC/HNC/Business or Commercial qualifications University	2. Education No qualification CSE/Standard Grades/O Grades/O Levels/Lowers ONC/OND Highers Certificate of Sixth Year Studies (CSYS)/A Levels HNC/HND City/Guilds NVQ/SVQ/Scotvec Diploma/Degree from College of Further/Higher Education First Degree from a University Second Degree from a University
3. Household income ≤ £8,000 £8,001 - £11,000 £11,001 - £15,000 £15,001 - £20,000 £20,001 - £30,000 £30,001 - £40,000 £40,001 - £50,000 > £50,000	3. Household income < £10,000 £10,001 - £15,000 £15,001 - £20,000 £20,001 - £25,000 £25,001 - £30,000 £30,001 - £40,000 £40,001 - £50,000 £50,001 - £60,000 £60,001 - £70,000 £70,001 - £80,000 > £80,000
4. Age 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65+	4. same as the 1989 data
5. Gender Male Female	5. same as the 1989 data

3.4). For the 1996 study, the selected nature-based activities were: observing wildlife/bird watching, visiting national, state or provincial parks and forests, taking a nature and/or science learning trip, visits to appreciate natural ecological sites, visiting protected lands or areas, swimming, water sports, climbing/hiking, horse-riding, hunting/fishing, visiting mountainous areas, and visiting scenic landmarks (Table 3.4).

It is noted that the items selected for the two indices were not totally identical. Five items in the 1996 index were different from those in the 1989 index due to changes made to the list of activities in the 1996 study. Because the indices were designed to measure tourist involvement in a variety of nature-based activities, rather than specific type of activities, the differences between the items in the two indices was not considered a serious problem for this study.

Assignment of Score to the Index Items

The twelve items that constituted the Nature-based Activity Index represented a diverse array of nature-oriented behavioral activities involving the use of various nature resources and natural settings. For each item in the index, a score of 1 was assigned if the respondent's answer was positive, and a 0 was assigned if the respondent's answer was negative. It was decided that weighting would not be applied to the index items.

Weighting was not used because the index was designed to measure the diversity of activities rather than the frequency of participation in the activity. Each item in the index was assigned the same score in order to be equally represented in the index.

To determine the degree of diversity of nature-based activities participated in by the respondents during the trip, the scores for the activities were summed. Since 12 activities were studied, the index scores could range from 0 to 12.

Nature of the Index

The index was an additive measurement scale on a continuum which estimated the degree of diversity of tourist participation in nature-based activities. The successive scores on the index permitted a rank order of the respondents according to their responses to the items included in the index. The rank order of the respondents was determined by the number of activities participated in, not by the frequency or duration with which each activity was undertaken.

Data Treatment

Recoding

There were two reasons for recoding the data. One reason was to make the 1989 and 1996 studies compatible, and the second reason was to obtain sufficient cases for the subgroups in the sample in order to produce reliable estimates. Variables that were recoded included purpose of trip, education, and household income. Recoding for these variables is illustrated in Table 3.7 through 3.9. After recoding, the variable purpose of trip was reduced to fewer categories that were comparable between the two studies. The variable household income was combined into fewer groups so the number of cases in each group increased. The categories for education were recoded based upon the categories used in British education system (Farrell, Kerry & Kerry 1995).

Table 3.7

Recoding for Purpose of Trip

Coding for purpose of trip in the 1989 data

- 1 Visit friends & relatives**
- 2 Touring trip**
- 3 City trip**
- 4 Outdoor trip**
- 5 Resort trip**
- 6 Trip to exhibition, special event, theme parks**
- 7 Cruise**
- 8 Trip that combined business and pleasure**

Coding for purpose of trip in the 1996 data

- 1 A visit to friends & relatives**
- 2 To combine business and pleasure**
- 3 For pleasure or vacation**
- 4 Personal matters**
- 5 A company sponsored vacation**
- 6 To study abroad**
- 7 Shopping**

Recoding for purpose of trip for this study

- 1 Visit friends & relatives**
 - 2 For pleasure or vacation**
including: touring trip; city trip; outdoor trip; resort trip; trip to exhibition, special event, theme parks; cruise; personal matters; company sponsored vacation; and shopping
 - 3 Trip that combined business and pleasure**
including: to study abroad
-

Table 3.8

Recoding for Education

Coding for education in the 1989 data

- 1 No qualification**
- 2 CSE/GCSE/ “O” Levels**
- 3 “A” Levels**
- 4 OND/ONC/HND/HNC/Business or Commercial qualifications**
- 5 University**

Coding for education in the 1996 data

- 1 No qualification**
- 2 CSE/Standard Grades/O Grades/O Levels/Lowers**
- 3 ONC/OND**
- 4 Highers**
- 5 Certificate of Six Year Studies (CSYS)/A Levels**
- 6 HNC/HND**
- 7 City & Guilds**
- 8 NVQ/SVQ/Scotvec**
- 9 Diploma/Degree from college of Further/Higher Education**
- 10 First Degree from a University**
- 11 Second Degree from a University**

Recoding for education for this study

- 1 No qualification**
 - 2 High school**
including: CSE/GCSE/Standard Grades/O Grades/O Levels/Lowers, Highers, CSYS, A Levels
 - 3 Technical/Commercial**
including: OND/ONC/HND/HNC/Business or Commercial qualifications, City Guilds NVQ/SVQ/Scotvec
 - 4 College/University**
including: Diploma/Degree from college of Further/Higher Education, First Degree from a University, Second Degree from a University, University
-

Table 3.9

Recoding for Household Income

Coding for household income in the 1989 data

- 1 ≤ £8,000**
- 2 £8,001 - £11,000**
- 3 £11,001 - £15,000**
- 4 £15,001 - £20,000**
- 5 £20,001 - £30,000**
- 6 £30,001 - £40,000**
- 7 £40,001 - £50,000**
- 8 > £50,000**

Coding for household income in the 1996 data

- 1 < £ 10,000**
- 2 £10,001 - £15,000**
- 3 £15,001 - £20,000**
- 4 £20,001 - £25,000**
- 5 £25,001 - £30,000**
- 6 £30,001 - £40,000**
- 7 £40,001 - £50,000**
- 8 £50,001 - £60,000**
- 9 £60,001 - £70,000**
- 10 £70,001 - £80,000**
- 11 > £80,000**

Recoding for household income for this study

- 1 ≤ £15,000**
 - 2 £15,001 - £30,000**
 - 3 £30,001 - £50,000**
 - 4 > £50,000**
-

As stated earlier, vacation lifestyle variables were measured on a four-point scale, which ranged from “strongly agree” to “strongly disagree.” However, in the 1989 study, a score of one was “strongly agree” and in the 1996 study a score of one was “strongly disagree.” Therefore, scores for vacation lifestyle variables in the 1989 study were reverse coded so the scales were the same. Reverse codes were also applied to travel motivation variables, and destination attribute variables in the 1989 study as these variables were assigned the same scores as the vacation lifestyle variables.

Weighting

Weighting may be used when a sample from a population for which some subgroup has been oversampled or undersampled, while the researcher wishes to do analysis with the whole sample. To correct for an oversampling or undersampling of a subgroup, appropriate weights are applied to the cases in the data processing stage to obtain the proper portion in the sample. With weighting, one can arithmetically alter the sample size or its distribution.

A review of the gender of the respondents for the 1989 study suggested that there was a female bias. The female bias was caused by the way in which the survey was conducted. As stated earlier, personal in-home interviews were conducted for the study. Because women are more likely to stay at home than men, women had a better chance to be interviewed. To adjust for the female bias, a weight of 0.8598 was applied to the female cases, and 1.2166 was applied to the male cases in the sample to match the population estimates (Table 3.10).

Table 3.10

Weighting Scheme Used for the 1989 Sample

	Respondent Sample		Weight	Weighted Respondent Sample	
	N	%		N	%
Male	185	39.4	1.2166	225	48.0
Female	284	60.6	0.8598	244	52.0
Total	469	100		469	100

Data Analysis Techniques and Procedures

A series of data analysis procedures was undertaken to achieve the purpose of this study. The data analysis techniques and procedures are described below.

(1) Chi-square and T-test statistics. They were applied to sociodemographic, trip characteristic and nature-based activity variables. The statistics were employed to describe the characteristics of respondents of the two samples used in this study, and make comparisons of their behavior associated with participation in a variety of nature-based activities during a trip.

(2) Correlation analysis. It was used to: a) measure the degree of association between the Nature-based Activity Index score and the items within the index, and the degree of association between the index score and selected variables. The analysis was used to verify the internal and external validity of the index, and b) measure the degree of association between the independent variables to check for multicollinearity among the independent variables.

(3) Cronbach's alpha test. It was utilized to estimate Nature-based Activity Index's internal consistency.

(4) Factor analysis. It was utilized on variables vacation lifestyle, travel motivation, and destination attributes for two purposes: a) to reduce the data from many interrelated variables to a smaller set of variables, and b) to identify the constructs or dimensions that underlie these observed variables.

(5) Multiple linear regression analysis. A multiple regression model was established to investigate the relationship between the dependent variable and a set of independent variables. Specifically, this was to determine how the independent variable(s) were related and to make predictions about the dependent variable, the Nature-based Activity Index. A stepwise regression procedure was used for selecting variables to run regression analysis. It has been suggested that stepwise regression can be used in situations where prior related research is not available and where the relevant theory is not definitive as it can select significant variables for inclusion in the model (Schroeder, 1983). It was determined to be advantageous to use the stepwise method for this study.

CHAPTER IV

FINDINGS AND RESULTS

This chapter is divided into seven parts. The first part provides descriptive information on sociodemographics, trip characteristics, and tourist participation in nature-based activities for the 1989 and 1996 samples. In part two, results of factor analysis on the variables of vacation lifestyle, travel motivation and destination attributes for the 1989 data are presented. The third part deals with validating the Nature-based Activity Index. The fourth part presents the multiple regression model of diverse nature-oriented tourist behavior. The fifth part applies the multiple regression model to the 1996 data and compares the results with the 1989 data. The sixth part discusses the results of research hypotheses testing. The seventh part describes the characteristics of low and high diversity nature-oriented tourist groups.

Profile of 1989 and 1996 Samples

Two samples were used in this study which originated from the British overseas pleasure travel market research project. Respondents included in the study were those who traveled to the United States or Canada on their most recent trip and stayed away

from home on the trip for no longer than three months. Chi-square and T-test statistics were employed to describe the characteristics of the respondents in the two samples.

Sociodemographics

The Chi-square statistic was applied to sociodemographic variables including marital status, education, household income, age and gender. The results of the analysis are displayed in Table 4.1. The descriptive statistics suggest that the two samples are significantly different in education and household income.

With respect to education, those surveyed in the 1996 study appeared to have a higher education than their counterparts in the 1989 sample. In the 1996 sample, there were more respondents who had earned a college/university degree and fewer respondents stated they had no qualification as compared to that in the 1989 sample. This finding is not surprising. According to the U.K. Government Statistical Service (1999), more U.K. residents attended universities in the 1990s than in the 1980s. This suggests that more people in the population have a better education than a decade ago.

Household income differed significantly between the two groups. The 1996 group indicated a higher household income. In 1996, there was a lower percentage of respondents who were in the £15,000 or less income bracket and a higher percentage of respondents who were in the £30,001-£50,000 and £50,000 over income brackets. However, statistics on the U.K. household income and economy showed that the average per household income for 1988 was £12,360, and for 1995 was £16,723, while the average retail prices index for 1988 was 106.9, and for 1995 was 149.1 (Central Statistical Office, 1992; Office for National Statistics, 1997). Given these numbers, it was

Table 4.1

Sociodemographic Characteristics of 1989 and 1996 Sample

Variable	1989 (%)	1996 (%)
<u>Marital Status</u>	N = 468	N = 598
Single	21.3	19.1
Married	62.1	62.5
Living together	3.0	5.2
Divorced/separated/widowed	13.6	13.2
<u>Highest Level of Education Completed *</u>	N = 390	N = 574
No qualification	31.3	23.3
High school	37.6	35.4
Technical or Commercial	14.4	15.7
College/University	16.7	25.6
<u>Household Income (£) *</u>	N = 309	N = 363
<= £15,000	45.9	31.1
£15,001 - £30,000	40.2	39.9
£30,001 - £50,000	11.3	23.4
> £50,000	2.6	5.5
<u>Age</u>	N = 468	N = 598
18-24	13.9	9.7
25-34	17.9	18.1
35-44	19.8	20.1
45-54	16.6	18.4
55-64	14.9	18.7
65+	16.8	15.1
<u>Gender</u>	N = 469	N = 598
Female	52.0	50.3
Male	48.0	49.7

Note. *p < = .01.

estimated that the annual growth rate of household income was 4.4% and the retail price index rate was 4.8% between 1988 and 1995. Thus, the higher income shown by respondents in the 1996 sample may not suggest an increase in real earnings when adjusted for inflation.

Approximately one third of the respondents in the two samples did not answer the income question in the survey. A check for non-response bias found that there was only a slight difference between the respondents and non-respondents in education and age. Therefore, the non-response bias is ruled out in the case of this variable.

Table 4.1 also indicates that the two samples are similar in marital status, age and gender distribution. Married respondents constituted the majority of both samples, followed by single, and divorced/separated/widowed. Age distribution indicated a higher percentage of respondents were middle-aged and a lower percentage were the younger and elderly in both groups. Gender distribution in both groups displayed a fifty-fifty split situation after weighting was applied to the 1989 sample to correct for a female bias.

Trip Characteristics

The Chi-square statistic was applied to trip characteristic variables, including trip purpose, travel companions, and past trip experience, and the T-test was applied to variable length of stay, party size, number of people under 18 in the party, and trip planning horizon. Results of the analyses are illustrated in Table 4.2.

As indicated in Table 4.2, significant differences exist across trip purpose, travel companion, length of trip, trip planning horizon, and past long-haul pleasure trip

Table 4.2

Trip Characteristics of 1989 and 1996 Sample

Variable	1989	1996
<u>Trip Purpose</u>	N = 468	N = 598
	(%)	(%)
Visit friends & relatives **	43.4	32.4
For pleasure or vacation **	46.5	57.9
Combined business & pleasure	10.1	8.0
<u>Travel Companion</u>	N = 469	N = 598
	(%)	(%)
Traveled alone	19.9	18.4
Wife/husband/girlfriend/boyfriend *	53.1	60.9
Child(ren) **	20.1	29.1
Father/mother	3.9	5.4
Other relatives	11.5	10.0
Friends	12.0	12.4
Organized group/club *	4.4	1.8
Business associates/colleagues *	2.7	.7
<u>Trip Behavior on Most Recent Trip</u>	N = 461	N = 364
	(mean)	(mean)
No. of nights away from home ***	22.8	18.9
No. of people in travel party	2.7	2.9
No. of people under 18 in travel party	.6	.6
Months before deciding to go on trip ***	3.8	5.8
Months before booking for trip ***	3.4	4.5
<u>Past Trip Experience</u>	n = 469	n = 598
	(%)	(%)
No. of long-haul trips taken in past 3 years **		
1	70.4	62.2
2 - 4	27.6	33.1
5 +	2.0	4.7

Note. * $p \leq .05$. ** $p \leq .01$. *** $p \leq .001$, two-tailed.

experience. It is also shown that there are no differences in travel party size, and the number of people under age 18 in the travel party between the two samples.

On their most recent trip to the United States or Canada, respondents in the 1989 study were more likely to be associated with a trip to visit friends and relatives. However, respondents in the 1996 study were more likely to be on a trip for pleasure or vacation. There was no difference in combined business and pleasure trips between the two groups.

In terms of travel companions, the 1996 group tended to be more likely to travel with their wife/husband/girlfriend/boyfriend and children. Yet, the 1989 group appeared to have traveled more with organized group/club and business associates/colleagues. The two groups exhibited no significant differences in travel companion such as traveling alone, or with father/mother, other relatives, and friends.

With respect to length of trip, respondents in the 1989 sample spent more nights away from home on their trip with an average of 23 nights. However, respondents in the 1996 sample spent 19 nights away from home. This finding is supported by Cleverdon's research (1997). He reported that the average length of stay for U.K. residents traveling abroad declined between 1985 and 1995 due to the growth of short break holidays.

In terms of trip planning, the 1996 group took significantly more months to plan the trip. They took an average of 5.8 months for making a decision and 4.5 months for booking the trip while the 1989 group only took 3.8 months and 3.4 months.

However, respondents in both groups had a similar travel party size and number of children in the travel party. As for the past trip experiences, 1996 respondents tended

to have taken more long-haul pleasure trips in the past three years than did 1989 respondents.

Tourist Participation in Nature-based Activities

An examination of the distribution of the Nature-based Activity Index for the 1989 and 1996 sample reveals the following similarities among respondents between the two studies in terms of their involvement in a diversity of nature-based activities. First, in both samples, the maximum number of nature-based activities that respondents participated in was 11, and the minimum number of activities that respondents participated in was 0, which means no respondent participated in all of the activities included in the Index. Second, in both samples, approximately 6% of the respondents did not participate in any one of the activities included in the Index. Third, in both samples, less than 1% of the respondents participated in 10 and 11 activities, respectively. Fourth, in both samples, on an average, the respondents participated in 4 activities (Table 4.3).

However, differences were found when comparing respondent participation in specific nature-based activities between the two samples. Chi-square was utilized to compare respondent participation in 9 similar activities that were included in the Index. As illustrated in Table 4.4, the 1989 respondents participated significantly more in water sports and fishing/hunting whereas the 1996 respondents participated significantly more in climbing/hiking, observing wildlife/bird watching, visiting mountainous areas, visiting national parks/forests, and visiting scenic landmarks; there was no significant difference in participation in horse-riding and swimming between the two groups of respondents.

Table 4.3

Distribution of the Nature-based Activity Index

Index	1989 n = 469 (%)	1996 n = 598 (%)
0	6.0	5.9
1	8.0	12.9
2	12.7	13.0
3	15.0	14.9
4	14.1	9.4
5	12.9	13.0
6	11.9	10.9
7	10.1	9.0
8	5.3	6.7
9	2.7	3.2
10	.5	.7
11	.8	.5
<u>Mean</u>	4.216	4.090
<u>Std. dev</u>	2.431	2.549

Table 4.4

Distribution of Respondent Participation in Selected Nature-based Activities

Activity	1989 n=469 (%)	1996 n=598 (%)
Observing wildlife/bird watching **	23.7	41.5
Visiting national parks/forests **	52.7	65.1
Swimming	56.3	56.4
Fishing/hunting *	8.2	5.0
Water sports *	20.1	14.2
Horse-riding	3.5	5.2
Visiting mountainous areas **	31.7	41.1
Visiting scenic landmarks **	53.9	65.7
Climbing/hiking **	8.7	16.1

Note. * $p \leq .05$. ** $p \leq .01$.

Factor Analysis on Vacation Lifestyle, Travel Motivation, and Destination Attributes for the 1989 Data

Factor analysis was carried out for the variables vacation lifestyle, travel motivation, and destination attributes. The principal components method was chosen for the factor analysis. The reason for this was that it extracts factors that are uncorrelated with each other. Therefore, it tends to reduce the risk of multicollinearity when factor scores are used as independent variables in multivariate analysis. The initial factors were rotated to make them substantively meaningful. The varimax method was utilized for rotation. The advantage of using this method is that it allows minimizing the number of variables that have high loadings on a factor, enhances the interpretability of the factors, and maintains the factors as uncorrelated with each other.

Factor loadings measure the correlation between variables and factors. Variables which had a loading of .40 or higher were included in the factors. Total variance accounted for by a factor is expressed in eigenvalue. In factor analysis all variables and factors are expressed in standardized forms, with a mean of 0 and a standard deviation of 1. Factors with a variance less than 1 are considered no better than a single variable. Thus, factors with an eigenvalue of less than 1 were excluded.

Factors of Vacation Lifestyle

Three vacation lifestyle factors were extracted from the factor analysis of eight vacation lifestyle variables. These three factors explained a 55.4% of the total variance. Each factor was named based on the common characteristics of the variables it included (Table 4.5).

Table 4.5

Factors of Vacation Lifestyle of 1989 Data

Factors	Loadings	Eigenvalue	% of Variance Explained
1. Package Traveler		1.939	24.2
Usually travel on all-inclusive vacations	.75820		
Like to have things arranged before I go	.69490		
Prefer guided tours on overseas vacations	.63553		
2. Budget Traveler		1.488	18.6
Inexpensive travel to country is important	.78838		
Value for vacation money is important	.74203		
Enjoy making own vacation arrangement	-.46908		
3. Active Traveler		1.007	12.6
Like different place on each new vacation	.72000		
Like to stay put at vacation destination	-.70532		
Total variance explained			55.4

The first factor was labeled “Package Traveler” consisting of three variables: usually travel on all-inclusive vacations, like to have things arranged before they I go, and prefer guided tours on overseas vacations. With an eigenvalue of 1.939, this factor explained 24.2% of the total variance.

The second factor was named “Budget Traveler” which included three variables: inexpensive travel to country is important, value for vacation money is important, and enjoy making own vacation arrangements. The second factor had an eigenvalue of 1.488 and explained 18.6% of the total variance.

The third factor “Active Traveler” was comprised of two variables: like different place on each new vacation, and like to stay put at vacation destination. However, the variable like to stay put at vacation destination had a negative loading, which indicated a negative correlation between the variable and the factor. This factor had an eigenvalue of 1.007, and explained 12.6% of the total variance.

Factors of Travel Motivation

Factor analysis was carried out on thirty travel motivation variables and extracted eight travel motivation factors. The eight factors explained a 57.1% of the total variance. The results of factor analysis is presented in Table 4.6.

The first factor was termed “Adventure,” which included six variables such as roughing it, rediscovering myself, and escaping from the ordinary. The factor had an eigenvalue of 5.488 and explained 18.3% of the total variance.

The second factor was identified as “Entertainment.” Variables that loaded highly on this factor encompassed having fun/being entertained, seeing as much as possible, and finding thrill/excitement. With an eigenvalue of 3.114, this factor explained 10.4% of the total variance.

The third factor was labeled “Novelty” which consisted of four variables such as traveling to places historically important, trying new foods, and experiencing new and different lifestyles. The factor had an eigenvalue of 1.939 and explained 6.5% of the total variance.

Table 4.6

Factors of Travel Motivation of 1989 Data

Factors	Loadings	Eigenvalue	% of Variance Explained
1. Adventure		5.488	18.3
Roughing it	.63854		
Rediscovering myself	.60237		
Escaping from the ordinary	.60017		
Learning new things/increasing knowledge	.56730		
Experiencing simpler lifestyle	.48540		
Being daring & adventuresome	.45284		
2. Entertainment		3.114	10.4
Having fun/being entertained	.72830		
Seeing as much as possible	.60396		
Finding thrill/excitement	.56200		
Indulging in luxury	.49663		
Being free to act the way I feel	.44033		
3. Novelty		1.939	6.5
Trying new foods	.72342		
Traveling to places historically important	.68579		
Experiencing new & different lifestyles	.68549		
Seeing & experiencing a foreign destination	.58537		
4. Nostalgia		1.833	6.1
Visiting places family came from	.76298		
Visit friends/relatives	.70169		
Reliving past good times	.61895		
Talking about trip after return home	.45499		
5. Kinship		1.357	4.5
Family is together	.68696		
Safe/secure travel	.63753		
Feeling at home away from home	.58256		
Meet people with similar interests	.52326		
6. Physical Activity		1.185	4.0
Sports participation	.83074		
Sports spectating	.79510		
Physical activity	.46639		
7. Social Escape		1.150	3.8
Change from a busy job	.72794		
Get away from demands of home	.64128		
8. Relaxation		1.062	3.5
Doing nothing at all	.74935		
Going places friends have not been	.46485		
Total variance explained			57.1

Labeled “Nostalgia,” the fourth factor contained the following variables: visiting places family came from, visit friends/relatives, and reliving past good time. It had an eigenvalue of 1.833 and explained 6.1% of the total variance.

The fifth factor, “Kinship,” was comprised of four variables such as family is together, safe/secure travel, and meet people with similar interests. The factor had an eigenvalue of 1.357 and explained 4.5% of the total variance.

The six factor was designated as “Physical Activity,” which embraced three variables: sports participation, sport spectating, and physical activity. It had an eigenvalue of 1.185 and explained 4.0% of the total variance.

The seventh factor named “Social Escape” had two associated variables: changing from busy job, and get away from demands of home. With an eigenvalue of 1.150, the factor explained 3.8% of the total variance.

The last factor, “Relaxation,” involved two variables: doing nothing at all, and going places friends have not been. This factor had an eigenvalue of 1.062 and explained 3.5% of the total variance.

Factors of Destination Attributes

There were six destination attribute factors formed by factor analysis with 64.2% of the total variance explained (Table 4.7). These six factors were identified as:

1) “Natural Attraction” - seeing wildlife/birds I don’t usually see, national parks/forests, and outstanding scenery, etc.; 2) “Outdoor Recreation” - water sports, outdoor activities, and campground and trailer parks; 3) “Secure and Comfortable Environment” - personal

Table 4.7

Factors of Destination Attributes of 1989 Data

Factors	Loadings	Eigenvalue	% of Variance Explained
1. Natural Attraction		3.200	17.8
National parks & forests	.75216		
Seeing wildlife/birds I don't usually see	.74945		
Lakes & rivers	.72496		
Outstanding scenery	.71947		
2. Outdoor Recreation		2.964	16.5
Water sports	.73925		
Outdoor activities	.68367		
Campgrounds & trailer parks	.64776		
3. Secure & Comfortable Environment		2.112	11.7
Personal safety, even when traveling alone	.85882		
Standards of hygiene/cleanliness	.80436		
Amusement/theme parks	.42129		
4. Urban Attraction		1.154	6.4
Big modern cities	.78648		
Good shopping	.58268		
Casinos & gambling	.53793		
Nightlife & entertainment	.46216		
5. Quality Lodging and Restaurants		1.113	6.2
High quality restaurants	.86659		
First class hotels	.84169		
6. Ethnic Culture		1.004	5.6
Unique/different immigration cultural groups	.88769		
Unique/different native cultural groups	.82523		
Total variance explained			64.2

safety, and standards of hygiene and cleanliness; 4) “Urban Attraction” - big modern cities, good shopping, and casino and gambling, etc.; 5) “Quality Lodging and Restaurants” - high quality restaurants, and first class hotels; and 6) “Ethnic Culture” - unique/different immigrant cultural groups and unique/different native cultural groups. These six factors had an eigenvalue varying from 1.004 to 3.200.

It is interesting to note that the factor configurations for vacation lifestyles, travel motivations, and destination attributes in this study showed remarkable similarity to those formed in other pleasure market studies (Hsieh, O’Leary & Morrison 1993; Lang and O’Leary 1997). This suggests that travelers’ response patterns to these observed variables are likely to be consistent.

Validation of the Nature-based Activity Index

Validation of the Nature-based Activity Index was executed in three steps. First, bivariate correlations between the index score and each item within the Index were conducted to establish an internal validity of the Index. Secondly, bivariate correlations between the index score and the selected variables were carried out to determine the external validity of the index. Thirdly, the Cronbach’ alpha test was applied to acquire an estimate of the Index’s internal consistency.

Establishing Internal Validity of the Index

Bivariate correlations between the index score and each item within the index were calculated and are presented in Table 4.8. Results in the table indicate that all items within the index have a significant relationship with the index, displaying a moderate to

strong correlation with the index score. Among the items, sightseeing in the countryside, visiting wilderness areas, visiting mountains, visiting national parks and forests, and visiting scenic landmarks had a correlation coefficient greater than .50. Climbing/hiking,

Table 4.8

Correlations between the Index Score and Items Within the Index

Items	Correlation coefficient
1 Climbing/hiking	.4371*
2 Horse-riding	.3123*
3 Observing wildlife/bird watching	.4769*
4 Swimming	.3870*
5 Sightseeing in the countryside	.5953*
6 Visiting wilderness areas	.6487*
7 Visiting mountainous areas	.5439*
8 Visiting national parks or forests	.6325*
9 Visiting the seaside	.4366*
10 Visiting scenic landmarks	.5600*
11 Water sports	.2865*
12 Hunting/fishing	.2768*

Note. n = 469.

*p < .001, two tailed.

observing wildlife/bird watching, and visiting the seaside had a correlation coefficient over .40. Horse-riding and swimming correlation coefficient was above .30. Correlation coefficient for hunting/fishing and water sports was greater than .20. Since the results of the correlation analysis showed that each individual item in the index was significantly correlated with the index score, evidence of internal validity for the Nature-based Activity Index was provided.

Establishing External Validity of the Index

Table 4.9 illustrates the results of the correlation analysis between the index score and selected variables. As the table shows, the index score is significantly positively correlated with the following variables: mountainous areas, wilderness and undisturbed nature, and lakes and rivers, and is negatively correlated with the variable doing nothing at all. The table also indicates that the index has no correlation with the variables family is together, visit friends/relatives, feeling at home away from home, big modern cities, good shopping, nightlife and entertainment, amusement and theme parks, and resort areas.

The nature tourism literature suggests that nature-oriented tourists are more interested in environmental features, such as wilderness and nature, mountains and lakes, and are less interested in attractions such as shopping, nightlife and entertainment, big cities, and amusement and theme parks. Nature-oriented tourists are also more motivated to be physically active, and are less motivated to be together as family, or visit friends and relatives as compared to the general tourists (Kretchman and Eagles 1990, Eagles, 1992). Because the results of the correlation analysis between the index score and selected variables demonstrated consistency with the literature, the external validity of the Nature-based Activity Index is verified.

Table 4.9

Correlations between the Index Score and Selected Variables

Variables	Correlation Coefficient
1 Family is together	.0053
2 Visit friends/relatives	-.0376
3 Doing nothing at all	-.1326**
4 Feeling at home away from home	-.0270
5 Big modern cities	-.0009
6 Nightlife & entertainment	-.0614
7 Good shopping	.0720
8 Mountainous areas	.1439**
9 Amusement & theme parks	.0408
10 Wilderness & undisturbed nature	.2337**
11 Resort areas	-.0560
12 Lakes & rivers	.1040*

Note. $n = 453$.

* $p \leq .05$, two tailed. ** $p \leq .01$, two tailed.

Establishing Reliability of the Index

Cronbach's alpha test was employed to obtain an estimate of the Index's internal consistency. The results of the test is presented in Table 4.10. As shown in the table, the alpha for the 12-item Index is .68, suggesting that the index reached a satisfactory reliability level. An examination of the item-total correlation indicates that 9 of the 12 items has a correlation coefficient over .20 with other items. Items swimming, water sports and fishing/hunting have smaller correlation coefficients that ranged from .13 to .19. Although the results suggest that the alpha level for the Index could be improved if these items were deleted from the index, it was decided to keep these items in the Index.

There are two reasons for doing so. First, previous study suggested a cutoff of correlation coefficients of .10 for exclusion of items from the index in reliability test (Knutson, 1982). Second, the Index already achieved an acceptable reliability level; therefore, there is no need to delete these items from the index.

Table 4.10

Item-total Correlations and Alpha Levels for Nature-based Activity Index for 1989 Sample

Items	Corrected Item-Total Correlation	Alpha If Item Deleted
1 Climbing/hiking	.3363	.6667
2 Horse-riding	.2420	.6788
3 Observing wildlife/bird watching	.3247	.6643
4 Swimming	.1944	.6879
5 Sightseeing in the countryside	.4472	.6430
6 Visiting wilderness areas	.5064	.6311
7 Visiting mountainous areas	.3871	.6538
8 Visiting national parks or forests	.4827	.6353
9 Visiting the seaside	.2497	.6784
10 Visiting scenic landmarks	.3936	.6523
11 Water sports	.1257	.6926
12 Hunting/fishing	.1678	.6833
Number of items = 12		
Alpha = .68		

Note. $n = 469$.

A Multiple Linear Regression Model of Diverse

Nature-oriented Tourist Behavior

Multiple linear regression is a statistical technique used to investigate the relationship between one dependent variable and a set of independent variables. Multiple linear regression has been widely used in marketing research (Kinnear and Taylor, 1996). A general multiple linear regression model can be illustrated by the following mathematical equation:

$$Y_i = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \dots + \beta_p X_{pi} + e_i$$

Where

Y is the dependent variable;

β_0 denotes the intercept that represents the value of Y when X is zero;

$\beta_1, \dots, \beta_p$ are the partial regression slope coefficients that depict the relationship between the independent variable $X_{1i}, \dots, X_{pi}$ and the dependent variable Y ; and e_i is the error term, a random variable with mean zero and variance σ^2 , which represents the error in predicting Y from X .

In this study, a multiple linear regression model of diverse nature-oriented tourist behavior was established based on consumer behavior theory and the tourism literature. The model was intended to examine the relationship between diverse nature-oriented tourist behavior and selected independent variables and their contribution in predicting diverse nature-oriented tourist behavior.

Model Specification

The multiple linear regression model of diverse nature-oriented tourist behavior was constructed using one dependent and fifteen independent variables. The dependent variable was Nature-based Activity Index, and fifteen independent variables fell into five groups including sociodemographics, trip characteristics, vacation lifestyle, travel motivation and destination attributes. The model is presented below.

$$Y_i = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \beta_3 X_{3i} + \beta_4 X_{4i} + \beta_5 X_{5i} + \beta_6 X_{6i} + \beta_7 X_{7i} + \beta_8 X_{8i} + \beta_9 X_{9i} + \beta_{10} X_{10i} + \beta_{11} X_{11i} + \beta_{12} X_{12i} + \beta_{13} X_{13i} + \beta_{14} X_{14i} + \beta_{15} X_{15i} + e_i$$

Where

Y_i = Nature-based Activity Index (A measure of diverse nature-oriented tourist behavior)

X_{1i} = Household income (Less or equal £15,000 = 1, £15,001-£30,000 = 2, £30,001-£50,000 = 3, Greater than £50,000 = 4)

X_{2i} = Highest level of education completed (No qualification = 1, High school = 2, Technical or Commercial = 3, College/University = 4)

X_{3i} = Age of respondents (Coded as real age)

X_{4i} = A trip for pleasure or vacation (Yes = 1, No = 0)

X_{5i} = Number of nights away from home on the trip (Coded as real nights)

X_{6i} = Traveled with wife/husband/girlfriend/boyfriend (Yes = 1, No = 0)

X_{7i} = Package traveler (Vacation lifestyle factor score)

X_{8i} = Active traveler (Vacation lifestyle factor score)

X_{9i} = Adventure (Travel motivation factor score)

X_{10i} = Novelty (Travel motivation factor score)

X_{11i} = Physical activity (Travel motivation factor score)

X_{12i} = Social escape (Travel motivation factor score)

X_{13i} = Secure & comfortable environment (Destination attribute factor score)

X_{14i} = Quality lodging and restaurants (Destination attribute factor score)

X_{15i} = Ethnic culture (Destination attribute factor score)

Examination of Multicollinearity

A pairwise correlation matrix was calculated for all independent variables included in the model. The correlation matrix was used to check for multicollinearity among the independent variables; that was to see if the independent variables were intercorrelated among themselves. When the independent variables are intercorrelated, the unique contribution of each independent variable to the model is difficult to estimate. Since large intercorrelations among the independent variables can significantly affect the results of multiple regression analysis, a cutoff of a significant correlation of .60 between any of the independent variables is used to identify potential multicollinearity problems (Barry and Feldman, 1985).

The correlation matrix for the independent variables is presented in Table 4.11. An examination of Table 4.11 indicates that none of the correlations between the independent variables are greater than the predetermined cutoff of .60. Results in the correlation matrix suggest that multicollinearity should not be a problem when these independent variables are regressed on the dependent variable, the Nature-based Activity Index.

Table 4.11

Pairwise Correlation Matrix of Independent Variables of the Nature-based Activity Index

Variables	1	2	3	4	5	6	7
1 Index	-						
2 Income	.1039	-					
3 Education	.0427	.3240**	-				
4 Age	-.1487*	-.1585*	-.2786**	-			
5 A trip for pleasure or vacation	.1275	.2273**	.1569*	-.2029*	-		
6 Traveled with wife/husband/girlfriend/boyfriend	.0971	.2347**	.0396	.0907	.3260**	-	
7 Nights away from home on the trip	.3069**	-.2275**	-.1699*	.0204	-.2359**	-.1402*	-
8 Package traveler	-.1452*	-.2017*	-.2736**	.2477**	.0226	.0039	-.1344*
9 Active traveler	.3076**	.1291*	.0484	-.1021	.1495*	.0727	.1104
10 Adventure	.0701	-.1390*	.1179	-.1191	-.0655	-.1810*	.1143
11 Novelty	.1018	.1011	.0281	-.0658	.0093	.0542	.0395
12 Physical activity	.1633*	-.0757	.0516	-.2645**	-.0658	-.1447*	.0679
13 Social escape	-.0910	.2373**	.1502*	-.3894**	.2026*	.0961	-.2376**
14 Secure & comfortable environment	-.0685	-.0541	-.3847**	.2169**	.1066	.1873*	-.0267
15 Quality lodging and restaurants	-.2188**	.0436	-.0282	.1124	.0147	.0364	-.1475*
16 Ethnic culture	.0420	-.0369	.0979	-.0081	-.0313	.1157	.0475

(table continues)

Variables	8	9	10	11	12	13	14	15
8 Package traveler	-							
9 Active traveler	-.0656	-						
10 Adventure	-.0412	.1848*	-					
11 Novelty	-.0719	.3436**	.0810	-				
12 Physical activity	.0922	.0001	.0161	-.0579	-			
13 Social escape	-.0702	.0420	-.0754	.0489	-.0630	-		
14 Secure & comfortable environment	.3367**	.0383	-.1585*	.0753	-.1069	.0410	-	
15 Quality lodging and restaurants	.2466**	-.0803	-.0920	.0388	.0311	.1315*	.0269	-
16 Ethnic culture	-.1183	.0713	.2430**	.2288**	.0801	-.1667*	.0300	.0323

Note: $\bar{n} = 231$.

* $p < .05$, two-tailed. ** $p < .001$, two-tailed.

Results of Multiple Regression Model

A stepwise procedure was utilized for the multiple regression. The use of the stepwise procedure was to identify the best subset of variables to be included in the model (Hauser, 1974). The stepwise procedure maximizes the explanatory performance of the model. It begins by entering into the model the variable that has the strongest positive or negative correlation with the dependent variable, and at each subsequent step, adds the variable with the next strongest correlation. At the same time, a previously entered variable is tested for removal. The entry and removal process stops when no additional variables meet predetermined criteria. In this study, a probability of $F = .05$ was used for inclusion of variables, and $F = .10$ was used for removal of the variables from the model.

Six of the fifteen variables were added to the equation using this procedure. They were entered into the equation in this order: (1) active traveler, (2) number of nights away from home on the trip, (3) a trip for pleasure or vacation, (4) quality lodging and restaurants, (5) physical activity, and (6) household income. These variables were determined to have a significant positive or negative correlation with the Nature-based Activity Index.

Results of the multiple regression are summarized in Table 4.12. Statistics in the table provide an indication of how the model fits the data. R^2 is a measure of the goodness of fit of a linear model as R^2 can be interpreted as the proportion of the variance in the dependent variable “explained” by the model. However, R^2 tends to give an optimistic estimate of how well the model fits the population, while the adjusted R^2 is a better measure because it attempts to correct R^2 to more closely reflect the goodness of fit

Table 4.12

Results of Stepwise Regression for Diverse Nature-oriented Tourist Behavior Modelfor 1989 SampleStatistics for the Equation

Multiple R	.51058
R ²	.26069
Adjusted R ²	.24090
Standard error	2.13707

Analysis of Variance

	DF	Sum of Squares	Mean Square
Regression	6	360.96216	60.16036
Residual	224	1023.69415	4.56707

F = 13.17265

Signif F = .0000

Variables in the Equation

Variable	B	SE B	Beta	T	Sig T
Income	.418439	.192113	.132038	2.178	.0304
Nights away from home on the trip	.044874	.008858	.312262	5.066	.0000
A trip for pleasure or vacation	.747043	.300039	.151712	2.490	.0135
Active traveler	.577347	.155942	.219909	3.702	.0003
Physical activity	.410101	.141607	.167323	2.896	.0042
Quality lodging and restaurants	-.413358	.143106	-.168279	-2.888	.0043
(constant)	2.192186	.457216		4.795	.0000

Variables not in the Equation

Variable	Beta in	Partial	Min Toler	T	Sig T
Education	.005854	.006351	.824576	.095	.9245
Age	-.020987	-.022430	.844411	-.335	.7378
Traveled with wife/husband/girl friend/boyfriend	.087836	.094282	.824184	1.415	.1586
Package traveler	-.045750	-.049442	.842763	-.739	.4604
Adventure	.004161	.004665	.866926	.070	.9445
Novelty	.017661	.019132	.827151	.286	.7753
Social escape	-.062809	-.068622	.847338	-1.028	.3053
Secure & comfortable environment	-.056917	-.065147	.867919	-.975	.3305
Ethnic culture	.013316	.015362	.867533	.229	.8187

of the model in the population. Table 4.12 indicates that the adjusted R^2 is .24090, which means the model explained about 24 percent of the variance in the dependent variable Nature-based Activity Index.

The F test also examines the goodness of fit of a multiple regression model. If the probability associated with the F statistic is small, then the hypothesis of no linear relationship between the dependent variable and independent variables can be rejected. Table 4.12 showed that F value was statistically significant. This suggests that there is a linear relationship between the Nature-based Activity Index and the selected independent variables.

Modification of the Index

Table 4.12 shows that the variable number of nights away from home on the trip appears to be the major predictor variable of the Index as it has the largest beta weight among all six significant independent variables. This suggests that tourist participation in a diversity of nature-based activities tends to be significantly affected by the length of stay; that is, tourists who stay longer at destinations are likely to participate in more nature-based activities. To correct for the length of stay bias on tourist engagement in a diversity of nature-based activities, the original Nature-based Activity Index was modified. The modified Index is referred to as the Standardized Nature-based Activity Index, which is obtained by the following equation: $\text{Nature-based Activity Index} / \text{number of nights away from home on the trip} * 100$.

Changes were detected in the correlation between the Index and independent variables after the original index was standardized (Table 4.13). Some variables showed

an increase in their correlation with the Index (e.g., education, income, and trip for pleasure or vacation), some other variables exhibited a decrease in their correlation with the Index (e.g., quality lodging and physical activity). These changes suggest that sociodemographic variables such as income and education and trip purpose variables tend to become important in tourist engagement in a diversity of nature-based activities when such an engagement is measured on a per day base, which is not surprising as people have more financial means will be able to engage in more diverse activities than those who have less financial means, people have a higher education tend to have broader interests than those who have a lower education and people on a pleasure trip are likely to participate in more activities than those who are on other trips.

Table 4.13

Correlation Analysis between the Independent Variables and Nature-based Activity Index

Variables	Original Index	Standardized Index
1 Household income	.1039	.2530**
2 Education	.0427	.2589**
3 Age	-.1487*	-.1172
4 A trip for pleasure or vacation	.1275	.2945**
5 Traveled with wife/husband/girlfriend/boyfriend	.0971	.1263
6 Nights away from home on the trip	.3069**	N/A
7 Package traveler	-.1452*	-.0739
8 Active traveler	.3076**	.1960*
9 Adventure	.0701	.0424
10 Novelty	.1018	.1121
11 Physical activity	.1633*	.0696
12 Social escape	-.0910	.1353*
13 Secure & comfortable environment	-.0685	-.1188
14 Quality lodging & restaurants	-.2188**	-.0148
15 Ethnic culture	.0420	.0050

Note. n = 231. *p < = .05, two-tailed. ** p < = .001, two-tailed.

Results of the Revised Multiple Regression Model

The multiple regression model was reconstructed with the standardized Nature-based Activity Index being used as the dependent variable and variable number of nights away from home on the trip being excluded as an independent variable. Stepwise regression was run for the revised model. Results of the regression analysis are illustrated in Table 4.14.

The revised model is statistically significant (Sig. F = .0000). The results indicate that three variables, significant at the .05 level, accounted for about 14 percent of the variance in the dependent variable the standardized Nature-based Activity Index (Adjusted $R^2 = .14$). Of these, trip for pleasure or vacation appeared to be the best predictor variable (Beta = .23) followed by education and active traveler (Beta = .21, and .14, respectively).

The original model explained about 24 percent while the revised model explained about 14 percent of variation in the Index. It is deemed that the exclusion of variable number of nights away from home on the trip from the revised model may be the factor that accounts for this difference. Number of nights away from home on the trip was found to be the best predictor and, therefore, accounted for much of the variance in the index in the original model. Although the model explained less variance in the dependent variable, the results suggest that the model is statistically significant and fits the data to a moderate degree.

Table 4.14

**Results of Stepwise Regression for Revised Diverse Nature-oriented Tourist Behavior Model
for 1989 Sample**

Statistics for the Equation

Multiple R	.39377
R ²	.15506
Adjusted R ²	.14390
Standard error	16.02639

Analysis of Variance

	DF	Sum of Squares	Mean Square
Regression	3	10706.23298	3568.74433
Residual	227	58341.62802	256.84525

F = 13.89453

Signif F = .0000

Variables in the Equation

Variable	B	SE B	Beta	T	Sig T
Education	3.398498	.979939	.214243	3.468	.0006
A trip for pleasure or vacation	8.289942	2.169943	.238409	3.820	.0002
Active traveler	2.779726	1.143960	.149936	2.430	.0159
(constant)	12.258918	2.525779		4.854	.0000

Variables not in the Equation

Variable	Beta in	Partial	Min Toler	T	Sig T
Household income	.128625	.129405	.855219	1.963	.0509
Age	.006934	.007124	.891996	.107	.9148
Traveled with wife/husband/girlfriend/boyfriend	.032657	.033572	.858607	.505	.6139
Package traveler	-.011757	-.012247	.898464	-.184	.8540
Adventure	.005364	.005662	.939602	.085	.9322
Novelty	.059495	.060708	.860235	.915	.3614
Physical activity	.074829	.081066	.949747	1.223	.2226
Social escape	.051373	.054315	.924120	.818	.4142
Secure & comfortable environment	-.082127	-.081020	.811177	-1.222	.2228
Quality lodging & restaurants	-.000021	-.000232	.954244	-.003	.9972
Ethnic culture	-.019518	-.021049	.951977	-.317	.7518

Verification of the Multiple Regression Model

The revised multiple regression model was applied to the data generated from tourists in 1996 for verification. Variables included in the regression analysis were: sociodemographics -- household income, education and age; trip characteristics -- a trip for pleasure or vacation, traveling with wife/husband/girlfriend/boyfriend; vacation lifestyle -- package traveler, and active traveler; and destination attributes -- ethnic culture, secure and comfortable environment and quality lodging and restaurants. Vacation lifestyle variables were derived from factor analyses of eight vacation lifestyle items (Table 4.15). Destination attribute variables were obtained from factor analyses of eighteen destination attribute items (Table 4.16). The factor quality lodging and restaurants (eigenvalue was less than 1) was included in the analysis because it was in the regression model built for the 1989 data. The variable travel motivation was excluded from the analysis because it was removed from the 1996 questionnaire. The results of factor analysis showed that the factors formed in the 1996 study were similar to the ones produced in the 1989 study.

Table 4.17 presents the results of the multiple regression for the 1996 data. The F statistic indicates that the model is significant and that the hypothesis that there is no linear relationship between the dependent and independent variables is rejected. The results suggest that five variables, household income, education, age, trip for pleasure or vacation and active traveler are prominent in the model which accounted for about 13 percent of the variation in the dependent variable the standardized Nature-based Activity Index.

Table 4.15**Factors of Vacation Lifestyles of 1996 Data**

Factors	Loadings	Eigenvalue	% of Variance Explained
1. Package Traveler		2.161	27.0
Usually travel on all-inclusive holidays	.79741		
Prefer to go on guided tours when taking long-haul holidays	.73780		
Enjoy making my own arrangements for my holidays	-.63426		
Like to have all my travel arrangements made before I start out on holiday	.59005		
2. Budget Traveler		1.493	18.7
Getting value for my holiday money is very important	.85027		
Inexpensive travel to the country is important	.84396		
3. Active Traveler		1.249	15.6
Once I get to the destination I like to stay put	-.76212		
Like to go to a different place on each new holiday	.74142		
Total variance explained			61.3

Table 4.16

Factors of Destination Attributes of 1996 Data

Factors	Loadings	Eigenvalue	% of Variance Explained
1. Natural Attraction		3.745	20.8
Lakes, rivers & mountainous areas	.83459		
National, state or provincial parks & forests	.79520		
Outstanding scenery	.74711		
Chances to see wildlife, birds & flowers	.69543		
2. Urban Attraction		2.844	15.8
Big modern cities	.72246		
Nightlife & entertainment	.67825		
Theme parks or amusement parks	.67552		
Shopping	.65087		
Casinos & other gambling	.58497		
3. Outdoor Recreation		2.130	11.8
Campground & trailer parks	.76130		
Outdoor activities	.74009		
Water sports	.72246		
4. Ethnic Culture		1.324	7.4
See people from a number of ethnic backgrounds or nationality	.89476		
Unique or different aboriginal or indigenous peoples	.88140		
5. Secure & Comfortable Environment		1.179	6.5
Personal safety, even when traveling alone	.84770		
Standards of hygiene & cleanliness	.88140		
6. Quality Lodging and Restaurants		.994	5.5
First class hotel	.84288		
High quality restaurants	.79448		
Total variance explained			67.9

Table 4.17

Results of Stepwise Regression for Diverse Nature-oriented Tourist Behavior Model for 1996**Sample****Statistics for the Equation**

Multiple R	.38305
R ²	.14673
Adjusted R ²	.13251
Standard error	15.87645

Analysis of Variance

	DF	Sum of Squares	Mean Square
Regression	5	13003.14841	2600.62968
Residual	300	75618.46672	252.06156

F = 10.31744

Signif F = .0000

Variables in the Equation

Variable	B	SE B	Beta	T	Sig T
Household income	2.405633	1.096067	.123774	2.195	.0289
Education	2.069306	.901613	.130954	2.295	.0224
Age	.123616	.061511	.111250	2.010	.0454
A trip for pleasure or vacation	5.241686	1.919280	.150379	2.731	.0067
Active traveler	3.932142	.897377	.240164	4.382	.0000
(constant)	6.569702	4.486021		1.464	1.441

Variables not in the Equation

Variable	Beta in	Partial	Min Toler	T	Sig T
Traveled with wife/husband/girlfriend/boyfriend	-.001921	-.001926	.821367	-.033	.9735
Package traveler	.020087	.020907	.851335	.362	.7179
Secure & comfortable environment	-.005574	-.005947	.873510	-.103	.9182
Quality lodging & restaurants	.020636	.021335	.835010	.369	.7124
Ethnic culture	.029055	.031070	.872840	.538	.5913

It is noteworthy that the 1989 and 1996 model explained almost the same amount of variance in the Index (14% vs. 13%); the relative importance of each independent variable is somewhat different in the two models, however. It is shown that, according to the magnitude of the beta weights, in the 1989 model, the variable trip for pleasure or vacation appears to be the most important variable, education and active traveler rank second and third in predicting the Index. In the 1996 model, the variable active traveler is the most prominent variable followed by trip for pleasure or vacation, education, household income and age (Table 4.18). This may suggest that the relationship between the significant independent variables and the Index is likely to maintain stability, but their relative importance to the Index tends to change over time.

Table 4.18

Comparison of Regression Coefficients between 1989 and 1996 Multiple Regression

Model

Independent variable	1989 Beta	1999 Beta	1989 Sig T	1999 Sig T
Household income	.128625	.123774	.0509	.0289
Education	.214243	.130954	.0006	.0224
Age	.006934	.111250	.9148	.0454
A trip for pleasure or vacation	.238409	.150379	.0002	.0067
Traveled with wife/husband/girlfriend/boyfriend	.032657	-.001921	.6139	.9735
Package traveler	-.011757	.020087	.8540	.7179
Active traveler	.149936	.240164	.0159	.0000
Adventure	.005364	N/A	.9322	N/A
Novelty	.059495	N/A	.3614	N/A
Physical activity	.074829	N/A	.2226	N/A
Social escape	.051373	N/A	.4142	N/A
Secure & comfortable environment	-.082127	-.005574	.2228	.9182
Quality lodging & restaurants	-.000021	.020636	.9972	.7124
Ethnic culture	-.019518	.029055	.7518	.5913

Results of Research Hypotheses Testing

Hypothesis 1 states that the sociodemographic variables household income, education and age are positively related to the Index. Hypothesis 1 was supported by the results. Table 4.14 indicates that the variable education has a positive relationship with the Index in the 1989 model. Table 4.17 shows that the variables household income, education and age each have a positive relationship with the Index in the 1996 model. The results signify that as household income, education and age increase, there is an increase in tourist participation in a diversity of nature-based activities while on a long haul trip. Literature suggests that nature-oriented tourists tend to be better educated, more affluent and older than general tourists. This study reaffirmed the findings of prior research.

Hypothesis 2 states that travelers who indicated that they were on a pleasure or vacation trip have a higher index score than those who indicated they were not on a pleasure or vacation trip. Hypothesis 2 was supported by the results. In the multiple regression, the beta coefficient associated with the dummy variable a trip for pleasure or for a vacation was found to be significant and positively related to the Index (Table 4.14 and 4.17). This means that tourists who travel for pleasure or vacation are more likely to participate in a diverse set of nature-based activities than those who travel for other purposes.

Hypothesis 3 states that tourists who traveled with a spouse or a significant other have a higher index score than those who traveled with other companions or alone.

Hypothesis 3 was not supported by the results. As shown in Table 4.14 and 4.17, the beta

coefficient associated with the dummy variable traveling with wife/husband/girlfriend/boyfriend is not significant, suggesting that the variable is not related to the Index. This suggests that levels of diversity of participation in nature-based activities may vary independent of travel group type.

Hypothesis 4 states that tourists who prefer to travel on a package tour have a lower index score than those who less prefer a package tour while on a vacation. Hypothesis 4 was not supported by the results. Table 4.14 and 4.17 indicate that the variable vacation lifestyle package types is not related to the Index which is substantiated by the beta in the multiple regression. Part of the reason for this may be that international travelers, the respondents in this study, might prefer to use various travel modes including package tours for international, long haul trips.

Hypothesis 5 states that travelers who prefer to be active while at a destination have a higher index score than those who prefer less activity while at a destination. Hypothesis 5 was supported by the results. As confirmed by the beta significance in the multiple regression the variable vacation lifestyle -- active travelers -- is positively related to the Index (Table 4.14 and 4.17). This suggests that travelers who prefer an active vacation lifestyle are more involved in a broad range of nature-based activities than those who prefer other vacation lifestyles.

Hypothesis 6 states that travelers who stated seeking adventure was a strong motive for their most recent trip have a higher index score than those stating that seeking adventure was less of a motive for their most recent trip. Hypothesis 6 was not supported by the results. Table 4.14 indicates that the motive -- seeking adventure -- is not related to

the Index evidenced by the beta coefficient in the multiple regression. This suggests that the level of tourist participation in diverse nature-based activities may not be associated with seeking adventure as a strong travel motivation for these long haul travelers to North America.

Hypothesis 7 states that travelers who stated seeking novelty was a strong motive for their most recent trip have a higher index score than those reported seeking novelty was less of a motive for their most recent trip. Hypothesis 7 was not supported by the results. Table 4.14 indicates that there is no relationship between novelty seeking and the Index as substantiated by the beta coefficient in the multiple regression, this may suggest that novelty seeking was not as influential as a motive for this travel group and their involvement with a wide range of nature-based activities.

Hypothesis 8 states that travelers who stated seeking physical activity was a strong motive for their most recent trip have a higher index score than those who reported seeking physical activity was less of a motive for their most recent trip. Hypothesis 8 was not supported by the results. Table 4.14 shows that preferred levels of physical activity are not significantly related to the Index. This suggests that physical activity while traveling -- as a motive does not account for the variation in tourist participation in a diverse set of nature-based activities for these travelers.

Hypothesis 9 states that travelers who stated seeking social escape was a strong motive for their most recent trip have a higher index score than those who reported seeking social escape was less of a motive for their most recent trip. Hypothesis 9 was not supported by the results. Table 4.14 illustrates that seeking social escape is not related to

the Index. The results suggest that seeking social escape as a motive is not influencing tourist participation in varied nature-based activities for these travelers.

Hypothesis 10 states that travelers who indicated a strong preference for the destination attributes -- secure and comfortable environment, and quality lodging and restaurants have a lower index score than those who expressed less of a preference for these destination attributes. Hypothesis 10 was not supported by the results. The data in Table 4.14 and 4.17 indicates that the preferences for destination attributes secure and comfortable environment, and quality lodging and restaurants is not related to the Index. Because the respondents included in this study are travelers on a pleasure trip, not on a nature tour, they may have different preferences for lodging and accommodations at destinations than those who are on a nature tour.

Hypothesis 11 states that travelers who indicated a strong preference for ethnic culture destination attribute have a higher index score than those who expressed less of a preference for ethnic culture. Hypothesis 11 was not supported by the results. Table 4.14 and 4.17 illustrate that destination attribute ethnic culture is not related to the Index. This suggests that tourist participation in varied nature-based activities is not affected by ethnic culture destination attribute preference.

Characteristics of Low and High Diversity Nature-oriented Tourist Groups

Respondents were divided into two groups based on their scores on the standardized Nature-based Activity Index. Respondents whose index scores were smaller than the mean were assigned to the low diversity group, and respondents whose index

scores were greater or equal to the mean were assigned to the high diversity group. The low diversity group represented the respondents who had limited engagement in a broad set of nature-based activities, whereas the high diversity group was defined as representing those who had extensive engagement in a diverse set of nature-based activities. There were two reasons for such a segmentation. First, previous studies often have used light and heavy half approaches to segment travelers (Stynes and Mahoney, 1980; Mills, Couturier and Snepenger, 1986; and Woodside, Cook and Mindak, 1987). Second, an attempt was made to segment travelers into low, moderate and high diversity groups and comparisons were made between the low and high diversity groups. This more complex segmentation generated the similar results to the light and heavy half analysis.

To describe the characteristics of low and high diversity nature-oriented tourist groups, Chi-square and T-test were applied to sociodemographic and trip characteristic variables. Table 4.19 and 4.20 present the results of the analysis for the 1989 study.

In the 1989 study, the majority of the respondents in the low and high diversity groups were married while the low diversity group had more respondents than the high diversity group who were divorced/separated/widowed (18% vs. 7.5%). With regard to education, there was no significant difference identified among the respondents between the low and high diversity group. In terms of household income, more than half of the respondents in the low diversity group reported an annual income £15,000 or less, 35 percent fell into the £15,001 to £30,000 range, and only 9 percent had income £30,000 above. There was a propensity for higher income travelers to be found in the high

Table 4.19

Sociodemographic Characteristics of 1989 Respondents by Low and High Nature-Based ActivityIndex Scores

Variable	Low (%)	High (%)
<u>Marital Status *</u>	N = 272	N = 194
Single	21.4	20.8
Married	58.6	67.2
Living together	2.0	4.5
Divorced/separated/widowed	18.0	7.5
<u>Highest Level of Education Completed</u>	N = 228	N = 160
No qualification	35.6	25.8
High school	36.2	40.0
Technical or Commercial	12.9	15.4
College/University	15.3	18.8
<u>Household Income (£) *</u>	N = 170	N = 137
<= £15,000	55.5	34.5
£15,001 - £30,000	35.4	45.9
£30,001 - £50,000	7.3	15.9
> £50,000	1.7	3.7
<u>Age *</u>	N = 273	N = 193
18-24	13.7	13.8
25-34	16.5	20.2
35-44	13.4	28.6
45-54	15.4	18.6
55-64	19.2	9.1
65+	21.9	9.8

Note. *p <= .05.

Table 4.20

Trip Characteristics of 1989 Respondents by Low and High Nature-based Activity Index Scores

Variable	Low	High
<u>Trip Purpose</u>	N = 273	N = 193
	(%)	(%)
Visit friends & relatives **	53.1	29.5
For pleasure or vacation **	36.3	61.0
<u>Travel Companion</u>	N = 273	N = 194
	(%)	(%)
Traveled alone *	24.9	12.4
Wife/husband/girlfriend/boyfriend *	47.0	61.9
Child(ren)	17.7	23.3
Father/mother	3.7	4.3
Other relatives	13.6	8.6
Friends	10.7	14.0
Organized group/club	3.9	5.2
Business associates/colleagues	2.7	2.8
<u>Sources used to Plan the trip</u>	N = 258	N = 183
	(%)	(%)
Travel agent *	45.9	35.4
Brochures	9.2	10.0
Friends/family	22.6	19.5
<u>Trip Behavior on Most Recent Trip</u>	N = 243	N = 172
	(mean)	(mean)
No. of people in travel party	2.6	2.9
No. of people under 18 in travel party	.6	.7
Months before deciding to go on trip	4.0	4.0
Months before booking for trip	3.5	3.3
<u>Past Trip Experience</u>	n = 273	n = 194
	(%)	(%)
No. of long-haul trips taken in past 3 years		
1	68.8	72.2
2 - 4	29.8	24.8
5 +	1.4	3.0

Note. *p < .05. ** p < .001.

diversity group. Nearly 46 percent of the respondents had income between £15,001 and £30,000, and 20 percent had income £30,000 above. Age distribution implies that the low diversity group is generally older than the high diversity group, with more than 40 percent of the respondents being 55 years of age and over.

With regard to trip purpose, it was found that the low diversity group was more likely to be associated with visiting friends and relatives, whereas the high diversity group tended to be more on a pleasure trip. With respect to travel companions, the low score group was more likely to travel alone, while the high score group tended to travel with a spouse or friends. In terms of sources used to plan the trip, the respondents in the low score group were more likely to use travel agents to make trip plans than the high score group. There was no difference found in travel party size, traveling with children, trip planning horizon and past trip experience between the low and high score groups.

Table 4.21 and 4.22 display the results of analysis for the 1996 study. A great majority of the respondents in both groups were married, followed by single, divorced/separated/widowed and living together. A pattern of higher education being held by the high score group was evident in the data. More than 60 percent of the low score respondents had no more than a high school diploma. Of those in the high score group, almost 50 percent had some education beyond high school, and nearly 30 percent of these earned a college/university degree. Distribution of household income indicates that the high score group had higher incomes than the low score group. Nearly 40 percent of the respondents in the low score group had an income of £15,000 or less. More than

Table 4.21

Sociodemographic Characteristics of 1996 Respondents by Low and High Nature-Based ActivityIndex Scores

Variable	Low (%)	High (%)
<u>Marital Status</u>	N = 323	N = 268
Single	20.1	16.8
Married	62.8	63.1
Living together	3.7	7.1
Divorced/separated/widowed	13.3	13.1
<u>Highest Level of Education Completed *</u>	N = 315	N = 252
No qualification	29.2	15.9
High school	34.0	36.1
Technical or Commercial	13.3	19.0
College/University	23.5	29.0
<u>Household Income (£) *</u>	N = 190	N = 169
<= £15,000	38.7	22.5
£15,001 - £30,000	38.4	42.6
£30,001 - £50,000	18.4	28.4
> £50,000	4.7	6.5
<u>Age</u>	N = 323	N = 268
18-24	9.6	8.6
25-34	17.3	19.0
35-44	20.1	20.5
45-54	16.7	20.1
55-64	18.9	19.0
65+	17.3	12.7

Note. *p <= .05.

Table 4.22**Trip Characteristics of 1996 Respondents by Low and High Nature-based Activity Index Scores**

Variable	Low	High
<u>Trip Purpose</u>	N = 323	N = 268
	(%)	(%)
Visit friends & relatives **	39.3	24.3
For pleasure or vacation **	52.9	64.6
<u>Travel Companion</u>	N = 323	N = 268
	(%)	(%)
Traveled alone	20.1	15.7
Wife/husband/girlfriend/boyfriend	59.1	64.2
Child(ren)	31.6	26.1
Father/mother	5.3	5.6
Other relatives	10.5	9.3
Friends	11.5	13.1
Organized group/club	1.5	2.2
Business associates/colleagues	.3	1.1
<u>Sources used to Plan the trip</u>	N = 323	N = 268
	(%)	(%)
Travel agent	58.2	50.7
Brochures *	16.4	24.6
Friends/family	14.6	13.1
<u>Trip Behavior on Most Recent Trip</u>	N = 167	N = 164
	(mean)	(mean)
No. of people in travel party	2.9	2.9
No. of people under 18 in travel party *	.7	.4
Months before deciding to go on trip	5.9	5.7
Months before booking for trip	4.3	4.6
<u>Past Trip Experience</u>	n = 323	n = 268
	(%)	(%)
No. of long-haul trips taken in past 3 years		
1	59.4	66.6
2 - 4	36.8	29.1
5 +	3.7	4.9

Note. * $p \leq .05$. ** $p \leq .01$.

three-fourths of the respondents in the high score group earned an income above £15,000, and nearly 35 percent of these had an income above £30,000. Age distribution showed that more than half of the respondents in both groups were between 35 and 64 years of age. It was found that the high score group tended to be on a pleasure trip, while the low score group was more likely on visiting friends or relatives trip. However, there was no difference in travel companion between the two groups. It was observed that the respondents in the high score group were more likely to use brochures to plan the trip than the respondents in the low score group. It was noticed that the two groups had similar travel party size, trip planning horizon, and past trip experience except that the low score group was more likely to travel with children than the high score group.

The descriptive information on low diversity vs. high diversity group provides a profile of tourists who are involved in a diversity of nature-based activities as who they are and what travel behavior they have. This marketing information could help destinations identify their target markets and develop more effective marketing strategies.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

This chapter consists of four parts. The first part provides a summary of the study. In part two, study limitations are explored. In part three, conclusions drawn based upon the results and findings of the study are presented and discussed. The fourth part presents recommendations for future research.

Summary of the Study

The current study was based on a secondary analysis of the British Pleasure Travel Market Study administered by Tourism Canada and the United States Travel and Tourism Administration. Personal in-home interviews were conducted in randomly selected households in selected areas of Great Britain with British international pleasure travelers, 18 years of age or older, who had taken a vacation trip by plane outside of Europe and the Mediterranean in the past three years or intended to take such a trip in the next two years. This study used two samples. The first sample was drawn from a survey conducted from May to June of 1989, the second from a survey carried out between February and April of 1996. For this study, only the respondents who had visited the mainland U.S. or Canada on their most recent trip were included.

The purpose of the study was to identify the factors related to tourist participation in multiple nature-based activities while on a long haul trip. The study was conducted in two phases. The first phase developed a model to explain and predict diverse nature-oriented tourist behavior on the data obtained from the 1989 survey. The second phase verified the model by applying the model and analysis to the data generated by the 1996 survey.

Three study objectives were established to accomplish the purpose of this study. The first objective was to operationalize the Nature-based Activity Index to measure the degree of diversity of nature-based activities tourists participated in at travel destinations. Twelve nature-based activities were selected to form the index, and scores for the activities were summed. The Index was found to have internal consistency and analyses provided evidence of validity as well.

The second objective was to compare nature-oriented tourist behavior across the 1989 and 1996 respondents. Descriptive statistics were applied in making comparisons. Significant differences between the two samples were found in tourist participation in the following activities: observing wildlife/bird watching, visiting national parks/forests, visiting mountainous areas, visiting scenic landmarks, climbing/hiking, fishing/hunting, and water sports.

The third objective was to develop a model to investigate the relationship between the dependent variable, the Nature-based Activity Index, and a set of independent variables. A stepwise regression model was utilized to determine if the independent variables had significant relationships with the Nature-based Activity Index.

The model was first applied to the 1989 data. Results suggested that tourist participation in the diverse nature-based activities was significantly influenced by length of stay. To correct for length-of-stay bias, the original Nature-based Activity Index was standardized ($\text{Nature-based Activity Index} / \text{number of nights away from home on the trip} * 100$). Accordingly, the multiple regression model was reconstructed with the standardized Nature-based Activity Index being used as the dependent variable and variable number of nights away from home on the trip being excluded as an independent variable.

The revised regression model was reapplied to the 1989 data, then applied to the data generated from the 1996 data for verification. Both results indicated that the model was statistically significant, and a linear relationship existed between the dependent variable, the standardized Nature-based Activity Index, and the selected independent variables. Results from the 1989 model suggested that the variables education, trip for pleasure or vacation and active traveler had a significant relationship with the Index. Results from the 1996 model confirmed that education, household income, age, trip for pleasure or vacation and active traveler were positively related to the Index. However, the selected travel motivation and destination attribute variables were not shown to have a relationship with the Index.

Study Limitations

This study is based on two secondary data sets. Secondary data have limitations. It has been recognized that this study has the following limitations.

First, the purpose of the original study was not designed for developing a model to examine variables that have an influence on the diversity of nature-oriented tourist behavior. Therefore, the model was limited to the variables that existed in the original study.

Second, the activities included in the Nature-based Activity Index were limited to the activities listed in the original study. It has been discovered that some of the popular nature-based activities (e.g., camping) were excluded from the original study. Another problem associated with the activity was that the activities listed in the two data sets were not identical in all cases.

Third, some sociodemographic and trip characteristic variables were measured and categorized differently in the two data sets. To make these variables comparable and meaningful in the data analysis, data transformation was used. This involved collapsing original categories of nominal and ordinal data to fewer and a more usable number of categories. The data transformation was deemed to be desirable; however, some information was lost after the data were transformed.

Fourth, the original study asked the types of activities in which tourist participated, but did not ask how frequently they participated in these activities. Therefore, people who participated frequently in only a few activities were considered tourists with limited involvement in nature-based activities. Yet, these travelers, who are heavy participants in a few activities are not identified and analyzed in this study.

Conclusions and Discussion

Several major conclusions can be drawn from the results of this study.

First, based on consumer behavior theory, a research model to investigate diverse nature-oriented tourist behavior was developed and it offered moderate explanatory power. Overall, the model explained approximately 14 percent of the variation in the dependent variable, and fit the data to a moderate degree. The sociodemographic variables household income, education and age along with vacation lifestyle - active traveler, and trip purpose (trip for pleasure or vacation), were found to have a significant relationship with the dependent variable, Nature-based Activity Index. However, travel motivations and destination attribute variables were not related to the Index. Therefore, the results of this study offered some evidence to support the suggestion that consumer behavior (in this case, nature tourist behavior) is affected by individual differences.

Second, the Nature-based Activity Index is a useful and effective tool to study tourist behavior with respect to their participation in a diversity of nature-based activities while on a trip. In this study, the Index operationalized the concept of diverse nature-oriented tourist behavior by measuring the range of different nature-based activities tourists participated in during their vacations. In this study, the Index is also utilized to segment travelers into the low and high diversity nature-oriented tourist groups to help destination marketers identify target markets. The profile of the two groups show that the high diversity nature-oriented tourists tend to be more affluent and better educated, and are more likely to be on a pleasure trip than the low diversity

nature-oriented tourists. Thus, it is suggested that the high diversity nature-oriented tourist group is a worthwhile segment for target marketing.

Third, it was observed that the significant relationship between the Nature-based Activity Index (diverse nature-oriented tourist behavior) and the independent variables was somewhat stable over time. However, the relative predictive power of key variables shifted between time periods. In the 1989 study, the variable trip for pleasure or vacation was the best predictor, and the variable active traveler was the fifth predictor of diverse nature-oriented tourist. However, in the 1996 study, the variable active traveler became the prominent predictor and trip for pleasure or vacation ranked the second in contributing to the variation in the Index.

An additional five conclusions have implications for nature-oriented tourism destinations.

(1) Sociodemographic variables including household income, education and age account for a significant amount of the variation in tourist participation in varied nature-based activities. The results suggest that travelers who have a higher income and education tend to be more engaged in a diverse set of nature-based activities while on a trip. This finding is congruent with most of the previous studies in the literature which suggests that nature-oriented tourists are more affluent and better educated than general tourists. This study, however, does not confirm Wight's observation that interest in nature tourism is spreading into many segments of the mainstream market (1996b). This study reinforces that sociodemographic variables such as income and education are good predictors of nature-oriented tourist behavior and are viable variables to be used for

marketing. The results have some implications for travel inquiry systems and destination marketing. First, marketers should identify people who seek travel information on a broad array of activities and places and consider them as a target market. These travelers are likely to be more affluent and use more natural resources, tourist products and services in the area when they travel. They could provide more business opportunities and economic benefits for the local area. Second, destination marketing organizations should launch web-based marketing that features various outdoor recreation and natural resources in the state/destination to attract people who search travel information on the web site and have a nature travel orientation. Origin information gained from these activities could be used for a direct marketing campaign.

(2) Travel motivation variables including seeking adventure, novelty, physical activity, and social escape did not account for much of the variation in tourists' participation in a diversity of nature-based activities. Three factors may account for the results in this study. North America may not be perceived as an adventurous destination compared to some destinations in South America, Asia or Africa. The second factor is related to trip purpose. The respondents included in this study are on a general pleasure trip, not on a focused adventure trip. The third factor is that the respondents in this study are international travelers who all tend to have a strong motive for social escape regardless of whether or not they are involved in nature-based activities. The results imply that marketers should look for other travel motivations that are associated with tourist engagement in a diversity of nature-based activities to gain a better understanding

of tourists' needs and interests. Motives normally associated with nature travel were not that predictive in this study.

(3) Destination attribute variables including secure and comfortable environment, quality lodging, and ethnic culture did not have an influence on tourist participation in a diverse set of nature-based activities. The results suggest that the variable secure and comfortable environment, quality lodging and ethnic culture do not have a relationship with the Index. Previous studies suggest that nature-oriented tourists tend to place a low priority on safety, comfort, and luxury, but are interested in ethnic culture when selecting travel destinations. This study does not support such findings. The fact that secure and comfortable environment, quality lodging and ethnic culture are not related to tourist involvement in a diversity of nature-based activities may reflect the difference between the casual nature tourist and dedicated nature tourist. The casual nature tourists may be interested in nature but prefer to do it in relative comfort. The dedicated nature tourists are interested in both nature and culture. In addition, the U.S. and Canada may not be perceived as "ethnic" by British travelers. Therefore, it is important for destinations to provide nature-oriented tourists amenities and a variety of types of accommodations in order to meet tourists' preferences for services at destinations.

(4) Pleasure travelers' preferences or tastes for nature-based activities tend to change over time. The results suggest that there is a significant difference in tourist participation in nature-based activities between the respondents of the two studies. In the 1996 study, significantly fewer respondents participated in fishing/hunting and in water sports. In addition, in 1996, a significant higher percentage of respondents participated in

observing wildlife and bird watching, climbing/hiking, visiting national parks and forests, mountainous areas, and scenic landmarks. These findings may suggest a change in tourists' preferences for nature-based activities. These changes may also be caused by the different make-up of the two samples. As was described earlier, there appear to be significant differences in income and education which are variables that influence consumer choices.

These changes have posed both opportunities and challenges for nature-oriented tourism destinations. On the one hand, tourists' continued interest in nature and nature-based activities would provide good opportunities for nature-oriented tourism destinations. However, on the other hand, it also suggests that destinations need to keep up with the changes in tastes and the desire for contact with unique natural resources, remote destinations and ecologically sensitive settings. In response to the changes in tourist's tastes or interests, destination marketing organizations should offer more nature-based activities associated with unique natural resources and settings, and offer less consumptive activities such as fishing and hunting to its target market.

(5) Pleasure travelers tend to take shorter vacations, but participate more in an array of nature-based activities at destinations. The results suggest that travelers in the 1996 study spent fewer days away from home on the trip than the travelers in the 1989 study. This may suggest a trend that people take shorter vacations, but engage in more activities at their destinations. To adapt to this change, destinations could design packages to attract travelers that are short in duration and quite varied in activities available to guests.

Recommendations for Future Research

Five potential areas for future research are recommended below.

(1) Seasonality. Most of the nature-based activities are seasonal. Therefore, the impact of seasonality on tourist participation in nature-based activities needs to be explored across destinations and varied activities.

(2) Tourist interest in and concern for the environment. This is a recurring theme in studies of nature tourism and is one of the key motivations for traveling to a destination (Uysal, Jurowski, Noe & McDonald, 1994; Weiler and Richins, 1995; and Saleh and Karwacki, 1996). The role of environmental attitude in tourists' involvement in multiple nature-based activities needs to be explored.

(3) Motivations for nature travel. Palacio and McCool (1997) investigated motivations for nature travel and found motives such as seeking solitude, experiencing tranquillity, being close to nature, understanding the natural world better/learning more about nature, improving physical health, and developing outdoor recreation skills and abilities were held by different types of nature tourists. To fully understand pleasure travelers' engagement in nature-based activities, the relationship of these motives with such tourist behavior needs to be explored.

(4) Measuring tourist participation in nature-based activities. The original study did not address the issue of the frequencies of tourist participation in nature-based activities. To fully understand tourist engagement in nature-based activities, future research should not only ask what nature-based activities tourists participate in, but should also ask how frequently tourist participate in these activities.

(5) Generalizability. This study only examined one group of nature-oriented tourists - British international pleasure travelers who took a vacation trip in the United States or Canada. Therefore, future research should be directed at applying the model to other populations, for example, German and Japanese travelers.

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APPENDICES

APPENDIX A

INTERNATIONAL TRAVEL STUDY

UNITED KINGDOM

TOURISM CANADA

U.S. TRAVEL AND TOURISM ADMINISTRATION

November 1989

INTERNATIONAL TRAVEL STUDY #B528

SCREENER

Good _____. I'm _____ of (COMPANY NAME) we're doing a study about holiday travel.

S1. Are you eighteen years of age or over?

Yes ---- 1

No ---- 2 → ASK TO SPEAK TO HOUSEHOLD MEMBER 18 OR OVER

S2. Including yourself, how many people eighteen years of age or older live in your household at the present time?

1 2 3 4 5 or more

↓

SKIP TO QU.S7

S3. As far as you can remember, in the past three years, that is, since May 1986, how many of these people 18 or over, including yourself, have taken a trip by plane entirely or in part for vacation or pleasure, for four nights or more to destinations outside of the area shown on this map. (HAND MAP TO RESPONDENT)

0 1 2 3 4 5 or more

↓

SKIP TO
QU.S5

ASK TO SPEAK TO THAT
PERSON AND SKIP TO QU.S7

S4. For this study we can choose only one person. Of the (ANSWER IN QU.S3) members of your household you just told me took a trip, whose birthday comes soonest after June 1/September 1/December 1/March 1? (THIS IS THE SELECTED RESPONDENT. SKIP TO QU.S7)

S5. And how many people in your household eighteen years of age or over, including yourself, would you say are definitely or very likely to take such a trip in the next 2 years, that is, a vacation or pleasure trip of four nights or more by plane outside of the countries shown on this map?

0 1 2 3 4 5 or more

↓

TER- ASK TO SPEAK TO THAT
MINATE PERSON AND SKIP TO QU.S7

S6. For this study we can choose only one person. Of the (ANSWER IN QU.S5) members of your household you just told me are definitely or very likely to take a trip, whose birthday comes soonest after June 1/September 1/December 1/March 1? (THIS IS THE SELECTED RESPONDENT. SKIP TO QU.S7)

(IF TALKING WITH NEW RESPONDENT, REINTRODUCE YOURSELF AND PURPOSE OF STUDY)

S7. (Just to be sure that I'm talking to the right person), in the past three years, since May 1986, have you, yourself, taken a trip entirely or in part for holiday or pleasure to somewhere outside of the countries shown on this map?

Yes ---- 1

No ---- 2 → SKIP TO QU.S10

S8. On any of these trips, did you travel by plane?

Yes ---- 1

No ---- 2 → SKIP TO QU.S10

S9. And were any of these plane trips for four nights or longer?

Yes ---- 1

No ---- 2

- S10. In the next two years, that is, before June 1991, how likely is it that you, yourself, will fly to somewhere outside of the countries shown on this map entirely or in part for vacation or pleasure and stay away from home at least four nights? Would you say that you ... (READ LIST-CIRCLE ONE)

Will <u>definitely</u> take such a trip -----	1	
are <u>very likely</u> to take such a trip -----	2	
are <u>somewhat</u> likely to do so -----	3	IF CODE 1 NOT CIRCLED → IN QU.S9 TERMINATE AND RECORD
<u>might</u> or <u>might not</u> take such a trip -----	4	
<u>OR</u> are <u>not</u> likely to take such a trip -----	5	

- 1a) Now I'd like you to think about the vacation or pleasure trips of four nights or longer that you have taken in the past three years. Please include all the vacation or pleasure trips you have taken, not just those to places outside the countries shown on this map. Remember to include only those trips that were either entirely or in part for pleasure.

In the past three years since May 1986, about how many vacation or pleasure trips, in total, have you taken that were four nights or longer? (RECORD NUMBER)

_____ trips IF 00, SKIP TO INSTRUCTION AFTER QU.10b

- 1b) On how many of these trips did you travel to your destination by plane?

_____ trips IF 00, SKIP TO INSTRUCTION AFTER QU.10b

- 1c) And for how many of these trips by plane was your furthest destination from home ... (READ LIST AND RECORD NUMBER FOR EACH - NUMBERS MUST ADD TO NUMBER OF TRIPS IN QU.1b)

somewhere in the United Kingdom		trips (D)
somewhere else in western or eastern Europe, including Turkey		trips (C)
some other country in the area shown on this map		trips (B)
somewhere outside of the area shown on this map		trips (A)

IF BOX A = 0 SKIP TO INSTRUCTION AFTER QU.10b.

IF BOX A = 01 ASK QU.2a to 2d ABOUT THIS TRIP OUTSIDE THE AREA SHOWN ON THE MAP.

IF BOX A = 02 OR MORE, ASK QU.2a to 2d ABOUT MOST RECENT AND SECOND MOST RECENT TRIP OUTSIDE THE AREA SHOWN ON THE MAP.

- 2a) Thinking about your (most recent/second most recent) trip of four nights or longer to somewhere outside of the area on the map, which of these places did you visit on that trip? (HAND CARD "A" - CIRCLE AS MANY AS APPLY)

	Most recent	Second most recent
Mainland U.S.A -----	1	1
Canada -----	2	2
Mexico -----	3	3
Central/South America -----	4	4
The West Indies/Caribbean -----	5	5
Central/South Africa -----	6	6
Far East/Asia -----	7	7
Hawaii/Guam/American Samoa -----	8	8
Other South Pacific -----	9	9
Australia/New Zealand -----	0	0
Other (SPECIFY) -----		

- 2b) Which one of the trip descriptions on this card best describes what type of trip this was? (HAND CARD "B" - CIRCLE ONE ONLY)

A visit to friends and relatives -----	1	1
A touring trip -----	2	2
A city trip -----	3	3
An outdoor trip -----	4	4
A resort trip -----	5	5
A trip to an exhibition, special event, amusement or theme park -----	6	6
A cruise -----	7	7
A trip that combined business and pleasure -----	8	8

(IF MAINLAND U.S.A. CIRCLED IN QU.2a ASK QU.2c.
IF CANADA CIRCLED IN QU.2a ASK QU.2d.
ALL OTHERS SKIP TO INSTRUCTION AFTER QU.2d)

- 2c) And while you were in the United States, by which of the following did you travel? (HAND CARD "C" - CIRCLE AS MANY AS APPLY)

	Most recent	Second most recent
Plane -----	1	1
Train -----	2	2
Bus <u>between</u> cities -----	3	3
Public transportation within cities (e.g., bus, subway, street-car, etc. but not including taxis) -----	4	4
Boat -----	5	5
Rented car -----	6	6
Private car -----	7	7
Camper or recreational vehicle -----	8	8

- 2d) And while you were in Canada, by which of the following did you travel? (HAND CARD "C" - CIRCLE AS MANY AS APPLY)

	Most recent	Second most recent
Plane -----	1	1
Train -----	2	2
Bus <u>between</u> cities -----	3	3
Public transportation within cities (e.g., bus, subway, street-car, etc. but not including taxis) -----	4	4
Boat -----	5	5
Rented car -----	6	6
Private car -----	7	7
Camper or recreational vehicle -----	8	8

IF BOX A IN QU.1c = 01, CONTINUE.

IF BOX A IN QU.1c = 02, OR MORE, ASK QU.3a TO QU.10 ABOUT MOST RECENT TRIP. SAY: Now just thinking about your most recent trip...)

- 3a) On that trip to (DESTINATION IN QU.2a), how many nights, in total, were you away from home? (RECORD NUMBER)

--	--	--

- 3b) And when did you take that trip? Please tell me the month and the year you started that trip

	1	9	8	
(month)	(year)			

- 4a) Whom did you travel with on this trip? (CIRCLE AS MANY AS APPLY)

Traveled alone -----	1 → SKIP TO QU.5a
Wife/husband/girlfriend/boyfriend -----	2
Child(ren) -----	3
Father/mother -----	4
Other relatives -----	5
Friends -----	6
Organized group/club/etc. -----	7
Business associates/colleagues -----	8
Other (SPECIFY) -----	

- 4b) Including yourself, how many people were there in your immediate travel party? (CIRCLE ONE ONLY)

1 2 3 4 5 6 7 8 9 or more

4c) And how many of these were under 18 years of age? (CIRCLE ONE ONLY)

0 1 2 3 4 5 6 7 8 9 or more

5a) How long before your trip did you definitely decide to go to (DESTINATION)?
(CIRCLE NUMBER IN APPROPRIATE BOX)

weeks OR months OR years

5b) And how long before your trip did you actually start booking it?

weeks OR months OR years

6a) What different sources of information, if any, did you use when you were planning the trip? (CIRCLE AS MANY AS APPLY)

	<u>Qu. 6a</u>	<u>Qu. 6b</u>
Talked to travel agent -----	1	1
Picked up brochures/pamphlets -----	2	2
Talked to friends/family members -----	3	3
Airline -----	4	4
Tour operator/company -----	5	5
Read articles/features in newspapers/magazines -----	6	6
Books/went to library -----	7	7
Automobile association -----	8	8
Government tourism office/board -----	9	9
Embassy/consulate -----	0	0
Clubs/associations -----	x	x
Advertisements -----	v	v
Other (specify) _____		
None -----	x	x

6b) And which one of these sources would you say was the most important? (CIRCLE ONE) 

7a) Was either your flight or your accommodation included as part of a package or anything else?

Yes ----- 1
No ----- 2 → SKIP TO Qu. 8a

7b) Did the package include ... (READ EACH ITEM IN TURN - CIRCLE YES OR NO FOR EACH)

	<u>Yes</u>	<u>No</u>
Airfare to and from your destination -----	1	A*
Accommodation -----	2	B*
A rented car -----	3	C
A guide who led you and a group on a planned itinerary for several days -----	4	D

7c) Where did you book your package? (CIRCLE ONE ONLY)

Travel agent -----	1	IF CODE A* OR B* CIRCLED IN QU. 7b, ASK QU. 8a/8b AS NECESSARY. ALL OTHERS SKIP TO QU. 9
Tour operator/holiday company -----	2	
Directly with airline -----	3	
Other (specify) _____		

8a) Where did you book your flight to and from your destination? (CIRCLE ONE ONLY)

Travel agent -----	1
Directly with airline -----	2
Bucket shop -----	3
Other (specify) _____	

8b) And where did you book your accommodation? (CIRCLE AS MANY AS APPLY)

Travel agent ----- 1
 Directly with airline ----- 2
 Bucket shop ----- 3
 Stayed with friends/relatives ----- 4
 Did not book in advance ----- 5
 Other (specify) -----

9. Which of the following activities did you actually take part in during your holiday?
 (READ LIST STARTING AT X-ED ITEM - CIRCLE AS MANY AS APPLY)

Start
 here

Attending concerts/live theater ----- 1
 Attending local festivals/fairs/other special events ----- 2
 Attending sporting events ----- 3
 Climbing, hiking, etc. ----- 4
 Getting to know the local inhabitants ----- 5
 Dining out in restaurants ----- 6

 Fishing ----- 7
 Going on short guided excursions/tours ----- 8
 Golfing or playing tennis ----- 9
 Horse-riding ----- 0
 Hunting ----- x
 Observing wildlife/bird watching ----- v

 Sampling local foods ----- 1
 Shopping ----- 2
 Sightseeing in cities ----- 3
 Snow skiing (downhill or cross country) ----- 4
 Sunbathing or other beach activities ----- 5
 Swimming ----- 6

 Taking pictures or filming ----- 7
 Sightseeing in the countryside ----- 8
 Visiting wilderness areas ----- 9
 Visiting amusement or theme parks ----- 0
 Visiting casinos/gambling ----- x
 Visiting friends or relatives ----- v

 Visiting galleries/museums ----- 1
 Visiting mountainous areas ----- 2
 Visiting national parks/forests ----- 3
 Visiting night clubs or other places of entertainment (discos,
 dancing) ----- 4
 Visiting the seaside ----- 5
 Visiting places of historical interest ----- 6

 Visiting sites commemorating important people ----- 7
 Visiting places of archeological interest ----- 8
 Visiting places of important in military history ----- 9
 Visiting scenic landmarks ----- 0
 Water sports (e.g., surfing, water skiing, sailing, canoeing, scuba
 diving) ----- x
 Visiting health spas ----- v
 Taking a day cruise ----- 1
 Taking a cruise of one or more nights ----- 2

10a) Overall, how satisfied were you with your holiday in (DESTINATION)? Would you say you were ... (READ LIST - CIRCLE ONE)

very satisfied ----- 1
 somewhat satisfied ----- 2
 not very satisfied ----- 3
Or not at all satisfied ----- 4

10b) And in the next 5 years, how likely is it that you will take another holiday to (DESTINATION)? Is it ... (READ LIST - CIRCLE ONE)

very likely ----- 1
 somewhat likely ----- 2
 not very likely ----- 3
Or not at all likely ----- 4

(READ QU.11 AND THEN HAND QUESTIONNAIRE AND PENCIL TO RESPONDENT)

11. Here are some statements describing how people might feel about vacation pleasure travel. For each statement listed, pleasure put "X" in one box to show how much you agree or disagree that the statement describes how you feel about overseas vacation travel. Please start at the item indicated.

Start here	Strongly agree	Agree somewhat	Disagree somewhat	Strongly disagree
I like to have all my travel arrangements made before I start out on vacation -----	() 1	() 2	() 3	() 4
I take short pleasure trips whenever I have the opportunity -----	() 1	() 2	() 3	() 4
Making arrangements for major trips can be such a bother that I end up not traveling -----	() 1	() 2	() 3	() 4
I usually choose vacation places where I have been before -----	() 1	() 2	() 3	() 4
For me, money spent on travel is well spent -----	() 1	() 2	() 3	() 4
In any one year I would rather take a number of short vacation trips instead of one long vacation trip -----	() 1	() 2	() 3	() 4
I would just as soon spend my money on things other than vacation travel -----	() 1	() 2	() 3	() 4
I enjoy making my own arrangements for vacation trips -----	() 1	() 2	() 3	() 4
Once I get to my destination, I like to stay put -----	() 1	() 2	() 3	() 4
I think it's worth paying more to get luxuries and extras on a vacation trip -----	() 1	() 2	() 3	() 4
I prefer to go on guided tours when vacationing overseas -----	() 1	() 2	() 3	() 4
I don't have to travel to enjoy a vacation -----	() 1	() 2	() 3	() 4
I don't have to spend a lot of money to enjoy a vacation -----	() 1	() 2	() 3	() 4
I like to go to a difference place on each new vacation trip -----	() 1	() 2	() 3	() 4
I often choose vacation places that I have heard about from friends who have been there -----	() 1	() 2	() 3	() 4
It is important that people encounter on a vacation trip speak my language -----	() 1	() 2	() 3	() 4
I usually travel on reduced air fares -----	() 1	() 2	() 3	() 4
I like to make my arrangements as I go along on a vacation -----	() 1	() 2	() 3	() 4
I usually use a travel agent to help me decide where to go on vacation -----	() 1	() 2	() 3	() 4
I prefer to leave the organizing to the people I'm traveling with --	() 1	() 2	() 3	() 4
I usually buy vacation packages which include both accommodation and transportation -----	() 1	() 2	() 3	() 4
When visiting another country, I like to travel from place to place rather than spending my whole vacation in one area -----	() 1	() 2	() 3	() 4
Expensive travel to the destination country is important to me ---	() 1	() 2	() 3	() 4
I usually travel on all-inclusive package vacations -----	() 1	() 2	() 3	() 4
Getting value for my vacation money is very important to me-----	() 1	() 2	() 3	() 4

- 12a) Now I'd like you to think about places outside the United Kingdom, Europe, and the Mediterranean countries that you would like to travel to for a vacation.

What are the names of five places that you would like to visit on an overseas vacation trip?
(READ BELOW IN ORDER MENTIONED - PROBE UNTIL 5 PLACES GIVEN)

		Qu. 12b Most like to visit
	1. _____	1
	2. _____	2
	3. _____	3
	4. _____	4
	5. _____	5

- 12b) Which one of these places would you most like to visit in the next two years? (CIRCLE ONE ONLY)

- 12c) And how likely is it that you will visit (PLACE FROM QU. 12b) in the next tow years? Would say that....
(READ LIST - CIRCLE ONE)

- will definitely visit ----- 1
are very likely to visit ----- 2
are somewhat likely to visit ----- 3
might or might not visit ----- 4
Or are not likely to visit ----- 5

13. I would like to know how important different things are to you when deciding to take an overseas vacation trip.

(READ QU. 13 AND HAND QUESTIONNAIRE AND PENCIL TO RESPONDENT)

(WHEN RESPONDENT HAS COMPLETED QU. 13, READ QU. 14. HAND QUESTIONNAIRE BACK TO RESPONDENT)

13. Please imagine that you are thinking of taking an overseas vacation trip. For each statement on this page, "X" one box to show how important that reason is to you when considering such a trip. Please start at the item indicated.

Start here	Very important	Somewhat important	Not very important	Not at all important
Getting away from demands of home -----	() 1	() 2	() 3	() 4
Reliving past good times -----	() 1	() 2	() 3	() 4
Experiencing new and different lifestyles -----	() 1	() 2	() 3	() 4
Trying new foods -----	() 1	() 2	() 3	() 4
Traveling through places that are important in history -----	() 1	() 2	() 3	() 4
Being free to act the way I feel -----	() 1	() 2	() 3	() 4
Finding thrills and excitement -----	() 1	() 2	() 3	() 4
Experiencing a simpler lifestyle -----	() 1	() 2	() 3	() 4
Being together as a family -----	() 1	() 2	() 3	() 4
Meeting people with similar interests -----	() 1	() 2	() 3	() 4
Seeing and experiencing a foreign destination -----	() 1	() 2	() 3	() 4
Going places my friends haven't been -----	() 1	() 2	() 3	() 4
Talking about the trip after I return home -----	() 1	() 2	() 3	() 4
Participating in sports -----	() 1	() 2	() 3	() 4
Watching sports events -----	() 1	() 2	() 3	() 4
Traveling to places where I feel safe and secure -----	() 1	() 2	() 3	() 4

	<u>Very important</u>	<u>Somewhat important</u>	<u>Not very important</u>	<u>Not at all important</u>
Having fun, being entertained -----	() 1	() 2	() 3	() 4
Seeing as much as possible in the time available -----	() 1	() 2	() 3	() 4
Rediscovering myself -----	() 1	() 2	() 3	() 4
Visiting friends and relatives -----	() 1	() 2	() 3	() 4
Visiting places my family came from -----	() 1	() 2	() 3	() 4
Being physically active -----	() 1	() 2	() 3	() 4
Getting a change from a busy job -----	() 1	() 2	() 3	() 4
Being daring and adventuresome -----	() 1	() 2	() 3	() 4
Doing nothing at all -----	() 1	() 2	() 3	() 4
Learning new things, increasing my knowledge -----	() 1	() 2	() 3	() 4
Indulging in luxury -----	() 1	() 2	() 3	() 4
Roughing it -----	() 1	() 2	() 3	() 4
Escaping from the ordinary -----	() 1	() 2	() 3	() 4
Feeling at home away from home -----	() 1	() 2	() 3	() 4

14. When choosing a destination for an overseas vacation trip, different things are important to different people. Listed below are a number of items. For each item, please "X" one box to show how much important that item is to you in an overseas vacation destination. Please start at the item indicated.

<u>Start here</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not very important</u>	<u>Not at all important</u>
High quality restaurants -----	() 1	() 2	() 3	() 4
Budget accommodation -----	() 1	() 2	() 3	() 4
Seaside -----	() 1	() 2	() 3	() 4
Golf and tennis -----	() 1	() 2	() 3	() 4
Big modern cities -----	() 1	() 2	() 3	() 4
Historic old cities -----	() 1	() 2	() 3	() 4
Nightlife and entertainment (bars, clubs, dancing) -----	() 1	() 2	() 3	() 4
Outstanding scenery -----	() 1	() 2	() 3	() 4
Shopping -----	() 1	() 2	() 3	() 4
Reliable weather -----	() 1	() 2	() 3	() 4
Standards of hygiene and cleanliness -----	() 1	() 2	() 3	() 4
Mountainous areas -----	() 1	() 2	() 3	() 4
Local cuisine -----	() 1	() 2	() 3	() 4
Personal safety, even when traveling alone -----	() 1	() 2	() 3	() 4
Snow skiing (down hill/cross-country) -----	() 1	() 2	() 3	() 4
Interesting small towns and villages -----	() 1	() 2	() 3	() 4
Beaches for swimming and sunning -----	() 1	() 2	() 3	() 4
Casinos and gambling -----	() 1	() 2	() 3	() 4
Campgrounds and trailer parks -----	() 1	() 2	() 3	() 4
Local festivals -----	() 1	() 2	() 3	() 4
Amusement or theme parks -----	() 1	() 2	() 3	() 4
Museums and art galleries -----	() 1	() 2	() 3	() 4
Warm, sunny climate -----	() 1	() 2	() 3	() 4
Wilderness and undisturbed nature -----	() 1	() 2	() 3	() 4
Interesting and friendly local people -----	() 1	() 2	() 3	() 4
Wide open spaces to get away from crowds -----	() 1	() 2	() 3	() 4
Local crafts and handiwork -----	() 1	() 2	() 3	() 4
Outdoor activities such as hiking, climbing -----	() 1	() 2	() 3	() 4
Inexpensive restaurants -----	() 1	() 2	() 3	() 4
Public transportation such as airlines, railways, local transit systems -----	() 1	() 2	() 3	() 4
Live theater and concerts -----	() 1	() 2	() 3	() 4
Resort areas -----	() 1	() 2	() 3	() 4
Unique or different native cultural groups such as Eskimo and Indian -----	() 1	() 2	() 3	() 4
Unique or different immigrant cultural groups such as Chinese in Canada, Spanish in the U.S. and so on -----	() 1	() 2	() 3	() 4
National parks and forests -----	() 1	() 2	() 3	() 4

	Very <u>important</u>	Somewhat <u>important</u>	Not very <u>important</u>	Not at all <u>important</u>
Inexpensive travel <u>in</u> the destination country -----	() 1	() 2	() 3	() 4
Variety of short guided excursions/tours -----	() 1	() 2	() 3	() 4
Exotic atmosphere -----	() 1	() 2	() 3	() 4
Warm welcome for tourists -----	() 1	() 2	() 3	() 4
Lakes and rivers -----	() 1	() 2	() 3	() 4
Culture different from my own -----	() 1	() 2	() 3	() 4
Fishing -----	() 1	() 2	() 3	() 4
Hunting -----	() 1	() 2	() 3	() 4
First class hotels -----	() 1	() 2	() 3	() 4
Spectator sporting events -----	() 1	() 2	() 3	() 4
Historical, archeological or military sites and buildings -----	() 1	() 2	() 3	() 4
Chances to see wildlife and birds I don't usually see -----	() 1	() 2	() 3	() 4
Opportunities to increase one's knowledge -----	() 1	() 2	() 3	() 4
Manageable size so I can see everything I want to see -----	() 1	() 2	() 3	() 4
Water sports such as surfing, water skiing, sailing, scuba diving -----	() 1	() 2	() 3	() 4
Fast food restaurants -----	() 1	() 2	() 3	() 4
Environmental quality of air, water and soil -----	() 1	() 2	() 3	() 4
Cruises of one or more nights -----	() 1	() 2	() 3	() 4

- 15a) Now I'd like you to think about places in Canada that people might go on a vacation. What are the names of five places in Canada where people might go on a vacation? (RECORD BELOW UNDER QU.15a IN ORDER MENTIONED) (PROBE:)
Places in Canada?
- 15b) Looking at this map of Canada, please tell me the names of three other places in Canada that people might go on a vacation? (HAND MAP - RECORD BELOW UNDER QU.15b IN ORDER MENTIONED) (PROBE:)
What other places?
- 15c) Which places in Canada, if any, have you ever been to? (PROBE:) Any other places? (RECORD UNDER QU.15c - CIRCLE AS MANY AS APPLY. IF RESPONDENT MENTIONS PLACES NOT LISTED UNDER QU.15a OR QU.15b, RECORD BELOW UNDER "OTHER". IF NOT BEEN TO CANADA, CIRCLE "X" AND SKIP TO QU.15f)
- 15d) Which places, if any, have you been to in the past three years, since May 1986? (RECORD UNDER QU.15d - CIRCLE ALL RESPONSES)
- 15e) Which one thing about Canada would make you recommend it to someone else as a vacation destination? (OPEN ENDED)
- 15f) You have named a number of different places in Canada. (READ ALL PLACES MENTIONED - QU.15a, QU.15b AND OTHER) Which one of these places would you be most interested in visiting or re-visiting? (RECORD UNDER QU.15f - MOST) And which one would be your second choice? (RECORD UNDER QU.15f - 2nd)
And which one would be your third choice? (RECORD UNDER QU.15f - 3rd - TAKE BACK MAP)

<u>Qu. 15a</u>	<u>Qu. 15c</u>	<u>Qu. 15d</u> Been in past 3 years	<u>Qu. 15f</u>		
	Ever been to		<u>Most</u>	<u>2nd</u>	<u>3rd</u>
1. _____	1	1	1	1	1
2. _____	2	2	2	2	2
3. _____	3	3	3	3	3
4. _____	4	4	4	4	4
5. _____	5	5	5	5	5

Qu. 15b

1. _____	6	6	6	6	6
2. _____	7	7	7	7	7
3. _____	8	8	8	8	8

Never been to Canada ----- X → SKIP TO QU. 15f

Other					
1. _____	1	1	1	1	1
2. _____	2	2	2	2	2
3. _____	3	3	3	3	3
4. _____	4	4	4	4	4
5. _____	5	5	5	5	5

16a) Overall, how interested are you in visiting or re-visiting Canada in the next five years? Would you say you are ... (READ LIST - CIRCLE ONE)

very interested ----- 1
somewhat interested ----- 2
 Or not interested ----- 3

16b) I would like you to compare Canada with other overseas places that you have visited on a vacation trip and those you might visit in the future. Even though some people know less about Canada than others do, everyone has impressions of what it would be like to vacation there.

(READ QU. 16b AND HAND QUESTIONNAIRE AND PENCIL TO RESPONDENT)

16b) The following is a list of items that might attract people to choose a particular destination for their vacation. For each statement, please "x" one box to show whether you think Canada is (READ SLOWLY) a lot better than other overseas vacation places for that item, a little better than other places, the same as other places, not quite as good or not nearly as good as other places you might vacation. Please start at the item indicated.

Start here	Compared with other places Canada is ...				
	A lot better	A little better	The same	Not quite as good	Not nearly as good
Variety of things to see and do -----	() 1	() 2	() 3	() 4	() 5
High quality restaurants -----	() 1	() 2	() 3	() 4	() 5
Value for my vacation money -----	() 1	() 2	() 3	() 4	() 5
Budget accommodation -----	() 1	() 2	() 3	() 4	() 5
Nightlife and entertainment (bars, clubs, dancing)-	() 1	() 2	() 3	() 4	() 5
Outstanding scenery -----	() 1	() 2	() 3	() 4	() 5
Shopping -----	() 1	() 2	() 3	() 4	() 5
Standards of hygiene and cleanliness -----	() 1	() 2	() 3	() 4	() 5
Personal safety, even when traveling alone -----	() 1	() 2	() 3	() 4	() 5
Snow skiing (downhill/cross country) -----	() 1	() 2	() 3	() 4	() 5
Beaches for swimming and sunning -----	() 1	() 2	() 3	() 4	() 5
Local festivals -----	() 1	() 2	() 3	() 4	() 5
Amusement for theme parks -----	() 1	() 2	() 3	() 4	() 5
Museums and art galleries -----	() 1	() 2	() 3	() 4	() 5
Interesting and friendly local people -----	() 1	() 2	() 3	() 4	() 5
Outdoor activities such as hiking, climbing -----	() 1	() 2	() 3	() 4	() 5
Public transportation (e.g., airline, railways, local transit systems) -----	() 1	() 2	() 3	() 4	() 5
Live theater and concerts -----	() 1	() 2	() 3	() 4	() 5
Unique or different native cultural groups such as Eskimo and Indian -----	() 1	() 2	() 3	() 4	() 5
Unique or different immigrant cultural groups such as Chinese in Canada, Spanish in the U.S. --	() 1	() 2	() 3	() 4	() 5
Inexpensive restaurants -----	() 1	() 2	() 3	() 4	() 5
National parks and forests -----	() 1	() 2	() 3	() 4	() 5

Inexpensive travel <u>to</u> the destination country -----	() 1	() 2	() 3	() 4	() 5
Inexpensive travel <u>in</u> the destination country -----	() 1	() 2	() 3	() 4	() 5
Fishing -----	() 1	() 2	() 3	() 4	() 5
Hunting -----	() 1	() 2	() 3	() 4	() 5
First class hotels -----	() 1	() 2	() 3	() 4	() 5
Spectator sporting events -----	() 1	() 2	() 3	() 4	() 5
Historical, archeological or military sites and buildings -----	() 1	() 2	() 3	() 4	() 5
Seeing wildlife and birds I don't usually see -----	() 1	() 2	() 3	() 4	() 5
Water sports such as surfing, water skiing, sailing, scuba diving -----	() 1	() 2	() 3	() 4	() 5
Kinds of things I like to do on vacation -----	() 1	() 2	() 3	() 4	() 5

- 17a) Now I'd like you to think about places in the United States that people might go to on a vacation. What are the names of five places in the United States where people might go on a vacation? (RECORD BELOW UNDER QU.17a IN ORDER MENTIONED) (PROBE:) What other places in the United States?
- 17b) Looking at this map of the United States, please tell me the names of three other places in the United States that people might go on a vacation? (HAND MAP - RECORD BELOW UNDER QU. 17b IN ORDER MENTIONED) (PROBE:) What other places?
- 17c) Which places in the United States, if any, have you ever been to? (PROBE:) Any other places? (RECORD UNDER QU. 17c - CIRCLE AS MANY AS APPLY. IF RESPONDENT MENTIONS PLACES NOT LISTED UNDER QU.17a OR QU.17b, RECORD BELOW UNDER "OTHER". IF NOT BEEN TO THE UNITED STATES, CIRCLE "X" AND SKIP TO QU.17f)
- 17d) Which places, if any, have you been to in the past three years, since May 1986? (RECORD UNDER QU.17d - CIRCLE ALL RESPONSES)
- 17e) You have named a number of different places in the United States. (READ ALL PLACES MENTIONED - QU.17a, QU.17b AND OTHER) Which one of these places would you be most interested in visiting or re-visiting? (RECORD UNDER QU.17e - MOST) And which one would be your second choice? (RECORD UNDER QU. 17e - 2nd)
And which one would be your third choice? (RECORD UNDER QU.17e - 3rd - TAKE BACK MAP)

<u>Qu. 17a</u>	<u>Qu. 17c</u>	<u>Qu. 17d</u>	<u>Qu. 17e</u>		
	<u>Ever been to</u>	<u>Been in past 3 years</u>	<u>Most</u>	<u>2nd</u>	<u>3rd</u>
1. _____	1	1	1	1	1
2. _____	2	2	2	2	2
3. _____	3	3	3	3	3
4. _____	4	4	4	4	4
5. _____	5	5	5	5	5

Qu. 17b

1. _____	6	6	6	6	6
2. _____	7	7	7	7	7
3. _____	8	8	8	8	8

Never been to United States ----- X → SKIP TO QU. 17e

<u>Other</u>				
1. _____	1	1	1	1
2. _____	2	2	2	2
3. _____	3	3	3	3
4. _____	4	4	4	4
5. _____	5	5	5	5

18. Overall, how interested are you in visiting or re-visiting the United States in the next five years? Would you say you are ... (READ LIST - CIRCLE ONE)

very interested ----- 1
somewhat interested ----- 2
 Or not interested ----- 3

- 19a) Which of these daily newspapers, if any, do you read or look at regularly that is, at least three out of every six issues? (HAND CARD "D" - CIRCLE AS MANY AS APPLY)

Daily Express ----- 1
 Daily Mirror ----- 2
 Daily Mail ----- 3
 The Times ----- 4
 The Daily Telegraph ----- 5
 The Guardian ----- 6
 The Sun ----- 7
 Today ----- 8
 The Independent ----- 9
 The Star ----- 0
 Daily Record ----- x
 A regional daily paper ----- v
 Other daily papers (specify) -----
 Do not read any daily papers ----- x

- 19b) Which of these Sunday newspapers, if any, do you read or look at regularly, that is, at least two out of every four issues? (HAND CARD "E" - CIRCLE AS MANY AS APPLY)

Sunday Times ----- 1
 Sunday Telegraph ----- 2
 News of the World ----- 3
 Sunday Express ----- 4
 Sunday Mirror ----- 5
 The Observer ----- 6
 The People ----- 7
 Mail on Sunday ----- 8
 Sunday Post ----- 9
 Sunday Mail (Scotland) ----- 0
 A regional Sunday paper ----- x
 Other regional Sunday papers (specify) -----
 Do not read any Sunday papers ----- x

- 19c) Which of these weekly periodicals and magazines, if any, do you read or look at regularly, that is, two out of every four issues? (HAND CARD "F" - CIRCLE AS MANY AS APPLY)

Woman ----- 1
 Woman's Own ----- 2
 Woman's Weekly ----- 3
 Woman's Realm ----- 4
 Bella ----- 5
 Best ----- 6
 Economist ----- 7
 TV Times ----- 8
 Radio Times ----- 9
 Other (specify) -----
 Do not read weekly periodicals or magazines -- x

20. Which of the following monthly magazines, if any, do you read or look at regularly, that is, two of every four issues? (HAND CARD "G" - CIRCLE AS MANY AS APPLY)

Cosmopolitan ----- 1
 Prima ----- 2
 Essentials ----- 3
 Woman & Home ----- 4
 Woman's Journal ----- 5
 Family Circle ----- 6
 She ----- 7
 Good Housekeeping ----- 8
 Harpers & Queen ----- 9
 Homes and Gardens ----- 0
 Ideal Home ----- x
 Country Life ----- v
 Reader's Digest ----- 1
 Vogue ----- 2
 National Geographic ----- 3
 Departures ----- 4
 Expressions ----- 5
 National Trust Magazine ----- 6
 M & S (Marks & Spencer) Magazine ----- 7
 Other (specify) -----
 Do not read any monthly magazines ----- x

By now you may have realized that this survey is being conducted voluntarily on behalf of Tourism Canada for the Department of Regional Industrial Expansion. So that we can use your responses, we would like to ask you some questions that would be used for statistical purposes only. We want to assure you that your answers will be kept confidential in two ways: firstly, no name or other personal identifier will be recorded, and secondly, your answers will be combined with those of other participants in the survey before being given to Tourism Canada.

21. Do you, yourself, have any close friends or relatives living in (COUNTRY) at the present time? (CIRCLE ONE FOR EACH)

	<u>Yes</u>	<u>No</u>
Canada -----	1	2
The United States -----	1	2

- 22a) Thinking about everyone in your household, how many of them are under 18 (CIRCLE ONE)

0 1 2 3 4 5 6 or more

- 22b) Including yourself, how many are 18 or older? (CIRCLE ONE)

1 2 3 4 5 6 or more

- 22c) Are all the members of your household related, or not?

Yes ----- 1
 No ----- 2
 Single member household ----- 3

- 22d) What is your marital status? (CIRCLE ONE)

Single ----- 1
 Married ----- 2
 Living together ----- 3
 Divorced/separated/widowed ----- 4
 Other ----- 5

22e) What is your age? (RECORD NUMBER)

_____ years

22f) Are you self-employed?

Yes ----- 1

No ----- 2

22g) What is your occupation, that is, what kind of work do you do?

Owner -----	1
Manager/executive -----	2
Professional/technical -----	3
Clerical/sales -----	4
Skilled worker -----	5
Unskilled worker -----	6
Farming, fishing, forestry -----	7
Military -----	8
Student -----	9
Retired -----	0
Homemaker -----	x
Other (specify) _____	

22h) What is the highest level of education you have completed?

No qualification -----	1
CSE/GCSE/"O"Levels -----	2
"A" Levels -----	3
OND/ONC/HNC/business or commercial qualifications -----	4
University -----	5
Other -----	6

22i) Are you the chief wage earner in your household?

Yes ----- 1

No ----- 2

22j) Which of these categories best describes your total household income before taxes in 1987? Please include all wages, salaries, pensions and income from other sources. Please just tell me the letter from this card. (HAND CARD "D" - CIRCLE ONE ONLY)

22k) Can you read, write or speak (French and/or English) or not? (CIRCLE ALL THAT APPLY)

	<u>French</u>	<u>English</u>
Read -----	1	1
Write -----	2	2
Speak -----	3	3
None of these -----	4	4

22l) RECORD SEX:

Male ----- 1

Female -----2

- 23a) To finish, I would like to know about trips that other adults in your household have taken in the past three years or might take in the next two years.

First, please tell me the age and sex of each of the other members of your household who are 18 or over?
(RECORD BELOW)

	Qu. 23a <u>Sex</u>		Qu. 23b <u>Past 3 years</u>		Qu. 23c <u>Next 2 years</u>				
	<u>Male</u>	<u>Female</u>	<u>Yes</u>	<u>No</u>	<u>Definitely</u>	<u>Very likely</u>	<u>Some-what likely</u>	<u>Might or might not</u>	<u>Not likely</u>
1. _____	1	2	1	2	1	2	3	4	5
2. _____	1	2	1	2	1	2	3	4	5
3. _____	1	2	1	2	1	2	3	4	5
4. _____	1	2	1	2	1	2	3	4	5
5. _____	1	2	1	2	1	2	3	4	5

(ASK QU.23b FOR EACH ADULT)

- 23b) Show map
As best as you can remember, in the past 3 years has the (SEX) aged (AGE) taken a trip like the one described on this card? (HAND MAP - CIRCLE ONE FOR EACH PERSON) _____

(ASK QU.23c FOR EACH ADULT)

- 23c) Show map again
Thinking about trips that these people might take in the next two years, how likely is it that the (SEX) aged (AGE) will take a trip like the one described on this card, in the next two years. Would you say they ... (READ LIST - CIRCLE ONE FOR EACH PERSON) _____

Will definitely take such a trip
are very likely to
are somewhat likely to
might or might not
or are not likely to

APPENDIX B

PLEASURE TRAVEL MARKETS TO NORTH AMERICA

CONSUMER SURVEY

UNITED KINGDOM

**THE CANADIAN TOURISM COMMISSION
U.S. TOURISM INDUSTRIES/
INTERNATIONAL TRADE ADMINISTRATION
AND THE SECRETARIA DE TURISMO (MEXICO)**

January 1996

Survey For Trip To North America
(Screening)

#9499066

Area 1
..... 2
..... 3
Area No.: _____

Respondent No.: _____

Respondent's name: _____

Address: _____ (tel) _____

Date of Interview: _____ Time: _____

Interviewer's Name: _____ Supervisor: _____

Greeting: Good morning/afternoon/evening. My name is _____ (interviewer's name) of System Three Scotland, a company that specialized in marketing research. We are now conducting a survey about long-haul trips on people aged 18 or older. Would you please cooperate in this survey? We greatly appreciate your cooperation.

Provision of the information requested on this document is voluntary and you may, without prejudice, decline to respond. This information is being collected for the purpose of market segmentation and will be stored in Personal Information that you provide is protected under the provisions of the Privacy Act.

SC1. (Card 1) Are there any family members, including yourself, who are working for any of the following industries?

- ☐ Airline company
- ☐ Travel agency
- ☐ Government travel bureau
- ☐ Airport
- ☐ Mass media/ad agency/marketing research company

No 1
Yes 2 → TERMINATE

SC2a. How many family members, including yourself, are in your household?

_____ people

SC2b. How many people among them are 18 years old or older?

- 1 → GO TO SC4
- 2
- 3
- 4
- 5 or more

SC3. We are conducting an interview with only one person per household. Among your family members aged 18 or older, I would like to ask the person whose birthday is closest to today to cooperate in this survey. Would you please ask him/her?

- ☐ After the person comes → GO TO SC4
(If the number of respondents of each age bracket has been completed, ask the person whose birthday is next closest to that date.)

SC4 (Observation) Sex

Male 1
Female 2

SC5. (Card 2) Would you mind telling me your age?

18-19 1
20-24 2
25-29 3
30-34 4
35-39 5
40-44 6
45-49 7
50-54 8
55-59 9
60-64 10
65 or older 11
Other than the above 12 → TERMINATE

SC6. How many times did you make an overnight trip of 4 nights or longer for *pleasure* in the past three years (from January 1993 to today)? In the case of a business trip which includes pleasure, please include that trip in your answer.

_____ time (s)

Note: When the answer is 00, SKIP TO SC16a.

(TO THOSE WHO MADE A TRIP ONCE OR MORE IN SC6)

- SC7. Of those trips, how many times did you travel by air in total?
SC8. How many were domestic trips?
SC9. How many were trips to Europe or the Mediterranean?
SC10. How many were long-haul trips outside Europe or the Mediterranean (see map)?

SC7 Total	SC8 Domestic	SC9 Europe/ Mediterranean	SC10 Other long-haul
_____	_____	_____	_____

(GO TO SC16A IF SC10 IS "00")

SC11. (Card 3) Where did you travel abroad in the past three years?

SC12. (Card 3) Regarding the most recent trip, where did you travel abroad? Please exclude countries of transit.

(TO THOSE WHO MENTIONED TWO COUNTRIES OR MORE IN SC12. IN THE CASE OF ONLY ONE DESTINATION, RECORD THE ANSWER IN SC12)

SC13. (Card 3) Among the countries or cities, where did you stay for the longest period?

(TO THOSE WHO TRAVELED TWICE OR MORE FOR SC9 AND SC10 IN TOTAL. FOR THOSE WHO MENTIONED ONE TIME IN TOTAL, GO TO SC16)

SC14. (Card 3) Where did you visit on the second most recent trip?

SC15. (Card 3) Where did you stay for the longest period?

	SC11	SC12	SC13	SC14	SC15
	<u>Travel</u>	<u>Most</u>	<u>The</u>	<u>Second</u>	<u>The</u>
	<u>Overall</u>	<u>Recent</u>	<u>Longest</u>	<u>Most</u>	<u>Longest</u>
			<u>Stay</u>	<u>Recent</u>	<u>Stay</u>
Alaska	01	01	01	01	01
Mainland U.S.A.	02	02	02	02	02
Hawaii/South Pacific Islands	03	03	03	03	03
U.S. Virgin Island/Puerto Rico	04	04	04	04	04
Canada	05	05	05	05	05
Mexico	06	06	06	06	06
Central/South America	07	07	07	07	07
The West Indies/Caribbean	08	08	08	08	08
South Africa	09	09	09	09	09
Other Africa	10	10	10	10	10
Australia	11	11	11	11	11
New Zealand	12	12	12	12	12
South East Asia/Far East	13	13	13	13	13
Other Asia	14	14	14	14	14

(TO ALL RESPONDENTS)

SC16a. Have you even taken a long-haul trip (outside area on the map), either entirely or in part of for a holiday?

Yes 1
No 2

SC16b. (Card 4) In the next two years, that is, before January 1998, how likely is it that you, yourself, will fly to somewhere outside of the area on the map for 4 nights or longer on a pleasure trip? Please choose only one applicable answer.

Will definitely take such a trip 1
Am very likely to take such a trip 2
Am somewhat likely to do so 3
Might or might not take such a trip 4
Am not likely to take such a trip 5

SC17. For your family members aged 18 or older, excluding yourself, are there any who flew abroad for 4 nights or longer in the past three years on a pleasure trip? In the case of a business trip that includes pleasure, please include this trip in your answer.

SQ
Yes 1 → _____ person(s)
No 2

SQ How many?

RESPONDENT SEGMENTATION (Segment the respondents into only one group)

Travelers to the U.S. (1 to 4 in SC11) 1 → Check the number of
Travelers to Canada (5 in SC11) 2 → respondents to be completed
Travelers to other countries 3 → and, if necessary, ask the
Those who intend to travel abroad (00 in SC10) 4 → respondents to cooperate
in the main survey
Those who did not make trips of 4 nights or longer in the past three
years (00 in SC10) and those who do not intend to take such a trip
within two years (SC16b=1 to 4) 5 → TERMINATE

SECTION 1A: PAST TRAVEL

P1a) In the past three years, since January 1993, about how many holiday trips have you taken for four nights or more ? Include holidays both inside and outside of the U.K., but remember to count only those trips that were either entirely or in part for a holiday. RECORD NUMBER

_____ trips (IF 00 SKIP TO Q.33)

P1b) On how many of these trips did you travel to your destination by plane? RECORD NUMBER

_____ trips (IF 00 SKIP TO Q.33)

P1c) Of the plane trips you took, how many times did you travel ... (READ LIST AND RECORD NUMBER FOR EACH - NUMBERS IN P1c AND P1d MUST ADD TO NUMBER OF TRIPS IN P1b)

in the U. K. only? _____ trips

to Europe or the Mediterranean only? _____ trips

P1d) And how many of these trips did you take somewhere outside of the area shown on the map?

_____ trips

IF P1d is 00, GO TO Q33

MOST RECENT TRIP

- 1a) Thinking about your most recent trip of four nights or longer to somewhere outside of the area on the map, which of these places did you visit on that trip? Don't include places that were airport stop-overs only.
(HAND CARD "A")
MULTIPLE RESPONSE

IF ONLY ONE DESTINATION AT Q1a TRANSFER CODE TO Q1b

- 1b) (If visited more than one place) in which place did you stay the longest? [SINGLE RESPONSE ONLY]

	1a Most Recent	1b Longest
Alaska	01	01
Mainland U.S.A.	02	02
Hawaii/South Pacific Islands	03	03
U.S. Virgin Islands/Puerto Rico	04	04
Canada	05	05
Mexico	06	06
Central/South America	07	07
The West Indies/Caribbean	08	08
South Africa	09	09
Other Africa	10	10
Australia	11	11
New Zealand	12	12
South East Asia/Far East	13	13
Other Asia	14	14

- 2) What was the main purpose of this trip? SINGLE RESPONSE

To visit friends or relatives	1
To combine business and pleasure	2
For pleasure or a vacation	3
Personal matters (e.g., honeymoon, wedding, medical)	4
A company vacation	5
To study abroad	6
Shopping	7
Other (specify)	9

- 3) On your most recent trip, how many nights, in total, were you away from home? (RECORD NUMBER)

Don't know _____ nights
 999

4a) When you originally left the U.K. for this trip, with whom were you traveling? MULTIPLE RESPONSE

Traveled alone	01 → SKIP TO Q5a
Wife/husband/girlfriend/boyfriend	02
Child/Children	03
Father/Mother	04
Other relatives	05
Friends	06
Organized group/clubs/etc.	07
Business associates/colleagues	08
Other	98

4b) Including yourself, how many people were there in your immediate travel party when you left the U.K.? (SINGLE RESPONSE)

2 3 4 5 6 7 8 9 or more

4c) And how many of these were under 18 years of age? (SINGLE RESPONSE)

0 1 2 3 4 5 6 7 8 9 or more

5a) How long before your most recent trip did you definitely decide to go?

_____ weeks OR _____ months OR _____ years

5b) And how long before your most recent trip did you actually start booking it?
[RECORD NUMBER IN APPROPRIATE BOX]

_____ weeks OR _____ months OR _____ years

- 6) What were the three important sources of information used in planning your trip? [HAND CARD "C"]
(CIRCLE ONLY THREE)

Talked to a travel agent	01
Picked up brochures/pamphlets	02
Talked to friends/family members	03
Airline	04
Tour operator/company	05
Read articles/features in newspapers/magazines	06
Movies/TV/shows	07
Travel programs	08
Books/went to the library	09
Automobile association	10
Government tourism office/board	11
Embassy/consulate	12
Clubs/associations	13
Advertisements	14
Business colleagues	15
On-line services (e.g., Videotext, Internet)	16
Other (specify)	98
None	97

- 7a) Was this a package tour (e.g., was your hotel or anything else included with your flight)?

Yes 1
No 2 → SKIP TO Q.8a

- 7b) Did the organized package or tour include... (READ EACH ITEM IN TURN-CIRCLE YES OR NO FOR EACH)

	YES	NO
i) Scheduled airfare to and from your destination	A	2
ii) Charter airfare to and from your destination	A	2
iii) All accommodation	1	2
iv) A few nights accommodation	1	2
v) A hired car	1	2
vi) A guide who took you on a planned itinerary for several days	1	2
vii) Local transportation	1	2
viii) All meals	1	2
ix) Some meals	1	2
x) Admission tickets to theme parks, shows or other entertainment	1	2
xi) Other (specify)	1	2

IF NO TO ALL OF THE ABOVE SKIP TO Q.8A

- 7c) Where did you buy the organized package or tour? (SINGLE RESPONSE)

Discounted air ticket supplier	1
Independent travel agent	2
Tour operator/holiday company	3
Multiple (e.g., Thomas Cook, LunnPoly)	4
On-line services (e.g., Videotext, Internet)	5
Telephone numbers advertised on television	6
Other (specify)	8

SKIP TO Q.9A IF "A" CIRCLED IN Q7B

8a) Where did you purchase your flight to and from your destination? (SINGLE RESPONSE)

Discounted air ticket supplier	1
Independent travel agent	2
Directly with airline	3
Multiple (e.g., Thomas Cook, LunnPoly)	4
On-line services (e.g., Videotext, Internet)	5
Other (specify)	8

8b) Was your flight on a scheduled airline (e.g., British Airways) or a charter?

Scheduled air	1
Charter	2

9a) Thinking now about the expenditures of all the people included in your travel budget, approximately what was the total amount spent on your trip (including air travel, food, accommodation, transportation, entertainment, shopping, souvenirs, etc., but not pre-trip shopping)?

RECORD NUMBER IN BOXES

Don't know £ 99999

9b) And how many people were included in the travel budget? (SINGLE RESPONSE)

1 2 3 4 5 6 7 8 9 or more

9c) And, approximately how much of the total amount was spent on: READ OUT EACH CATEGORY AND RECORD NUMBER IN BOXES
(INTERVIEWER-CHECK OUT OF 9c ADDS TO 9a)

Travel package/organized tours (CHECK: ONLY IF "1" IN Q7a) £ _____

Travel to and from the country not included in packages or organized tours £ _____

Transportation within the country not included in packages or organized tours £

Accommodation not included in package or organized tours £ _____

Shopping £ _____

Other expenses (e.g., excursions, entertainment, insurance, meals) £ _____

- 10) In what type(s) of accommodation did you spend at least one night on your most recent trip? (MULTIPLE RESPONSE)

Home of friends or relatives	01
Luxury hotel (such as Hilton or Sheraton)	02
Mid price hotel (such as Holiday Inn/Ramada)	03
Budget hotel (Motel 6)	04
Resort (e.g., that provides all facilities and activities)	05
Ski resort	06
Lodge (hunting, fishing lodge)	07
Camper van park	08
Tourist home/bed & breakfast	09
Backpackers/youth hostel/university accommodation	10
Other (specify)	98

- 11) (READ Q.11 AND THEN HAND QUESTIONNAIRE AND PENCIL TO RESPONDENT)

Here are some different things that may or may not have been important to you in planning your long-haul trip. For each item listed, please circle the corresponding number to show how important that item was to you when deciding to take your most recent trip. START FROM [X] ITEM

IMPORTANCE IN SELECTION YOUR DESTINATION

Interviewer, write in country name: _____

The scale to be used is 4-Very Important, 3-Somewhat Important,
2-Not Very Important, 1-Not at all Important.

	Very Important	Somewhat Important	Not very Important	Not at all Important
a. Good public transportation (such as airlines, local transit systems)	4	3	2	1
b. Ease of driving on my own in the destination (e.g., hiring a car, insurance, signage, maps, etc.)	4	3	2	1
c. Availability of comprehensive pre-trip and in-country tourist information	4	3	2	1
d. Destination that provides value for my holiday money	4	3	2	1
e. The best deal I could get	4	3	2	1
f. Outstanding scenery	4	3	2	1
g. Exotic atmosphere	4	3	2	1
h. Nice weather	4	3	2	1
i. Personal safety, even when traveling alone	4	3	2	1
j. Environmental quality of air, water and soil	4	3	2	1
k. Standards of hygiene and cleanliness	4	3	2	1
l. Arts and cultural attractions (e.g., live theatre, concerts, dance, opera, ballet)	4	3	2	1
m. Trying new foods	4	3	2	1
n. Experiencing a simpler lifestyle	4	3	2	1
o. Experiencing a new and different lifestyle	4	3	2	1
p. Meeting new and different people	4	3	2	1
q. Meeting people with similar interests	4	3	2	1
r. Opportunity to see or experience people from a number of ethnic backgrounds or nationalities (e.g., French or Spanish in North America)	4	3	2	1
s. Opportunity to see or experience unique or different aboriginal or indigenous peoples (e.g., Native Americans)	4	3	2	1

t.	Activities for the entire family	4	3	2	1
u.	Outdoor activities such as hiking, climbing	4	3	2	1
v.	Primitive outdoor camping/tenting experience	4	3	2	1
w.	Shopping	4	3	2	1
x.	Doing nothing at all	4	3	2	1
y.	Just relaxing	4	3	2	1
z.	Interesting rural countryside	4	3	2	1
aa.	Historical or archaeological buildings and places	4	3	2	1
ab.	Visits to appreciate natural ecological sites like forests, wetlands, or animal reserves	4	3	2	1
ac.	Visiting a place I can talk about when I get home	4	3	2	1
ad.	Going places I have not visited before	4	3	2	1
ae.	Going places my friends have not been	4	3	2	1
af.	Doing or seeing things which represent a destination unique identity	4	3	2	1
ag.	Opportunity to increase one's knowledge about places, people and things	4	3	2	1
ah.	Getting a change from a busy job	4	3	2	1
ai.	Getting away from the demands of home	4	3	2	1
aj.	Escaping from the ordinary	4	3	2	1
ak.	Finding thrills and excitement	4	3	2	1
al.	Having fun, being entertained	4	3	2	1
am.	Indulging in luxury (such as luxury hotels or fine dining)	4	3	2	1
an.	Being together as a family	4	3	2	1
ao.	Visiting friends and relatives	4	3	2	1
ap.	Other (specify) _____	4	3	2	1

PLEASE HAND BACK TO INTERVIEWER

- 12) Which of the following activities did you actually take part in during your most recent trip?
(READ LIST STARTING AT X-ED ITEM) - MULTIPLE RESPONSE

ACTIVITIES IN THE DESTINATION

Interviewer, write in country name: _____

Staying in campgrounds or trailer parks	01
Stay at a resort area	02
Visiting health spas	03
Dining in fine restaurants	04
Informal or casual dining with table service	05
Dining in fast food restaurants or cafeterias	06
Enjoying ethnic cultural/events (e.g., festivals, music, neighborhoods, food)	07
Arts and cultural attractions (e.g., live theatre, concerts, dance, opera, ballet)	08
Visiting museums/galleries	09
Local crafts and handiwork	10
Sampling local foods	11
Getting to know local people	12
See or experience people from a number of different ethnic backgrounds or nationalities (e.g., French or Spanish in North America)	13
See or experience unique or different aboriginal or indigenous peoples (e.g., Native Americans)	14
Observing wildlife/bird watching	15
Visiting national, state or provincial parks and forests	16
Taking a nature and/or science learning trip	17
Visits to appreciate natural ecological sites like forests, wetlands, or animal reserves	18
Visiting protected lands/areas where animals/birds, marine life or vegetation are protected	19

Alpine skiing (downhill)	20
Other winter sports	21
Sunbathing or other beach activities	22
Swimming	23
Water sports (eg. waterskiing, sailing, canoeing)	24
White water rafting	25
Diving (Snorkeling or Scuba)/Surfing	26
Golfing/Tennis	27
Outdoor activities such as climbing, hiking, etc.	28
Bicycle riding (touring, mountain, day trips)	29
Horse-riding	30
Hunting/Fishing	31
Walking tours	32
Motorcycling	33
Visiting places where you can experience life on a ranch	34
Attending spectator sporting events	35
Shopping	36
Short guided excursions/tours	37
Sightseeing in cities	38
Taking pictures or filming	39
Taking a cruise for a day or less	40
Taking a cruise of one or more nights	41
Visiting friends or relatives	42
Visiting theme parks or amusement parks	43
Attending local festivals/fairs/other special events	44
Visiting night clubs or other places of entertainment (bars, discos, dancing, etc.)	45
Visiting casinos and other gambling	46
Visiting mountainous areas	47
Visiting remote coastal attractions like fishing villages or lighthouses	48
Seeing big modern cities	49
Visiting small towns and villages	50
Visiting scenic landmarks	51
Driving to scenic places	52
Visiting places of historical interest	53
Visiting historical military sites (e.g., battlefields)	54
Visiting sites commemorating important people	55
Visiting places with religious significance (e.g., churches, temples)	56
Visiting places of archaeological interest	57
Other (specify)	58

NOW WE ARE TALKING ABOUT THE PLACE YOU SPENT THE LONGEST AMOUNT OF TIME IN
[DESTINATION 1b]

13a) Overall, how satisfied were you with your trip to (DESTINATION Q1B)? Would you say you were ...
(READ LIST - SINGLE RESPONSE) with your trip?

Very satisfied	4
Somewhat satisfied	3
Not very satisfied	2
Or not at all satisfied	1

- 13b) Overall, on a scale of 1 to 10, where one means “extremely low value for money” and 10 means “extremely high value for money”, how would you rate your most recent holiday within (DESTINATION Q1B) in terms of its value for money? (SINGLE RESPONSE)

1	2	3	4	5	6	7	8	9	10	DK
										99

- 13c) And in the next 5 years, how likely is it that you will take another holiday to (DESTINATION Q1B)?
READ OUT SINGLE RESPONSE

Very likely	4
Somewhat likely	3
Not very likely	2
Or not at all likely	1

ASK Q14 AND Q15 IF CODE 5 “CANADA” IS CIRCLED IN Q1a

- 14) And while you were in Canada, by which of the following forms of transport did you travel?
READ OUT. MULTIPLE RESPONSE

Plane	01
Train	02
Bus between cities	03
Public transportation within cities (e.g., bus, subways, tram)	04
Cruise ship	05
Other types of boats	06
Hired car	07
Hired recreational vehicles	08
Friend's car	09
Taxi or limo	10
Bicycle/moped	11
Motorbike	12
Other (specify)	98

- 15) How many nights did you spend in Canada? RECORD NUMBER _____
DK 999

ASK Q16 AND Q17 IF ANY OF CODES 1-4 ARE CIRCLED IN Q1a

And while you were in the U.S., by which of the following forms of transport did you travel?
READ OUT. MULTIPLE RESPONSE

Plane	01
Train	02
Bus between cities	03
Public transportation within cities (e.g., bus, subways, tram)	04
Cruise ship	05
Other types of boats	06
Hired car	07
Hired recreational vehicles	08
Friend's car	09
Taxi or limo	10
Bicycle/moped	11
Motorbike	12
Other (specify)	98

17)	How many nights did you spend in the U.S.?	RECORD NUMBER	
		DK	999

SECTION 1B: SECOND MOST RECENT TRIP

REFER TO Q.P1d re: NUMBER OF TRIPS TAKEN OUTSIDE OF THE AREA SHOWN ON THE MAP

IF RESPONDENT TOOK ONLY ONE TRIP → GO TO SECTION 2: GENERAL TRAVEL INTENTIONS

IF CANADA WAS IN MOST RECENT TRIP - [REFER Q1a], SKIP TO Q 18C.

18a) In the past three years, have you traveled to Canada entirely or in part for pleasure? SINGLE RESPONSE

Yes	1	
No	2	GO TO Q18c

18b) Was this trip to Canada:

The second last trip	1	[GO TO
An earlier trip	2	[Q18d

18c) SHOW MAP. Thinking about your second most recent trip of four nights or longer to somewhere outside of the area shown on the map, which of these places did you visit on that trip? MULTIPLE RESPONSE. THEN GO TO 18e.

THE FOLLOWING QUESTIONS ARE ABOUT THAT TRIP TO CANADA

18d) Where else did you visit on that trip to Canada? CIRCLE CANADA

IF ONLY ONE DESTINATION AT Q18c OR Q18d CIRCLED, TRANSFER CODE TO Q18e THEN GO TO Q18f

18e) (If visited more than one place) On that trip, in which place did you stay the longest? SINGLE RESPONSE

	18c/d Most Recent	18e Longest
Alaska	01	01
Mainland U.S.A.	02	02
Hawaii/South Pacific Islands	03	03
U.S. Virgin Island/Puerto Rico	04	04
Canada	05	05
Mexico	06	06
Central/South America	07	07
The West Indies/Caribbean	08	08
South Africa	09	09
Other Africa	10	10
Australia	11	11
New Zealand	12	12
South East Asia/Far East	13	13
Other Asia	14	14

18f) What was the main purpose of this trip? SINGLE RESPONSE

To visit friends or relatives	1
To combine business and pleasure	2
For pleasure or a vacation	3
Personal matters (e.g., honeymoon, wedding, medical	4
A company vacation	5
To study abroad	6
Shopping	7
Other (specify)	9

19) On your most recent trip, how many nights, in total, were you away from home? (RECORD NUMBER)

Don't know _____ nights
 999

20a) When you originally left the U.K. for this trip, with whom were you traveling? MULTIPLE RESPONSE

Traveled alone	01	→ SKIP TO Q21a
Wife/husband/girlfriend/boyfriend	02	
Child/Children	03	
Father/Mother	04	
Other relatives	05	
Friends	06	
Organized group/clubs/etc	07	
Business associates/colleagues	08	
Other	98	

20b) Including yourself, how many people were there in your immediate travel party? SINGLE RESPONSE

2 3 4 5 6 7 8 9 or more

20c) And how many of these were under 18 years of age? SINGLE RESPONSE

0 1 2 3 4 5 6 7 8 9 or more

21a) How long before your trip did you definitely decide to go? (RECORD NUMBER IN APPROPRIATE BOX)

_____ weeks OR _____ months OR _____ years

21b) And how long before your trip did you actually start booking it? (RECORD NUMBER IN APPROPRIATE BOX)

_____ weeks OR _____ months OR _____ years

- 22) What were the three important sources of information used in planning your trip? (HAND CARD "C")
CIRCLE ONLY THREE

Talked to a travel agent	01
Picked up brochures/pamphlets	02
Talked to friends/family members	03
Airline	04
Tour operator/company	05
Read articles/features in newspapers/magazines	06
Movies/TV/shows	07
Travel programs	08
Books/went to the library	09
Automobile association	10
Government tourism office/board	11
Embassy/consulate	12
Clubs/associations	13
Advertisements	14
Business colleagues	15
On-line services (e.g., Videotext, Internet)	16
Other (specify)	98
None	97

- 23a) Was this a package tour (e.g., was your hotel or anything else included with your flight)?

Yes 1
No 2 → SKIP TO Q.24a

- 23b) Did the organized package or tour include... (READ EACH ITEM IN TURN-CIRCLE YES OR NO FOR EACH)

	YES	NO
i) Scheduled airfare to and from your destination	A	2
ii) Charter airfare to and from your destination	A	2
iii) All accommodation	1	2
iv) A few nights accommodation	1	2
v) A hired car	1	2
vi) A guide who took you on a planned itinerary for several days	1	2
vii) Local transportation	1	2
viii) All meals	1	2
ix) Some meals	1	2
x) Admission tickets to theme parks, shows or other entertainment	1	2
xi) Other (specify)	1	2

IF NO TO ALL OF THE ABOVE SKIP TO Q.24A

- 23c) Where did you buy the organized package or tour? (SINGLE RESPONSE)

Discounted air ticket supplier	1
Independent travel agent	2
Tour operator/holiday company	3
Multiple (e.g., Thomas Cook, LunnPoly)	4
On-line services (e.g., Videotext, Internet)	5
Telephone numbers advertised on television	6
Other (specify)	8

SKIP TO Q.25B IF "A" CIRCLED IN Q.23B

24a) Where did you purchase your flight to and from your destination? (SINGLE RESPONSE)

Discounted air ticket supplier	1
Independent travel agent	2
Directly with airline	3
Multiple (e.g., Thomas Cook, LunnPoly)	4
On-line services (e.g., Videotext, Internet)	5
Other (specify)	8

24b) Was your flight on a scheduled airline (e.g., British Airways) or a charter?

Scheduled air	1
Charter	2

25a) Thinking now about the expenditures of all the people included in your travel budget, approximately what was the total amount spent on your trip (including air, tour, food, accommodation, transportation, entertainment, shopping, souvenirs, etc, but not pre-trip shopping)? RECORD NUMBER IN BOXES

Don't know £ _____ 99999

25b) And how many people were included in the travel budget? SINGLE RESPONSE

1 2 3 4 5 6 7 8 9 or more

25c) And, approximately how much of the total amount was spent on: READ OUT EACH CATEGORY AND RECORD NUMBER IN BOXES
(INTERVIEWER-CHECK OUT OF 25c ADDS TO 25a)

Travel package/organized tours (CHECK: ONLY IF "1" IN Q23a)	£ _____
Travel <u>to and from</u> the country not included in packages or organized tours	£ _____
Transportation <u>within the</u> country not included in packages or organized tours	£ _____
Accommodation not included in package or organized tours	£ _____
Shopping	£ _____
Other expenses (e.g., excursions, entertainment, insurance, meals)	£ _____

- 26) In what type(s) of accommodation did you spend at least one night on your second most recent trip?
(MULTIPLE RESPONSE)

Home of friends or relatives	01
Luxury hotel (such as Hilton or Sheraton)	02
Mid price hotel (such as Holiday Inn/Ramada)	03
Budget hotel (Motel 6)	04
Resort (e.g., that provides all facilities and activities)	05
Ski resort	06
Lodge (hunting, fishing lodge)	07
Camper van park	08
Tourist home/bed & breakfast	09
Backpackers/youth hostel/university accommodation	10
Other (specify)	98

- 27) Which of the following activities did you actually take part in during that trip?
(READ LIST STARTING AT X-ED ITEM) - MULTIPLE RESPONSE

ACTIVITIES IN THE DESTINATION

Interviewer, write in country name: _____

Staying in campgrounds or trailer parks	01
Stay at a resort area	02
Visiting health spas	03
Dining in fine restaurants	04
Informal or casual dining with table service	05
Dining in fast food restaurants or cafeterias	06
Enjoying ethnic cultural/events (e.g., festivals, music, neighborhoods, food)	07
Arts and cultural attractions (e.g., live theatre, concerts, dance, opera, ballet)	08
Visiting museums/galleries	09
Local crafts and handiwork	10
Sampling local foods	11
Getting to know local people	12
See or experience people from a number of different ethnic backgrounds or nationalities (e.g., French or Spanish in North America)	13
See or experience unique or different aboriginal or indigenous peoples (e.g., Native Americans)	14
Observing wildlife/bird watching	15
Visiting national, state or provincial parks and forests	16
Taking a nature and/or science learning trip	17
Visits to appreciate natural ecological sites like forests, wetlands, or animal reserves	18
Visiting protected lands/areas where animals/birds, marine life or vegetation are protected	19
Alpine skiing (downhill)	20
Other winter sports	21
Sunbathing or other beach activities	22
Swimming	23
Water sports (eg. waterskiing, sailing, canoeing)	24
White water rafting	25
Diving (Snorkeling or Scuba)/Surfing	26
Golfing/Tennis	27
Outdoor activities such as climbing, hiking, etc.	28
Bicycle riding (touring, mountain, day trips)	29
Horse-riding	30

Hunting/Fishing	31
Walking tours	32
Motorcycling	33
Visiting places where you can experience life on a ranch	34
Attending spectator sporting events	35
Shopping	36
Short guided excursions/tours	37
Sightseeing in cities	38
Taking pictures or filming	39
Taking a cruise for a day or less	40
Taking a cruise of one or more nights	41
Visiting friends or relatives	42
Visiting theme parks or amusement parks	43
Attending local festivals/fairs/other special events	44
Visiting night clubs or other places of entertainment (bars, discos, dancing, etc.)	45
Visiting casinos and other gambling	46
Visiting mountainous areas	47
Visiting remote coastal attractions like fishing villages or lighthouses	48
Seeing big modern cities	49
Visiting small towns and villages	50
Visiting scenic landmarks	51
Driving to scenic places	52
Visiting places of historical interest	53
Visiting historical military sites (e.g., battlefields)	54
Visiting sites commemorating important people	55
Visiting places with religious significance (e.g., churches, temples)	56
Visiting places of archaeological interest	57
Other (specify)	58

NOW WE ARE TALKING ABOUT THE PLACE YOU SPENT THE LONGEST AMOUNT OF TIME IN
[DESTINATION 18e]

28a) Overall, how satisfied were you with your trip to (DESTINATION Q18e)? Would you say you were ...
(READ LIST - SINGLE RESPONSE) with your trip?

Very satisfied	4
Somewhat satisfied	3
Not very satisfied	2
Or not at all satisfied	1

28b) Overall, on a scale of 1 to 10, where one means “extremely low value for money” and 10 means “extremely high value for money”, how would you rate your most recent holiday in terms of its value for money?
(SINGLE RESPONSE)

1	2	3	4	5	6	7	8	9	10	DK
										99

- 28c) And in the next 5 years, how likely is it that you will take another holiday to (DESTINATION Q18e)?
READ OUT SINGLE RESPONSE

Very likely	4
Somewhat likely	3
Not very likely	2
Or not at all likely	1

ASK Q29 AND Q30 IF CODE 5 "CANADA" IS CIRCLED IN Q18c OR 18d

- 29) And while you were in Canada, by which of the following forms of transport did you travel?
READ OUT. MULTIPLE RESPONSE

Plane	01
Train	02
Bus between cities	03
Public transportation within cities (e.g., bus, subways, tram)	04
Cruise ship	05
Other types of boats	06
Hired car	07
Hired recreational vehicles	08
Friend's car	09
Taxi or limo	10
Bicycle/moped	11
Motorbike	12
Other (specify)	98

- 30) How many nights did you spend in Canada? RECORD NUMBER _____
DK 999

ASK Q31 AND Q32 IF ANY OF CODES 1-4 ARE CIRCLED IN Q18c/d

- 31) And while you were in the U.S., by which of the following forms of transport did you travel?
READ OUT. MULTIPLE RESPONSE

Plane	01
Train	02
Bus between cities	03
Public transportation within cities (e.g., bus, subways, tram)	04
Cruise ship	05
Other types of boats	06
Hired car	07
Hired recreational vehicles	08
Friend's car	09
Taxi or limo	10
Bicycle/moped	11
Motorbike	12
Other (specify)	98

- 32) How many nights did you spend in the U.S.? RECORD NUMBER _____
DK 999

SECTION 2: GENERAL TRAVEL INTENTIONS

- 33) **SHOW MAP.** Now I'd like you to think about places outside the area on the map that you would like to holiday in for four nights or more.

How many holiday trips outside of this area, do you expect to make within the next two years?

None 0
 One 1
 Two 2
 Three 3
 Four or more 4

- 34a) Name five places outside this area you would like to visit on an long-haul holiday?

(RECORD BELOW IN ORDER MENTIONED - PROBE UNTIL FIVE PLACES GIVEN THEN PROBE FOR APPROPRIATE COUNTRY, STATE/PROVINCE, ATTRACTION/DESTINATION)

- 34b) Which one of these places would you most like to visit in the next two years? (SINGLE RESPONSE)

Q34a			Q34b
Country	State/Province	Attraction/Destination	Most like to visit
1. _____	1. _____	1. _____	1
2. _____	2. _____	2. _____	2
3. _____	3. _____	3. _____	3
4. _____	4. _____	4. _____	4
5. _____	5. _____	5. _____	5

- 34c) And how likely is it that you will visit (PLACE FROM Q34b) in the next two years? Would you say that you... (READ LIST - SINGLE RESPONSE)

Will definitely visit 5 [SKIP
 Are very likely to visit 4 [TO
 Are somewhat likely to visit 3 [Q35a
 Might or might not visit 2
Or are not likely to visit 1

- 34d) Is there another place outside of the area on the map that will definitely or are likely to visit within the next two years?
(PROBE FOR COUNTRY, STATE/PROVINCE, ATTRACTION/DESTINATION).

	Country	State/Province	Attraction/Destination
1.	_____	_____	_____
2.	No		

IF LACTATION /PLACE MENTIONED IN 34d):

THE FOLLOWING QUESTIONS RELATE TO
PROPOSED TRIP TO (DESTINATION IN 34d)

IF NO LOCATION/PLACE MENTIONED IN 34d):

THE FOLLOWING QUESTIONS RELATED TO
PROPOSED TRIP TO (DESTINATION IN 34b)

- 35a) What was the main purpose of this trip? SINGLE RESPONSE

To visit friends or relatives	1
To combine business and pleasure	2
For pleasure or a vacation	3
Personal matters (e.g., honeymoon, wedding, medical	4
A company vacation	5
To study abroad	6
Shopping	7
Other (specify)	9

- 35b) With how many other people do you plan to travel on this trip?

00	01	02	03	04	05	06	07	08	09 or more	DK
										99

- 35c) What amount do you expect your travel party to spend on that trip?

RECORD AMOUNT

Don't know £ _____
99999

	Always important	Often important	Sometimes important	Never important
ae. Opportunities for doing sports	4	3	2	1
af. Alpine skiing (downhill)	4	3	2	1
ag. Other winter sports	4	3	2	1
ah. Water sports (e.g., waterskiing, sailing, canoeing/ scuba/snorkeling)	4	3	2	1
ai. Golf/tennis	4	3	2	1
aj. Hunting/fishing	4	3	2	1
ak. Activities for the entire family	4	3	2	1
al. Outdoor activities such as hiking, climbing	4	3	2	1
am. Primitive outdoor camping/tenting experience	4	3	2	1
an. Spectator sporting events	4	3	2	1
ao. Shopping	4	3	2	1
ap. Variety of short guided excursions/tours	4	3	2	1
aq. Cruises of one or more nights	4	3	2	1
ar. Doing nothing at all	4	3	2	1
as. Theme parks and amusement parks	4	3	2	1
at. Nightlife and entertainment (bars, clubs, dancing)	4	3	2	1
au. Casinos and other gambling	4	3	2	1
av. Lakes, rivers, and mountainous areas	4	3	2	1
aw. Visiting remote coastal attractions like fishing villages or lighthouses	4	3	2	1
ax. Beaches for sunbathing and swimming	4	3	2	1
ay. Big modern cities	4	3	2	1
az. Interesting small towns and villages/rural countryside	4	3	2	1
ba. Historical or archaeological buildings and places	4	3	2	1
bb. Variety of things to see and do	4	3	2	1
bc. Opportunity to increase one's knowledge about places, people and things	4	3	2	1
bd. Having fun, being entertained	4	3	2	1
be. Destinations that provide value for my holiday money	4	3	2	1
bf. Visiting friends and relatives	4	3	2	1
bg. Taking advantage of the currency exchange rate	4	3	2	1
bh. Other (specify) _____	4	3	2	1

PLEASE HAND BACK TO INTERVIEWER

SECTION 3: CANADA/US/MEXICO

CANADA

37a) (i) Have you ever visited Canada? SINGLE RESPONSE

Yes 1
No 2 → SKIP TO 37e

(ii) How many times have visited Canada in the past three years?

RECORD NUMBER _____

(iii) How many other times have you visited Canada?

RECORD NUMBER _____

(iv) In what year was your most recent trip?

RECORD YEAR _____

37b) Can you tell me where you went on your most recent trip to Canada?
(RECORD BELOW IN ORDER MENTIONED-[PROBE IF NECESSARY WITH "WHAT OTHER
PLACES IN CANADA DID YOU VISIT?" - THEN PROBE FOR APPROPRIATE PROVINCE/CITY/
ATTRACTION)
MULTIPLE RESPONSE

	Province	City	Attraction
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6.	_____	_____	_____
7.	_____	_____	_____
8.	_____	_____	_____
9.	_____	_____	_____
10.	_____	_____	_____

IF VISITED CANADA ONLY ONCE-REFER TO Q37a (ii) and (iii): GO TO Q37e
IF VISITED CANADA MORE THAN ONCE-REFER Q37A (ii) and (iii):
GO TO Q37c

- 37c) Can you tell me where you went on your second most recent trip to Canada?
(RECORD BELOW IN ORDER MENTIONED-[PROBE IF NECESSARY WITH "WHAT OTHER PLACES IN CANADA DID YOU VISIT?" - THEN PROBE APPROPRIATE PROVINCE/CITY/ ATTRACTION)
MULTIPLE RESPONSE

	Province	City	Attraction
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____

IF VISITED CANADA ONLY TWICE - REFER Q37a (ii) and (iii): GO TO Q 37e
IF VISITED CANADA MORE THAN TWICE - REFER Q37a (ii) and (iii):
GO TO Q 37d

- 37d) What other places have you ever been to that was not previously mentioned?
(RECORD BELOW IN ORDER MENTIONED - THEN PROBE FOR PROVINCE/CITY/ ATTRACTION)
MULTIPLE RESPONSE

	Province	City	Attraction
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____

- 37e1) How interested are you in visiting Canada in the next twelve months? READ OUT SINGLE RESPONSE

- 37e2) How interested are you in visiting Canada in the next five years? READ OUT SINGLE RESPONSE

	12 months	5 years
Very interested.	4	4
Somewhat interested	3	3
Not very interested	2	2 → SKIP TO Q39a
Not at all interested	1	1 → SKIP TO Q39a

37f1) How likely is it that you will visit Canada in the next twelve months? READ OUT SINGLE RESPONSE

37f2) How likely is it that you will visit Canada in the next five years? READ OUT SINGLE RESPONSE

	12 months	5 years
Very likely	4	4
Somewhat likely	3	3
Not very likely	2	2
Not at all likely	1	1

37g) Name five places in Canada which you would say are the most popular for U.K. travelers? (READ BELOW UNDER Q.37g IN ORDER MENTIONED) (PROBE NECESSARY WITH "What other places in Canada would you say are the most popular for U.K. travelers? (THEN PROBE FOR PROVINCE, CITY, ATTRACTION)

37h) Which of these five places would you most like to visit or revisit?
Which one would be your second choice?
Which one would be your third choice?
(RECORD UNDER 37h)

Q37g			Q37h		
Province	City	Attraction	1st choice	2nd choice	3rd choice
1. _____	_____	_____			
2. _____	_____	_____			
3. _____	_____	_____			
4. _____	_____	_____			
5. _____	_____	_____			

37i) Are there any other places you would rather visit? RECORD IN ORDER MENTIONED. PROBE FOR PROVINCE, CITY, ATTRACTION

Province	City	Attraction
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

None 97
Don't know 99

READ Q.38 AND HAND PENCIL TO RESPONDENT

- 38) What type of holiday place do you consider Canada to be? Your impressions can be based on past experience or on anything you have seen, heard or read. Please rate Canada on each of the following.

PLEASE CIRCLE ONE NUMBER ON EACH LINE STARTING AT THE 'X'.

CANADA

	Excellent	Very good	Fair	Poor
a. First class hotels	4	3	2	1
b. Budget accommodation	4	3	2	1
c. Campgrounds and trailer parks	4	3	2	1
d. High quality restaurants	4	3	2	1
e. Inexpensive restaurants/fast food restaurants	4	3	2	1
f. Good public transportation (e.g., airlines, local transit systems)	4	3	2	1
g. Opportunity to drive around at my own pace	4	3	2	1
h. Ease of driving on my own in the destination (e.g., hiring a car, insurance, signage, maps, etc.)	4	3	2	1
i. Availability of comprehensive pre-trip and in-country tourist information	4	3	2	1
j. Availability of package trips and all inclusive holidays	4	3	2	1
k. Ease of exchanging currency	4	3	2	1
l. Outstanding scenery	4	3	2	1
m. Exotic atmosphere	4	3	2	1
n. Nice weather	4	3	2	1
o. Personal safety, even when traveling alone	4	3	2	1
p. Environmental quality of area	4	3	2	1
q. Standards of hygiene and cleanliness	4	3	2	1
r. The culture	4	3	2	1
s. Arts and cultural attractions (e.g., live theater, concerts, dance, opera, ballet)	4	3	2	1
t. Museums and art galleries	4	3	2	1
u. Local crafts and handiwork/festivals	4	3	2	1
v. Local cuisine/new foods	4	3	2	1
w. Interesting and friendly local people	4	3	2	1
x. Opportunity to see or experience people from a number of ethnic backgrounds or nationalities	4	3	2	1
y. Opportunity to see or experience unique or different aboriginal or indigenous peoples	4	3	2	1
z. Chances to see wildlife, birds and flowers that you don't normally see	4	3	2	1
aa. Wilderness adventures (e.g., a 4 day canoe trip)	4	3	2	1
ab. National or provincial parks and forests	4	3	2	1
ac. Visits to appreciate natural ecological sites like forests, wetlands, or animal reserves	4	3	2	1
ad. Inexpensive travel <u>within</u> the country	4	3	2	1
ae. Inexpensive travel <u>to</u> the country	4	3	2	1
af. Advertised low cost excursions (e.g., special offers)	4	3	2	1

	Excellent	Very good	Fair	Poor
ag. Local people try to make your trip an enjoyable one	4	3	2	1
ah. Opportunities to experience the country's unique identify	4	3	2	1
ai. Opportunities for doing sports	4	3	2	1
aj. Alpine skiing (downhill)	4	3	2	1
ak. Other winter sports	4	3	2	1
al. Water sports (e.g., waterskiing, sailing, canoeing/scuba/snorkeling)	4	3	2	1
am. Golf/tennis	4	3	2	1
an. Hunting/fishing	4	3	2	1
ao. Activities for the entire family	4	3	2	1
ap. Outdoor activities such as hiking, climbing	4	3	2	1
aq. Spectator sporting events	4	3	2	1
ar. Shopping	4	3	2	1
as. Variety of short guided excursions/tours	4	3	2	1
at. Theme parks and amusement parks	4	3	2	1
au. Nightlife and entertainment (bars, clubs, dancing)	4	3	2	1
av. Casinos and other gambling	4	3	2	1
aw. Lakes, rivers, and mountainous areas	4	3	2	1
ax. Visiting remote coastal attractions like fishing villages or lighthouses	4	3	2	1
ay. Beaches for sunbathing and swimming	4	3	2	1
az. Big modern cities	4	3	2	1
ba. Interesting small towns and villages/rural countryside	4	3	2	1
bb. Historical or archaeological buildings and places	4	3	2	1
bc. Variety of things to see and do	4	3	2	1
bd. Opportunity to do the things you enjoy doing on a holiday	4	3	2	1
be. Opportunity to increase one's knowledge about places, people and things	4	3	2	1
bf. Having fun, being entertained	4	3	2	1
bg. Destinations that provide value for my holiday money	4	3	2	1
bh. Visiting a place I can talk about when I get home	4	3	2	1
bi. Taking advantage of the currency exchange rate	4	3	2	1
bj. Overall rating of Canada	4	3	2	1

United States

39a) (i) Have you ever visited the United States? SINGLE RESPONSE

Yes 1
 No 2 → SKIP TO 39e

(ii) How many times have visited the United States in the past three years?

RECORD NUMBER _____

(iii) How many other times have you visited the United States?

RECORD NUMBER _____

(iv) In what year was your most recent trip?

RECORD YEAR _____

39b) Can you tell me where you went on your most recent trip to the United States?
 (RECORD BELOW IN ORDER MENTIONED-[PROBE IF NECESSARY WITH "WHAT OTHER
 PLACES IN THE USA DID YOU VISIT?" - THEN PROBE FOR APPROPRIATE STATE/CITY/
 ATTRACTION)
 MULTIPLE RESPONSE

	State	City	Attraction
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6.	_____	_____	_____
7.	_____	_____	_____
8.	_____	_____	_____
9.	_____	_____	_____
10.	_____	_____	_____

IF VISITED UNITED STATES ONLY ONCE-REFER TO Q39a (ii) and (iii):
 GO TO Q39e
 IF VISITED UNITED STATES MORE THAN ONCE-REFER TO Q39a (ii) and (iii):
 GO TO Q39c

- 39c) Can you tell me where you went on your second most recent trip to the United States?
(RECORD BELOW IN ORDER MENTIONED-[PROBE IF NECESSARY WITH "WHAT OTHER PLACES IN THE USA DID YOU VISIT?" - THEN PROBE APPROPRIATE STATE/CITY/ ATTRACTION)
MULTIPLE RESPONSE

	State	City	Attraction
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____

IF VISITED UNITED STATES ONLY TWICE - REFER Q39a (ii) and (iii):
GO TO Q 39e
IF VISITED UNITED STATES MORE THAN TWICE - REFER TO Q39a (ii) and
(iii): GO TO Q 39d

- 39d) What other places have you ever been to that was not previously mentioned?
(RECORD BELOW IN ORDER MENTIONED - THEN PROBE FOR STATE/CITY/ATTRACTION)
MULTIPLE RESPONSE

	State	City	Attraction
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____

- 39e1) How interested are you in visiting the U.S. in the next twelve months? READ OUT SINGLE RESPONSE

- 39e2) How interested are you in visiting the U.S. in the next five years? READ OUT SINGLE RESPONSE

	12 months	5 years
Very interested.	4	4
Somewhat interested	3	3
Not very interested	2	2 → SKIP TO Q41
Not at all interested	1	1 → SKIP TO Q41

39f1) How likely is it that you will visit the U.S. in the next twelve months? READ OUT
SINGLE RESPONSE

39f2) How likely is it that you will visit the U.S. in the next five years? READ OUT
SINGLE RESPONSE

	12 months	5 years
Very likely	4	4
Somewhat likely	3	3
Not very likely	2	2
Not at all likely	1	1

39g) Name five places in the United States which you would say are the most popular for U.K. travelers?
(READ BELOW UNDER Q.39g IN ORDER MENTIONED) (PROBE NECESSARY WITH "What other
places in the United States would you say are the most popular for U.K. travelers? (THEN PROBE FOR
STATE, CITY, ATTRACTION)

39h) Which of these five places would you most like to visit or revisit?
Which one would be your second choice?
Which one would be your third choice?
(RECORD UNDER 39h)

Q39g			Q39h		
State	City	Attraction	1st choice	2nd choice	3rd choice
1. _____	_____	_____			
2. _____	_____	_____			
3. _____	_____	_____			
4. _____	_____	_____			
5. _____	_____	_____			

39i) Are there any other places you would rather visit? RECORD IN ORDER MENTIONED. PROBE FOR
STATE, CITY, ATTRACTION

	State	City	Attraction
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____

None 97
Don't know 99

READ Q.40 AND HAND PENCIL TO RESPONDENT

- 40) What type of holiday place do you consider the U.S. to be? Your impressions can be based on past experience or on anything you have seen, heard or read. Please rate the U.S. on each of the following.

PLEASE CIRCLE ONE NUMBER ON EACH LINE STARTING AT THE 'X'.

U.S.A.

	Excellent	Very good	Fair	Poor
a. First class hotels	4	3	2	1
b. Budget accommodation	4	3	2	1
c. Campgrounds and trailer parks	4	3	2	1
d. High quality restaurants	4	3	2	1
e. Inexpensive restaurants/fast food restaurants	4	3	2	1
f. Good public transportation (e.g., airlines, local transit systems)	4	3	2	1
g. Opportunity to drive around at my own pace	4	3	2	1
h. Ease of driving on my own in the destination (e.g., hiring a car, insurance, signage, maps, etc.)	4	3	2	1
i. Availability of comprehensive pre-trip and in-country tourist information	4	3	2	1
j. Availability of package trips and all inclusive holidays	4	3	2	1
k. Ease of exchanging currency	4	3	2	1
l. Outstanding scenery	4	3	2	1
m. Exotic atmosphere	4	3	2	1
n. Nice weather	4	3	2	1
o. Personal safety, even when traveling alone	4	3	2	1
p. Environmental quality of area	4	3	2	1
q. Standards of hygiene and cleanliness	4	3	2	1
r. The culture	4	3	2	1
s. Arts and cultural attractions (e.g., live theater, concerts, dance, opera, ballet)	4	3	2	1
t. Museums and art galleries	4	3	2	1
u. Local crafts and handiwork/festivals	4	3	2	1
v. Local cuisine/new foods	4	3	2	1
w. Interesting and friendly local people	4	3	2	1
x. Opportunity to see or experience people from a number of ethnic backgrounds or nationalities	4	3	2	1
y. Opportunity to see or experience unique or different aboriginal or indigenous peoples	4	3	2	1
z. Chances to see wildlife, birds and flowers that you don't normally see	4	3	2	1
aa. Wilderness adventures (e.g., a 4 day canoe trip)	4	3	2	1
ab. National or state parks and forests	4	3	2	1
ac. Visits to appreciate natural ecological sites like forests, wetlands, or animal reserves	4	3	2	1
ad. Inexpensive travel <u>within</u> the country	4	3	2	1
ae. Inexpensive travel <u>to</u> the country	4	3	2	1
af. Advertised low cost excursions (e.g., special offers)	4	3	2	1

	Excellent	Very good	Fair	Poor
ag. Local people try to make your trip an enjoyable one	4	3	2	1
ah. Opportunities to experience the country's unique identify	4	3	2	1
ai. Opportunities for doing sports	4	3	2	1
aj. Alpine skiing (downhill)	4	3	2	1
ak. Other winter sports	4	3	2	1
al. Water sports (e.g., waterskiing, sailing, canoeing/scuba/snorkeling)	4	3	2	1
am. Golf/tennis	4	3	2	1
an. Hunting/fishing	4	3	2	1
ao. Activities for the entire family	4	3	2	1
ap. Outdoor activities such as hiking, climbing	4	3	2	1
aq. Spectator sporting events	4	3	2	1
ar. Shopping	4	3	2	1
as. Variety of short guided excursions/tours	4	3	2	1
at. Theme parks and amusement parks	4	3	2	1
au. Nightlife and entertainment (bars, clubs, dancing)	4	3	2	1
av. Casinos and other gambling	4	3	2	1
aw. Lakes, rivers, and mountainous areas	4	3	2	1
ax. Visiting remote coastal attractions like fishing villages or lighthouses	4	3	2	1
ay. Beaches for sunbathing and swimming	4	3	2	1
az. Big modern cities	4	3	2	1
ba. Interesting small towns and villages/rural countryside	4	3	2	1
bb. Historical or archaeological buildings and places	4	3	2	1
bc. Variety of things to see and do	4	3	2	1
bd. Opportunity to do the things you enjoy doing on a holiday	4	3	2	1
be. Opportunity to increase one's knowledge about places, people and things	4	3	2	1
bf. Having fun, being entertained	4	3	2	1
bg. Destinations that provide value for my holiday money	4	3	2	1
bh. Visiting a place I can talk about when I get home	4	3	2	1
bi. Taking advantage of the currency exchange rate	4	3	2	1
bj. Overall rating of the U.S.	4	3	2	1

MEXICO

41) (i) Have you ever visited Mexico? SINGLE RESPONSE

Yes	1	
No	2	→ SKIP TO 42a1

(ii) How many times have visited Mexico in the past three years?

RECORD NUMBER _____

(iii) How many other times have you visited Mexico?

RECORD NUMBER _____

(iv) In what year was your most recent trip?

RECORD YEAR _____

42a1) How interested are you in visiting Mexico in the next twelve months? READ OUT SINGLE RESPONSE

42a2) How interested are you in visiting Mexico in the next five years? READ OUT SINGLE RESPONSE

	12 months		5 years	
Very interested	4		4	
Somewhat interested	3		3	
Not very interested	2		2	→ SKIP TO Q43a
Not at all interested	1		1	→ SKIP TO Q43a

42b1) How likely is it that you will visit Mexico in the next twelve months? READ OUT SINGLE RESPONSE

42b2) How likely is it that you will visit Mexico in the next five years? READ OUT SINGLE RESPONSE

	12 months		5 years	
Very likely	4		4	
Somewhat likely	3		3	
Not very likely	2		2	
Not at all likely	1		1	

- 43a) In this section, we would like to get your personal impressions of Mexico as a vacation destination. To do this, we would like you to rate Mexico, on a 4-point scale, on each of the following attributes listed below.

Even though you may not have visited Mexico yourself, it is your impressions of Mexico we are interested in. So please use your personal experience and what you have seen and read in advertising, books or magazines, or heard from friends and relatives to rate Mexico on the attributes below.

	Excellent	Very good	Fair	Poor
a. Historical places	4	3	2	1
b. Archaeological sites	4	3	2	1
c. Having fun, being entertained	4	3	2	1
d. Good public transportation (such as airlines, local transit systems)	4	3	2	1
e. Personal safety, even when traveling alone	4	3	2	1
f. Standards of hygiene and cleanliness	4	3	2	1
g. Local crafts and handiwork/festivals	4	3	2	1
h. Local cuisine/new foods	4	3	2	1
i. Opportunity to see or experience people from a number of ethnic backgrounds	4	3	2	1
j. Beaches for sunbathing and swimming	4	3	2	1
k. Taking advantage of the currency exchange	4	3	2	1
l. Overall rating of Mexico	4	3	2	1

SECTION 4: BACKGROUND

A) PHILOSOPHY

(READ Q.44 AND THEN HAND QUESTION NAIRE AND PENCIL TO RESPONDENT)

- 44) Here are some statements describing how people might feel about holiday travel. For each statement listed, please circle the corresponding number to show how much you agree or disagree that the statement describes how you feel about long-haul holiday travel. SHOW MAP

BY LONG-HAUL, WE MEAN DESTINATIONS OUTSIDE OF THE AREAS SHOWN ON THIS MAP

TRAVEL IN GENERAL

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree
I usually take more than one long-haul holiday per year	4	3	2	1
For me, money spent on long-haul travel is well spent	4	3	2	1
When traveling long-haul I usually take holidays of 14 days or less	4	3	2	1
I don't consider long-haul trips unless I have at least four weeks to travel	4	3	2	1
I prefer to go on guided tours when taking long-haul holidays	4	3	2	1
I like to be flexible on my long-haul holiday going where and when it suits me	4	3	2	1
It is important that the people I encounter on a holiday trip speak my language	4	3	2	1
Inexpensive travel <u>to</u> the destination country is important to me	4	3	2	1
Getting value for my holiday money is very important to me	4	3	2	1
I like to have all my travel arrangements made before I start out on holiday	4	3	2	1
I enjoy making my own arrangements for my holidays	4	3	2	1
Once I get to my destination, I like to stay put	4	3	2	1
I like to go to a different place on each new holiday trip	4	3	2	1
I usually travel on all-inclusive package holidays	4	3	2	1
I do not really like to travel	4	3	2	1
Long-haul travel is more of a hassle than a holiday	4	3	2	1
Whenever possible, I try to take my holidays at private resort "clubs" (e.g., Club Med)	4	3	2	1
I prefer to take extended holidays in warm destinations to escape winter	4	3	2	1

PLEASE HAND BACK TO INTERVIEWER

B) MEDIA

45a) Which daily newspapers, if any, do you read or look at regularly that is, at least three out of every six issues?

PLEASE RECORD ALL MENTIONS

The Sun	1
Daily Mirror	2
Daily Mail	3
Daily Express	4
The Daily Telegraph	5
The Star	6
Daily Record	7
The Guardian	8
The Times	9
The Independent	10
Financial Times	11
News of the World	12
Sunday Mirror	13
The People	14
The Mail on Sunday	15
Sunday Express	16
Sunday Post	17
The Sunday Times	18
Sunday Mail	19
Sunday Telegraph	20
Sunday Sport	21
The Independent on Sunday	22
The Observer	23
Regional Newspapers	24
Other	25
Do not read any daily papers	97

- 45b) What TV stations do you watch most often? PLEASE LIST 3 IN RANK ORDER STARTING WITH THE ONE YOU WATCH MOST OFTEN.

	<u>Most Often</u>	<u>Second Most Often</u>	<u>Third Most Often</u>
ITV	1	1	1
BBC1	2	2	2
BBC2	3	3	3
Channel 4	4	4	4
Eurochannel1	5	5	5
Cable	6	6	6
CNN	7	7	7
Sky Sports	8	8	8
Sky One	9	9	9
Sky Movies	10	10	10
MTV	11	11	11
Other satellite	12	12	12
Do not watch television	97	97	97

- 45c) What three types of programs do you watch the most? (CIRCLE THREE ONLY)

News	1
Sports	2
Talk shows	3
Drama (e.g., police shows)	4
Soap operas (daytime drama)	5
Situational comedies	6
Movies	7
Educational/cultural shows	8
Game shows	9
Music television (rock videos)	10
Other (specify)	11

- 45d) What radio stations do you listen to most often?
PLEASE RECORD ALL MENTIONS

BBC Radio 1	1
BBC Radio 2	2
BBC Radio 3	3
BBC Radio 4	4
BBC Radio 5 Live	5
Classic FM	6
Virgin Radio	7
Talk Radio UK	8
BBC Local Radio	9
Atlantic 252	10
Capitol Radio	11
Commercial Local Radio (Specify)	12
Do not listen to radio	97

45e) What magazines and periodicals, if any, do you read or look at regularly, that is, two out of every four issues?

Do not read magazines or periodicals 97

C) DEMOGRAPHICS

By now you may have realized that this survey is being conducted voluntarily on behalf of the Canadian Tourism Commission, the U.S. office of Tourism Industries, and Secretaria de Turismo, Mexico. So that we can tabulate your responses, we would like to ask you some questions that would be used for statistical purpose only. We want to assure you that your answers will be kept confidential in two ways: firstly, no name or other personal identifier will be provided to the client, and secondly, your answers will be combined with those of other participants in the survey before being given to the clients.

46) Do you have any close friends or relatives living in (country) at the present time? (SINGLE RESPONSE)

	Yes	No
Canada	1	2
The United States	1	2
Mexico	1	2

47a) Thinking about everyone in your household, how many of them are under 18? (SINGLE RESPONSE)

0 1 2 3 4 5 6 or more

47b) Including yourself, how many are 18 or over? (SINGLE RESPONSE)

1 2 3 4 5 6 or more

48a) What is your marital status? (SINGLE RESPONSE)

Single	1
Married	2
Living together	3
Divorced/separated/widowed	4
Other	5
Refused	9

48b) What is your age? (RECORD NUMBER)

_____ years

48c) What is the highest level of education that you have completed? SINGLE RESPONSE

No qualifications	1
CSE/Standard Grades/O Grades/O Levels/Lowers	2
ONC/OND	3
Highers	4
Certificates of Sixth Year Studies (CSYS)/A Levels	5
HNC/HND	6
City & Guilds	7
NVQ/SVQ/Scotvec	8
Diploma/Degree from College of Further/Higher Education	9
First Degree from a University	10
Second Degree from a University	11
Other (Specify)	12
Refused	99

48d) What is your occupation? SINGLE RESPONSE - list to be customized
WRITE IN OCCUPATION AND ENTER CODE FROM OCCUPATION LIST

ALSO CODE INTO ONE OF THE FOLLOWING GROUPS

University/College Student	1
White-collar worker	2
Blue-collar worker	3
Administrator/Manager	4
Specialist/Freelancer	5
Self-employed	6
Part-timer	7
Unemployed/non-working housewife/retired	8
Other	9

IF RESPONDENT IS HEAD OF HOUSEHOLD SKIP TO Q48F

48e) What is the head of your household's occupation?

48f) Which of the following describes your domestic circumstances? (HAND CARD F)
CIRCLE ALL THAT APPLY (single parents are counted as a family)

Single/widowed or divorced - living with family	1
Single/widowed or divorced - living alone or sharing	2
Living with spouse/partner with no children	3
A family with children still living at home	4
A family with children not living at home	5

48g) How many members of your household contribute to your gross annual household income? SINGLE RESPONSE

1	1
2	2
3	3
4 or more	4

48h) Which of these categories best describes your annual household income before taxes in 1995? Please include all wages, salaries, pension and income from other sources. Please just tell me the number from this card.

(HAND CARD "D" - CIRCLE ONE ONLY)

Less than £10,000	1
£10,001 - £15,000	2
£15,001 - £20,000	3
£20,001 - £25,000	4
£25,001 - £30,000	5
£30,001 - £40,000	6
£40,001 - £50,000	7
£50,001 - £60,000	8
£60,001 - £70,000	9
£70,001 - £80,000	10
£80,001 or over	11
Don't know/Refused	99

48i) Do you hold any of the following credit cards?

Visa	1
Mastercard	2
American Express	3
Diners	4
Other (specify)	5

48j) How well can you read, write or speak French? (CIRCLE ALL THAT APPLY)

	Very well	Quite Well	Not very well	Not well at all
Read	4	3	2	1
Write	4	3	2	1
Speak	4	3	2	1

48k) How well can you read, write or speak Spanish? (CIRCLE ALL THAT APPLY)

	Very well	Quite Well	Not very well	Not well at all
Read	4	3	2	1
Write	4	3	2	1
Speak	4	3	2	1

48l) Record sex:

Male 1
Female 2

ASK RESPONDENT:

Can you give us the name, and phone number or suburb and postcode, of anyone you may be aware of who has been to Canada at some time in the past three years?

Name: _____

Phone No: _____

Address: _____

(INTERVIEWER TO RECORD, BUT NOT ASK THE FOLLOWING QUESTIONS)

49a) Record city/town of respondent _____

49b) Record postcode of respondent _____

49c) Type of sample?

Random sampling 1
Referral 2
Other 8

THANK AND END THE INTERVIEW
Thank you for taking part in this survey

Time Finish: _____
Length of Interview _____
mins _____

INTERVIEWER DECLARATION

I have conducted this interview. It is a full and, to the best of my knowledge, an accurate recording and has been completed in accordance with my interviewing professional guidelines.

Interviewer: _____

ID: _____

Date: ____/____/____

MICHIGAN STATE UNIVERSITY



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