

COME AWAY WITH ME: THE USES AND GRATIFICATIONS OF LEISURE  
TRAVEL MAGAZINE READERSHIP

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A Thesis Presented to the Faculty of the Graduate School  
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In Partial Fulfillment  
Of the Requirements for the Degree  
Master of Arts

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by  
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MAY 2013

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TRAVEL MAGAZINE READERSHIP

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and hereby certify that, in their opinion, it is worthy of acceptance.

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## DEDICATION

The author would like to thank her parents for their continued support during her studies, her siblings for their words of encouragement, and her friends for their insight and camaraderie during the thesis process. This study is dedicated to all of you, without whom I would be lost and for whom I am forever grateful.

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# COME AWAY WITH ME: THE USES AND GRATIFICATIONS OF LEISURE TRAVEL MAGAZINE READERSHIP

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## ABSTRACT

This study examines the uses and gratifications of reading leisure travel magazines. A mixed method was applied. It sought to confirm four motivations based on past research and to find new motivations. Furthermore, it aimed to correlate these motivations with intensity of one's intent to travel to foreign places, one's frequency of domestic travel, one's frequency of foreign travel and the intensity of one's interest in foreign places. Finally, it examined whether a difference in motivations existed between primarily print readers and primarily electronic readers. Ten interviews with leisure travel magazines readers were conducted, and then an online survey was administered in which 269 people responded (231 actually completed). This study confirmed four motivations (Surveillance, Interaction, Diversion, and Guidance) from previous research and found two new motivations, Inspiration and Retrospection. Furthermore, it discovered that people who frequently travel domestically are more likely to be motivated by Inspiration to read leisure travel magazines and that people who have high interest in foreign places are motivated to read as a form of diversion and to obtain guidance. No significant relationship was found between motivations and intensity of one's intent to travel to foreign places or one's frequency of foreign travel. Additionally, no significant difference in motivations exists between primarily print platform readers and primarily electronic platform readers.

## CHAPTER 1: INTRODUCTION

### **Encouraging travel within the context of travel magazines**

Since ancient times, people have traveled. Travel has evolved from a necessity for survival, to a necessity for new information about an undiscovered world, to a leisure activity, and today, potential travelers are looking for their next destination. How they go about choosing that destination is based on a variety of factors; one being the information they find about a given place. Journalists want to explain what a destination is like so that their audience can learn about it and possibly go there themselves.

Journalists should encourage travel. Highlighting a particular destination is secondary to the fact that traveling, in general, allows people to experience another culture. This affects the world socially, politically and economically. Socially, traveling allows people to open their minds to understanding how life across the globe works. Traveling decreases ignorance and promotes a more informed world citizen as well as a more tolerable one. Politically, traveling can affect views on international affairs and can encourage citizens to be a part of shaping foreign policy. Economically, it can boost the world's economy through money being spent in foreign places, which especially aids financially unstable countries.

Travel magazines are one avenue for gaining information about travel. However, in a review of literature, no clear explanation exists as to how or if subscribers and frequent readers of travel magazines are using these publications as part of their travel research. If they are not using magazines for planning purposes, then they must be using them for

other reasons. The objective of this research is to equip travel journalists and editors of travel magazines with knowledge about how their readers use their content. In a world in which people are finding more and more information about travel from online and human sources, it is important to know what role travel magazines are playing in travel research.

This research also has financial implications for travel publications. Travel magazines, like all other consumer magazines, must show to advertisers that their audience is paying attention to their ads and buying their products. However, the advertisers of travel magazines generally are trying to sell products having to do with travel. If travel magazines aren't persuading readers to travel, then readers have no need for these travel products. Therefore, the advertisers are not successfully able to sell these products to them. So, it would seem important for travel magazines to have their readers using their content to make travel decisions, which would lead them to buy travel items and would keep advertisers coming back.

No previous research has attempted to study the uses and gratifications that travel magazine readers gain from reading travel magazines. There was also no research that explains if attitudes or lifestyle choices influence the use of travel magazines.

As a journalist who wants to, one day, write or edit for a travel magazine, the author wishes to understand the audience that would be consuming this sort of content. She wants to be able to help her publication fulfill the needs of its readers. The information gained from this study could help travel publications learn how to provide its readers with information useful to them. It also could give them the opportunity to understand those readers who aren't using their content as travel fodder and provide

them with an experience that will keep them coming back to the magazine for other reasons.

This study works within the mass communication's theory of Uses and Gratifications and aims to fill a gap in the literature of this theory in regard to leisure travel magazines. Study I employs a qualitative method through in-depth interviews to illuminate how ten frequent readers of leisure travel magazines view their personal readership of these products. It then groups statements about these professed needs into distinct motivations. Study II employs a quantitative method using an online survey to continue the examination by taking the motivations stated in Study I and testing them on a larger scale and in a quantitative manner. These motivations were tested for their relationship to one's travel lifestyle behaviors as well as one's preferred platform of travel media consumption.

The qualitative portion of the study was limited in that the sample was a convenience sample of leisure travel magazine readers recommended to the author all of whom live in the Midwest and therefore were readily available to meet. The quantitative study was limited by the fact that a purposive sampling method was used rather than a random sampling method. Additionally, the method of distribution limited the availability of knowing response rate numbers because it was impossible to know how many people were ultimately reached through Facebook and Twitter. The scope of this study was limited to the readers of five leisure travel magazines (*National Geographic Traveler*, *Condé Nast Traveler*, *Budget Travel*, *Travel + Leisure*, and *AFAR*) who were also followers of these magazines' social networking pages.

## CHAPTER 2: LITERATURE REVIEW

This review of literature explored research on the history, purpose and culture of travel and travel reporting; research on travel decision-making; research about information searching methods of potential travelers; research about readers/audience; and research of the uses and gratifications theory (in general and in relation to magazines). This review provided the framework under which my study researched uses and gratifications of travel magazines. Although uses and gratifications have been studied in the context of magazines, a gap has existed in explaining why travel magazine readers read travel magazines.

### **History, purpose and culture of travel and travel reporting**

Beginning with the need for survival, people have always traveled. And eventually, they began telling others about their journeys. Although sparse and largely undocumented at first, travel writing appeared in different parts of the world at different times in history. Anything written about travel before the sixteenth century was considered part of the prehistory of the genre because it was a foundation for the features that eventually became travel literature (Campbell, 1988).

This prehistory was filled with accounts of places foreign to the writer. These “writings” include geographical writings and travel texts of Greeks and Romans as they colonized Europe and the Middle East; and descriptions of towns and countries in the form of guided tours and collections of travel accounts in the form of “encyclopedias,” which became popular in the Hellenistic period. These prehistory travel accounts drew

from existing literature of the time, myths, oral traditions and observations; however, these traits lacked empirical verification. Often, concepts that didn't exist in the homeland of the writer were described by whatever comparison the writer could make; for example unfamiliar sea creatures became "dragons." Travel writing gained momentum during the Middle Ages when royalty would travel for reasons of government; students and artisans traveled to attend universities or change apprenticeships; merchants traded in different cities and countries; Christians embarked on pilgrimages and religious missions; and explorers journeyed to the far east (and consequently America).

The end of the Middle Ages and the beginning of the Renaissance was the point at which the purpose of travel writing seemed to shift. The exploration and colonization of America called for detailed, empirical descriptions of this new land. From these accounts, the modern history of travel literature arose. Richard Hakluyt's *Divers Voyages Touching the Discoverie of America* (1598), which stressed expansion to the new world as well as scientific findings, was considered the foundational text of the genre known as travel literature in the English language (MacCrossan, 2009). A crucial catalyst of travel writing in English was the cultural context of the British Empire and its vast colonization (Korte, 2000). Eventually, the content in these travel writings expanded from narrative stories about far-away lands to guides that could be of use to readers who planned to go there as well. During the Age of Enlightenment, as Humanists worked toward educational reform, more students began to travel to experience the European culture. Personal development was encouraged, and the Grand Tour, a journey throughout Europe with stops at culturally significant places, was established. Those

who went on the Grand Tour often wrote accounts of their journey and gave advice to those who would come after them (Korte, 2000). Finally, leisure travel emerged around the mid-eighteenth century, and it has continued to this day with television programs, documentaries, books, travel guides and, of course, travel magazines filling travelers with advice and inspiration.

Today, people travel for various reasons, so, too, the purpose of travel writing varies. Some content is written by marketers to sell a destination as a product, and other content is produced by journalists to inform their audiences about the places they should visit. In *English travel writing from pilgrimages to postcolonial explorations*, Barbara Korte (2000) argued the purpose for travel writing in a way that would be fit for the goal of a journalist. She said that travel writing was meant to be useful and should explain a place's typography, population and culture as well as give advice to the future traveler. She also argued that reading accounts of travel should be entertaining because it satisfied a reader's curiosities about foreign countries, thus fulfilling their need for adventure. She said that a characteristic of travel writing was that it fused various modes of presentation — narration, description, exposition and advice — and had elements of guidebooks, gave picturesque tours of a place, crossed over with the style of an essay, diary or letter, and was reported (Korte, 2000). It could also be a psychological look into the mind of the writer and have layers that explained something more than the destination, something about humanity (Blanton, 1997). Writers should approach travel writing by using a combination of “the investigative approach of the journalist, the dispassionate spirit of the scientist and the narrative technique of the storyteller” (Sillem, 1998).

Travel is still necessary even though civilization no longer has new frontiers to explore because each person has new, personal frontiers to explore (Korte, 2000). People travel to specific places with goals in mind. Some goals are practical and some are psychological. The practical reasons are easy to provide information for because it doesn't require much persuasion due to the fact that the travel is occurring out of necessity. However, the psychological motives behind travel are what writers must work to tap into.

From a psychological standpoint, people travel to prove they are still alive because they are hardwired for discovery. Some even travel as a form of rebellion in the process of self-actualization. When people's ability to travel is limited, imagination begins to decay, which leads to a loss of the sense of physical freedom (Mewshaw, 2005). The escape factor, or the idea that engagement in leisure and tourism activities allows one to leave one's daily environment behind, is one major motivation for people to travel (Van Rekom, 1994). Another reason is the idea of the "novelty of travel," meaning that people are intrigued by things they have not experienced; therefore, they want brave the unknown. Distance in space can substitute for distance in time, so that a person who has been far away has the same novelty as someone who was gone for a long time but was traveling close to home (Leask, 2002). According to Mewshaw (2005), the goal of traveling was similar to that of drug use: to gain insight, joy, euphony, vivid experience, visual excitement, sensuous delight and discovery. People feel alive when they are outside their element, and all people want is to feel alive.

Within the culture of travel, tourist and traveler are not synonymous terms. The word "traveler" signifies someone who is looking to discover the unknown. The word



tourist denotes a more “prescriptive experience” (Mewshaw, 2005). In *The semiotics of tourism*, Jonathan Culler (1990) investigated the negative connotation behind the word “tourist.” He suggested that it derived from the belief that tourist attractions offered an elaborately manufactured, indirect experience, which seemed artificial and of no value. He used a semiotic approach to analyzing culture and said that society itself, once established, was just a sign for those outside it.

Tourists take objects in a country and associate them as cultural signs. For example, for Italians, a gondola is just a way to get around, but for a tourist, it is a sign of “Italian-ness.” They want to experience a “caricature” of a place rather than experience an authentic foreign culture (Boorstin, 1973; Culler, 1990). Tourism is seen as a system of values uniting large segments of the world population in a shared sense of what is noteworthy or what they “should” see while abroad. There is essentially a tourists’ “code” that directs tourists worldwide; even though the code is shared, it creates hostility rather than creating solidarity.

Culler also argued, “to be a tourist is, in part, to dislike tourists (both other tourists and the fact that they are a tourist themselves).” Tourists always try to find someone more “touristy” than they are to make fun of (i.e. backpackers feel superior to mass tour groups). Boorstin (1973) claimed that tourists have polluted the culture of cities, and he looked down upon them as well.

The idea of authenticity for a tourist comes in the form of seeing the “real site” of a place they have seen “signs” (i.e. postcards). For travelers, it is abandoning what is thought of as artificial and touristy and opting for more genuine and adventurous experiences (Culler, 1990).

Ultimately, people want to feel cultured, so the idea of being someone who “pollutes the culture of cities” is not a characteristic with which they want to associate.

### **Travel Decision-Making**

Psychological traits effect a person’s decision to travel. In *Leisure travel: A marketing handbook*, Stanley Plog (2004) examined the results of a national sample, which showed that within this population, the personalities of travelers were distributed uniformly on a normal curve with a slight skew toward people who are adventurous. On one end were the “dependables” and on the other end were the “venturers.” Both groups had distinct psychological characteristics, which influenced their travel habits. He talked about the characteristics of venturers and dependables and what that meant for their travel patterns and destination choices. For example, dependables often looked to authority members for guidance and direction in their lives while venturers looked to themselves, rather than authority, for guidance. This would translate into the travel pattern of dependables preferring escorted tours rather than individual arrangements when in new places (much like the “tourist”), and venturers preferring to participate in local customs and avoiding tourist traps as well as being on their own, even if they didn’t know the language (much like the “traveler”). Because personalities lay on all parts of the curve, there were numerous differences among all types of travelers.

There are many factors that play into whether a person decides to travel and to where they travel. Two factors that are particularly important are economic and psychological behaviors because decisions are often based on a mix of the two. The 1994 article *The economic psychology of travel and tourism*, by Fred van Raaij and John C. Crofts, termed this mixture as economic psychology. Economic psychology aimed to

explain behavior through examining learning and decision-making methods, motivation, personality attributes, point of view, personal preferences and other factors (van Raaij & Crotts, 1994). The article considered traveling a high-involvement decision as opposed to a low-involvement decision such as choosing a drink.

The economic equation involved in decision-making is called economic behavior, which is defined as “the human condition and choice behavior with regard to the alternative use of scarce resources (e.g., money, time, effort, space, material resources, and energy) to satisfy needs” (van Raaij & Crotts, 1994). They argued that these resources must be budgeted; travel planning must take into account both behavioral costs and emotional rewards of a vacation.

According to Peter Murphy’s 2000 study *The destination product and its impact on traveller perceptions*, the value of a specific tourist destination was a combination of perceived quality and associated price of the trip. For a destination to be “competitive,” tourists must be willing to return. When trying to quantify a tourist destination as something to be measured, the destination must be thought of as a product. What was being sold was the experience that the destination could provide, which held value. The tourist destination experience was composed of service infrastructure (i.e. shopping, recreation, food, transportation, accommodation) as provided within the destination environment (i.e. political, legal, technological, economic, cultural, social, natural) mixed with environmental variables (i.e. weather) and personal variables (i.e. type of experience sought).

According to van Raaij and Crotts:

Travel decisions may be made at a generic level (travel or not), a modal level (type of vacation), or a specific level (which destination). These are all based on different variables. They all require different types of information. A generic decision is largely based on the time, financial budget and general benefits.

Alternatives are not easily comparable in a generic choice situation and can only be compared at an abstract or experimental level. Modal and specific decisions generally require more specific information on the attributes of the alternatives being considered.

### **Information searching methods of potential travelers**

Because tourism is a service, an intangible experience is being sold rather than a physical good, which can be inspected prior to purchase. Therefore, tourism consumers must feel confident that the experience they are paying for will be what they expect it to be. These expectations are formed by sources of information that travelers consult prior to making a decision to travel. This information is found in both internal (stored in memory and employs information from previous learning experience that may be suitable for similar decisions) and external (personal (friends/family), mass media (print, electronic), neutral (travel guides), and retailer sources (store visits) sources. (van Raaij, 1994; March & Woodside, 2005; Ben-Akiva & Lerman, 1985).

In *Going where the Joneses go: Understanding how others influence travel decision-making*, Russell Currie (2008) found that a majority of respondents stated travel information from travel guides and agencies were valued somewhat more than

information from peers. He argued that peer influencers often exaggerate their experiences to entertain their listener. He claimed that media and travel agencies did a good job at bringing to light new ideas and destinations that the reader hadn't yet considered. He believed that films, television, magazines and books influenced which destinations the respondents cited as places of interest for future travel (Currie, 2008).

According to Cees Goossens (1994), leisure studies demonstrated that tourists relied more on informational material while preparing their trip at home than after arriving at their destination. Experiential processes, such as imagining, daydreaming and feeling emotions, played an important role in vacation-choice behavior because they wanted to experience these feelings for real when they were on the trip. Therefore, reading travel stories was a way to “whet the appetite for the vacation products on offer.”

Tourists are more interested in the experience a destination offers than the destination itself. Experience has intrinsic value. According to the 2002 study *Searching for experiences* (Cho, Wang, & Fesenmaier), the web offers the ability for potential tourists to virtually travel. Tourists decide to travel based on a perceived benefit of visiting a place; however, it is hard for them to evaluate places based on objective criteria. The decision-making process starts with the formation of an initial mental image of the place, then an informative image (after research has been conducted), then an evaluative image (after a virtual experience) and finally an evaluated image (after the actual travel experience). For tourists to gain an evaluative image, they must virtually experience the place.

This can be done through media such as travel magazine articles, but it is enhanced when the experience seems more interactive. Virtual experience is described as vividness and interactivity. Vividness is defined as the level of sensorial richness of mediated environment. This level is composed of the number of sensory dimensions simultaneously presented and the resolution of each perceptual channel. Interactivity is defined as the degree to which users can participate in modifying the mediated content in real time. For people to feel confident in their decision to travel, they must feel as if their future experience will be similar to the research they have conducted in deciding to travel (Cho, Wang, & Fesenmaier, 2002).

The 2010 article *The dimensions of travel journalism: Exploring new fields for journalism research beyond the news*, Folker Hanusch stated that travel journalism was located at “the intersection between information and entertainment, journalism and advertising, as well as its increasingly significant role in the representations of foreign cultures.” He said that travel journalism’s credibility relied on the agents that produced it and their association with trying to get the reader to go there.

He distinguished travel writing from travel journalism, saying that the travel writer had more liberty and literary license while the travel journalist purported to be giving true information (even though it lacked in upholding the notion of public interest) and was more about reporting on travel for entertainment and information purposes rather than investigative reasons. Hanusch did not acknowledge, however, that many travel journalists do report on the nature of traveling in real time. This reporting is

often investigative in nature because destinations change from day to day, affecting the traveler's experience there.

The media's recent approach to travel journalism has been focused on "celebrities" who talk about the wonderful places to which they travel. It chronicles their journey in a certain place rather than relating the destination within a contemporary framework. This causes duplication rather than innovation in what is covered and what is being disseminated to readers. Travel stories should be a model of journalism. They should inform, entertain and enlighten. Travel journalism must show the impact of contemporary issue on traveling if it is going to give readers "new" information that they can't get elsewhere.

### **Research about readers**

Knowing about a publication's audience is vital to the success of the publication. The idea of treating the audience as something worth publisher attention began with Pool & Schulman's 1959 research, which explained how not only did the communicator have an effect on the audience, but also how the audience had an effect on the communicator. The research argues, "The messages sent are in part determined by the expectations of audience reactions. The audience, or at least those audiences about whom the communicator thinks, thus play more than a passive role in communication" (145).

Due to the dual-model of journalism, a desire to discover how to make more money more effectively prompted research on audience relationship with profits. Craig Allen's *Discovering 'Joe Six Pack' Content in television News: The Hidden History of Audience Research, News Consultants, and the Warner Class Model* (2005) attributed the rise of

audience research in news media to a necessity for news consultants to research content priorities in local TV news stations (363). He said that a news organization's priority was to keep the audience tuned in (379).

Phillip Napoli's 2003 research analyzed the audience market and the audience product. He referred to the dual-model of journalism and the importance of selling the audience to the advertisers because of the "roughly 50-50 split between sale of audiences and the sale of content" in consumer magazines (17). "In selling audiences to advertisers, media firms essentially deal in human attention... a much more abstract, elusive, and intangible product" (4-5). Because human attention is a product that media firms are selling to their advertisers, he argued that research about the audience was important in determining what type of content to produce.

### **Uses and gratifications research**

Although a controversial theory since its creation in the 1940s, the uses and gratifications theory has been utilized to examine what people do with media rather than what media do to people.

It began as an approach to study the gratifications that attract and hold audiences to the kinds of media and the types of content that satisfy their social and psychological needs (Cantril, 1942). It was then used to study patterns of uses and gratifications in radio listeners (Lazarsfeld, 1942). In 1948, Lasswell introduced four motivations for media use: surveillance, correlation, entertainment, and individual and societal cultural transmission. In 1974, Katz and Blumler aimed to understand why readers will chose a



particular media source, from among other media sources, in order to fulfill their personal needs.

They later suggested that readers take an active role in the media they consume and are goal oriented with their choices (Blumler, 1979). Blumler offered eight dimensions of audience engagement with content: 1) Utility: use media to accomplish a task; 2) Intentionality: prior motives determine use; 3) Selectivity: use media to reflect their interests; 4) Imperviousness to Influence: personal meaning of content is constructed by the audience; 5) Diversion: escape from daily life and problems to have fun; 6) Personal Relationships: use media for conversation fodder or a substitute for companionship; 7) Personal Identity or Individual Psychology: use media for reassurances of value, self-understanding and understanding of reality; 8) Surveillance: use media for information that could help them. Other early research focused on radio listeners (Cantril & Allport, 1953); reading (Waples, Berelson, & Bradshaw, 1940); quiz programs and the gratifications from radio daytime series (Herzog 1940, 1944); children's interest in comics (Wolf & Fiske, 1949); functions of newspaper reading (Berelson, 1949); media genres (Lazarsfeld & Stanton 1942, 1944, 1949) by suggesting a list of functions that were being served by usage.

Klapper's 1963 study argued a more functional analysis of uses and gratifications research so that the audience member could be returned to "his rightful place in the dynamic, rather than leaving him in the passive, almost inert, role to which many older studies relegated him" (527). This idea extended to other research during the 1960s, which focused on the influence of peer and parental relationships with children's use of

television (Schramm, Lyle, & Parker, 1961); the use of mass media as escape (Katz & Foulkes, 1962); functions of radio listening (Mendelsohn, 1964); race's ability to predict adolescent media use (Gerson, 1966); race and social class's ability to predict teenager's usage of television for informal learning (Greenberg & Dominick, 1969).

To confront the criticism that uses and gratifications theory was a vague conceptual framework that had a lack of precision in major concepts, confused explanatory apparatus and failed to acknowledge audiences' perceptions of media content, the research of the 1970s "intently examined audience motivations and developed additional typologies of the uses people made of the media to gratify social and psychological needs" (Ruggiero, 2000).

The study of this theory continued with Lometti, Reeves and Bybee (1977) whose results indicated that three dimensions of media use: surveillance/entertainment, affective guidance, and behavioral guidance. McLeod and Becker (1981) introduced five assumptions under which uses and gratifications should be studied: that the audience was active, that the media was goal directed, that media consumption could fulfill a wide range of needs, that people were self-aware enough to know and articulate their reasons for using the media and that gratifications originated in media content, exposure and the social context within which the exposure took places. In later research, Bantz (1982) identified companionship, surveillance, entertainment and voyeurism as the four types of media use (360). The next year, Rubin (1983) determined two types of television media uses: 1) Time consumption and entertainment 2) Non-escapist information seeking (37).

There have been three studies that apply uses and gratifications specifically to magazines. Towers and Hartung (1983) researched the theory in relation to both entertainment-focused and information-focused magazine reading behaviors. They organized uses into three categories focused on surveillance of, diversion from, and interaction with surrounding environments. They found that for overall magazine readership, “interaction with the larger environment” was the strongest predictor of reading behavior (1). Towers (1987) later found that consumer magazine readers scored highest on the diversion scale, which meant they were likely using magazines for lifestyle improvement, relaxation, passing time, etc.

In 1988, Payne, Severn and Dozier studied the how uses and gratifications could help predict whether a reader would use a trade magazine or consumer magazine. They based part of their research on Towers and Hartung’s (1983) methods and findings, using surveillance, interaction, diversion as well as their own measures. They operationalized surveillance as “media attention aimed at obtaining information about the world” but not necessarily for a higher social purpose; interaction as “usage as preparation for anticipated conversations with others, or for other interpersonal activities in the larger social order;” and diversion as “relaxing, escaping or passing time with entertainment material” (910). Their results affirmed that the interaction, surveillance and diversion scales were predictive in trade magazines as well as consumer magazines. Readers of consumer magazines scored higher on the diversion scale than did readers of trade magazines. Readers of trade magazines scored higher on the interaction scale than did users of consumer magazines. Readers of trade magazines also scored higher on the surveillance scale than did readers of consumer magazines.

## **Conclusion of the review of literature**

In the context of travel writing, readers are choosing among the many avenues of information options (i.e. friends, guidebooks, blogs, etc.) and choosing to read travel magazines for a specific purpose. Previous studies have identified four major reasons for reading magazines: Surveillance, Guidance, Diversion, and Interaction. However, the motivations of the travel reader could prove more extensive and could expand this list of motivations. The exact goal of the travel magazine reader has not been discussed in the current literature. This is where my research will fill a gap in the uses and gratifications theory. My study aims to identify their motivations for reading travel magazines and to relate these motivations with their travel lifestyle choices. It is important for editors and writers of travel publications to know why these readers are coming to them. It is also important to know how the travel lifestyles of these readers are relating to their desire to read leisure travel magazines. If a person's travel frequency is related to the use they have for the magazine, it is important for the publication to make sure that its content is satisfying that use, especially because a frequent traveler is more likely to be buying travel related products and, therefore, are more desirable to advertisers. If a person's intention to travel to many different places within the next 24 months is related to how they are using the magazine, it is important for publications to examine that use and provide content that aligns with it. If people who are using a digital platform have a different use for the magazine than people who use the print product, editors and writers would be wise to frame their content on that particular platform in a way that satisfies the uses of those types of readers. If a person's intensity of interest in foreign places relates to how they use the magazine, the publication could influence the reader's travel

behavior by providing them with targeted content. Ultimately, all of the people surveyed are part of these five travel magazines' readership. To ensure that these readers keep coming back to the magazine to fulfill their needs, it is important that these magazines continue to provide the content that matches up to their needs. And, as mentioned in the introduction of this study, the more that travel magazines know about their readers, the more they can influence the travel behaviors of those readers.

## Research Questions

To examine the needs that leisure travel magazines are fulfilling for readers and to relate these needs with their travel lifestyles, two studies were conducted. Through the analysis of the following research questions, the author hopes to fill a gap in the theory of uses and gratifications and make suggestions for the leisure travel magazine industry.

RQ1: What needs do leisure travel magazine readers report that reading leisure travel magazines fulfill?

RQ2: How strongly do motivations for leisure travel magazine readership correlate with intent to foreign travel, frequency of domestic travel, frequency of foreign travel, and interest in foreign places?

RQ3: Is there a difference in motivations for reading leisure travel magazines between primarily print platform readers versus primarily electronic platform readers?

## CHAPTER 3: STUDY I

### **A qualitative look at the uses and gratifications of leisure magazine readership**

The first study aims to confirm the four factors found in previous uses and gratifications studies: Surveillance, Diversion, Interaction (Payne, Severn & Dozier, 1988), and Guidance (Lometti, Reeves & Bybee, 1977), as well as to identify possible new factors that are unique to the uses and gratifications of leisure travel magazine readership. The results from this study will determine the factors used in Study II, which is vital to answering RQ1 and subsequently RQ2 and RQ3.

### **Method**

In-depth interviews with standardized and open-ended questions were conducted using a convenience sample of 10 leisure travel magazine readers. The author was given recommendations of people who were known to be frequent readers and/or subscribers of leisure travel magazines, and she solicited these people via phone calls. The sample included five male readers and five female readers to ensure a variety in sex. The age ranges of the participants were 23 to 87 years old with the average age being 46.2 years old. Five participants said they were readers of *National Geographic Traveler*; four participants said they were readers of *Condé Nast Traveler*; six participants said they were readers of *Travel + Leisure*; two participants said they were readers of *Budget Travel*; one participant said he read *AFAR*; and six said they read other travel magazines besides the five mentioned above. Participants read between one to four leisure travel

magazines, with the mean being 2.7 leisure travel magazines and the median being 3 leisure travel magazines. All participants lived in either Missouri or Illinois.

Each participant was interviewed once, either in person or over the phone, for 10 to 20 minutes. The participants were asked about which stories and publications they read, why they take the time to read leisure travel magazines, why they prefer leisure travel magazines over other sources of information, what sort of gratification they receive from reading leisure travel magazines, and finally demographic information such as age and sex. All of the interviews were recorded with the permission of the participants. After the interviews, the key responses were noted and coded as either a factor from a previous study (surveillance, diversion, interaction, or guidance) or identified as a new factor.

## **Results**

The two new factors identified in the qualitative study were Inspiration and Retrospection. The factors Surveillance, Diversion, Interaction and Guidance were confirmed in the interviews, as well. The names of the participants interviewed below have been changed for their anonymity.



Names have been changed to protect identity of participants	Sex	Age	Magazines
Lisa	Female	50	Budget Travel, Condé Nast Travel, Travel + Leisure
Carl	Male	87	National Geographic Traveler, AAA, Missouri Life
Michelle	Female	57	Travel + Leisure, Condé Nast Traveler, Coastal Living
Beth	Female	46	Italia, Travel + Leisure, other “country specific magazines”
Jeff	Male	48	National Geographic Traveler, Travel + Leisure, Condé Nast Traveler, Italia
Sean	Male	36	Travel + Leisure
Amanda	Female	52	Budget Travel, National Geographic Traveler, Condé Nast Traveler, United Airlines Magazine
Heather	Female	38	Travel and Leisure, Islands, Coastal Living
Nick	Male	23	National Geographic Traveler
John	Male	25	AFAR Magazine, National Geographic Traveler

Figure 1. Respondent Information for in-depth interviews

The factor of Surveillance describes a motivation for reading leisure travel magazines that relates to the desire to obtain information about the world. Carl explains this desire, stating:

I'm looking for places to go but just general education, too, learning about people, places and things. ...The stories also give me background information and history so that I know what I'm looking at when I am actually at the location."

John recognizes a similar notion, saying:

I definitely think that travel magazines keep me informed about what's going on in the world, even if it's just knowing what places exist that I never knew about before.

Another factor that emerged was Interaction, which describes a motivation for reading leisure travel magazines that relates to preparation for anticipated conversations with other, or for other interpersonal activities in the larger social order. John explains this motivation saying:

Sometimes, I will read an article about a place that I know one of my friends or relatives have been to so that I can ask them about it with a little bit of background. It is nice to be able to visualize the places that people talk about.

Carl, too, states an interactive use for travel magazines, saying:

I like to look into places that I know my kids have traveled, too. It's helpful to be able to have an idea of the places they are talking about when they tell me stories. Also, I like to read about where my relatives are living abroad.

Additionally the factor of Diversion emerged, which describes a motivation for reading leisure travel magazines that relates to a desire for relaxing, escaping or passing time. Jeff explains this notion, saying, "I suppose the biggest thing is that [a leisure travel magazine] kind of takes you away to a place you might never get to go. It's a little bit of an escape." Similarly, John says:

It's a bit like exploring from the comfort of your own home. There is kind of this whole world out there that you don't necessarily know everything about, but you get to discover it for the first time when you read about it.

Next, the factor of Guidance emerged, which describes a motivation for reading leisure travel magazines that relates to helping make a decision. Amanda elaborates on this idea in her personal life, stating:

I always read articles that have to do with London or Paris because I travel there very often with my husband. I will look for different hotels and different restaurants to go to that I haven't been to yet, or different stores to shop.

Sean also sees leisure travel magazines as a guide for traveling:

I read about hot spots to check out when you're in these cities. I used to go to a lot of random places, so I would read up on where to go while I was in these places.

...Typically, I try to avoid the touristy and highly populated places. So travel magazines are good at showing me restaurants and bars to go to if you're trying to avoid those touristy spots.

A new factor that had not been identified in previous studies also emerged. The factor of Inspiration describes a motivation for reading leisure travel magazines that relates to having new ideas/suggestions about travel brought to light. Michelle explains this idea, saying:

I might get an idea of where to go from a travel magazine. I remember once reading an article about Hong Kong and thinking that I really need to go to Hong Kong. I still haven't been yet, though from that article, I HAD to go.

John shares this a similar sentiment. "I don't really read them to plan for trips, but they do inspire me to want to one-day go to some of the places. I keep those really interesting locations in the back of my mind."

Finally, a second new factor emerged, Retrospection, which describes a motivation for reading leisure travel magazines that relates to the ability to remember and compare past travel experiences. Beth says, "I like to read 'best of' lists to see if I've been to any of the places." Carl also sees retrospection as a reason to read leisure travel magazines. "I like to look back at places I've traveled. It's a way for me to reminisce and

see what sites I missed when I was there because if you don't plan ahead, you miss so much.”

### **Conclusions of Study I**

This study concluded that people who read leisure travel magazines are reading them for six different purposes: Surveillance, Interaction, Diversion, Guidance, Inspiration, and Retrospection. Until this study, researchers of the uses and gratifications theory had not yet identified the motivations Inspiration and Retrospection. Because Inspiration played a major role in finding new places to travel and being encouraged to travel, it was logical that leisure travel magazine readers cited this as one of their motivations. Retrospection was also a part of the traveling process. After one's trip is finished, reflection on that trip is natural both immediately following and in the future. Therefore, it was logical that readers of leisure travel magazines cited Retrospection as something that motivated them to read leisure travel magazines. These two new factors as well as the four factors found in previous studies were tested in a larger scale quantitative in study for their statistical significance. Future uses and gratifications research on magazines might consider using the items Inspiration and Retrospection as motivation factors because of their easy application to interests other than travel.

## CHAPTER 4: STUDY II

### **A quantitative look at uses and gratifications of leisure travel magazine readership**

The second study continues the research of the uses and gratifications of leisure travel magazines by testing the findings of the first study in a quantitative manner in order to confirm the factors that were identified. It also aims to answer the second and third research questions.

#### **Method**

An online survey was designed to attract readers of travel magazines with Twitter and Facebook accounts. The sample was generated by contacting the Twitter followers and Facebook friends of the top five American travel magazines: *National Geographic Traveler*, *AFAR*, *Condé Nast Traveler*, *Budget Travel*, and *Travel + Leisure* magazine. It was a purposive sample rather than a probability sample because neither the entire population of leisure travel magazine readers nor the entire population of leisure travel magazines were enlisted. However, it has been recognized that in situations where probability sampling is not feasible, non-probability sampling is acceptable (Babbie, 1990), and there are many instances in which it is preferred (Babbie, 1990).

A web survey was conducive to the sampling plan because subsets within the larger population of web users could be identified and solicited through announcements, links on key websites, discussion groups, social networking pages. Using the purposive method can produce samples that may be representative of a specific subset of the

population, in this case: Internet-savvy leisure travel readers of the top five American travel magazines (Babbie, 1990). A representative sample was ensured by monitoring the age, sex, education and income of the respondents to make sure they were roughly proportional to the demographics of travel magazine readers.

An incentive of a chance at winning \$100 helped ensure a higher response rate. One winner was selected from a list of respondents who sent the author an email stating that they wished to be included in the drawing. This information given in the email was discarded in relation to the study and was used only as part of the drawing. The winner was sent \$100 through PayPal using his email address.

Respondents were asked to evaluate their reasons for reading travel magazines as well as their attitudes for intent to travel, frequency of travel, and interest in foreign places. The survey also included seven demographic variables: age, sex, marital status, parenting status, racial descent, years of formal education, U.S. citizenship and annual household income. Additionally, the survey asked the respondent to which travel magazine(s) they subscribe or read frequently by listing *National Geographic Traveler*, *AFAR*, *Condé Nast Traveler*, *Budget Travel*, and *Travel + Leisure* with an option for “other” to be filled in. If the participant indicated that he or she read a particular magazine, he or she was then asked on which platform he or she preferred to read the magazine’s content.

The number of respondents who began the survey was 269, and 231 respondents completed the survey. It is not possible to cite the response rate due to the nature of distributing surveys over social networking pages because it is hard to accurately

calculate the number of people who actually saw the solicitation and then decided to either ignore it or respond.

### **Demographics.**

The ages of the participants ranged from 18-91 years old with the average age being 35.6 years old. In terms sex, 38% of the sample was male; 62% was female. In terms of marital status, 55% were partnered; 45% were not partnered. In terms of parenting status, 46% had children living with them at home; 53% did not have children living with them at home. All but 1% of the respondents were U.S. Citizens. The average annual household income was between \$70,000-\$79,000, with the highest number of respondents making \$150,000 or more annually.

### **Measures.**

To measure the six motivation variables (Surveillance, Diversion, Interaction, Guidance, Inspiration, and Retrospection), 27 statements about the uses and gratifications were created using the wording of past uses and gratifications research as well as newly formulated statements. Respondents were asked to rate their agreement with the statements on a 5-point agreement scale ranging from strongly disagree to strongly agree. Questions relating to each motivation factor were presented. An example of the statements used are, "Travel Magazines help me understand what's happening around me," and "Travel Magazines make me feel like part of the conversation." After the responses were collected, items that loaded .50 or higher on particular factor in the factor analysis became grouped with that particular motivation factor. The items in each factor were tested with for a Chronbach's alpha that was .8 or higher to ensure its reliability on



that factor. A Chronbach's alpha between .8 and .9 is generally considered a good alpha. An alpha greater than .9 is generally considered an excellent alpha. Finally, six motivation variables were created (Surveillance, Diversion, Interaction, Guidance, Inspiration, and Retrospection) using a summated index created from the items that loaded .50 or higher on each factor.

To measure Intent to Foreign Travel, respondents were asked to indicate the places to which they intended to travel within the next 24 months. Location choices were separated into groups depending on the region in which they were located and proximity to one another in that region. The choices were: Islands and countries close by the United States (ex: Canada, Puerto Rico, Hawaii, etc.); South America, Central America, or Mexico; Western Europe/United Kingdom, Eastern Europe or Russia; Africa; Middle East or Asia Minor; South Asia; East Asia; South Pacific (ex: Australia, New Zealand, etc.); Antarctica or the Arctic; or Other. The variable was calculated by counting how many places each person indicated, which measured the "intensity" of their intent to travel — the more places indicated, the higher the intensity. A square-root transformation of these counts was calculated to reduce the influence of outliers to this variable's skewed distribution.

It is important to note that originally the variable Intent to Domestic travel existed and was measured in this study by asking respondents to select if they planned to travel to cities in the United States within the next 24 months. All participants indicated that they planned to travel to cities within the United States within the next 24 months, so there was no variance to be tested, and therefore, this variable was not needed for further

analysis. This information did, however, illuminate the fact that all people who read leisure travel magazines (at least in this sample) are traveling domestically if not also internationally, which was not known prior to this research. Therefore, in terms of the relevance of this study to advertisers hoping to reach an audience that actually planned to travel and would, therefore, be likely buy the travel products, it can be stated that the all readers of travel magazines are at least traveling domestically.

To measure Frequency of Domestic Travel, readers were asked to indicate which statement best described their travel frequency within the United States. Seven statements indicated frequencies ranging from no domestic travel to very frequent domestic travel. A very frequent traveler traveled within the United States each week. The other options were: at least once each month, at least once every 6 months, at least once per year, at least once every 2-5 years, at least once every 5-10. No domestic travel was indicated by the statement, “I never travel within the U.S.” Because being a very frequent traveler, “I travel within the U.S. each week,” was indicated by a low score (1), and being a non-traveler, “I never travel within the U.S.” was indicated by a high score (7), the scores were inverted to make analysis more logical. Therefore, after the scores were inverted, a non-traveler was indicated by a score of 1 and a very frequent traveler was indicated by a score of 7.

The measure of Frequency of Foreign Travel was similar. Readers were asked to indicate which statement best described their travel frequency outside of the United States. Six statements indicated frequencies ranging from no foreign travel to very frequent foreign travel. A very frequent traveler traveled outside of the United States each

month. Other options were: at least twice each year, at least once per year, at least once every 2-3 years, at least once every 5-10 years. No foreign travel was indicated by the statement, “I never travel outside of the U.S.” Because being a very frequent traveler, “I travel outside of the U.S. each month,” was indicated by a low score (1), and being a non-traveler was indicated by a high score (7), the scores were inverted to facilitate analysis. Therefore, after the scores were inverted, a non-traveler was indicated by a score of 1 and a very frequent traveler was indicated by a score of 6.

To measure Intensity of Interest in Foreign Places, respondents were asked to indicate their level of interest on 11 statements related to aspects of foreign places. These statements were created by dividing aspects of travel into the most common interests people have in other places. Although, this is arguably not a comprehensive list, it covers the main aspects of travel that would be mentioned in travel magazines based on the author’s knowledge of travel magazine content. The 11 aspects of foreign places were: foreign places in general, political affairs in foreign places, economic state of foreign places, tourist attractions in foreign places, food and drink of foreign places, history of foreign places, customs of foreign places, art and architecture of foreign places, shopping in foreign places, nature and wildlife in foreign places, sports and exercise in foreign places. For each statement, they indicated their interest on a 5-point interest scale ranging from very uninterested to very interested. The variable Intensity of Interest in Foreign Places was calculated by a summed formative index of the 11 items measured with the 5-point interest scale.

To measure Platform Preference Intensity, respondents were asked to select which leisure travel magazines they frequently read. Their choices were *National Geographic Traveler*, *AFAR*, *Condé Nast Traveler*, *Budget Travel*, *Travel + Leisure*, and Other. These five magazines were selected because they were the top 5 leisure travel magazines in the country at the time of the study. For each magazine they selected, they were asked on which of the four platforms they most preferred to read its content. The platform choices were: In print, Online, On Tablet Application, or On Smartphone Application. These platforms were selected because at the time of this study, the magazine industry currently produces content through these four technologies. Because the sampling method targeted readers of these five magazines, each person had to select at least one magazine and their preferred platform for that magazine.

The four Platform Preference Intensity variables were created by calculating the percent of times each platform was chosen (number of times platform was chosen divided by the number of magazines checked as frequently read). Then to create the variables used in the analysis of the third research question, the sample was divided into two groups based on their preference for primarily print media or primarily electronic media (Online, Tablet, or Smartphone). Group one was low print intensity people, or respondents who scored less than .50 on the Platform Preference Intensity for Print variable. Conceptually, these are respondents who use electronic media more than print media to read leisure travel magazines. Group two was high print intensity people, or respondents who scored more than .50 on the Platform Preference Intensity for Print variable. Conceptually, these are people who use print media more than electronic media. It is important to note that 11 respondents scored exactly .50 on the Platform Preference

Intensity for Print variable; they were excluded from the analysis of the third research question.

## **Results**

*RQ1: What needs do leisure travel magazine readers report that reading leisure travel magazines fulfills.*

The first research question sought to examine what needs leisure travel magazine readers reported that reading travel magazines fulfilled. To test this question, twenty-seven statements relating to motivations for reading leisure travel magazines were factor analyzed using principal component analysis with Varimax rotation. The analysis yielded six factors explaining a total of 73.528% of the variance for the entire set of variables.

STATEMENTS <i>Rate your agreement with the following statements. Travel magazines...</i>	1	2	3	4	5	6
Inform me about places in the world that I never knew existed	<u>.594</u>					
Give me ideas for where I might want to travel	<u>.816</u>					
Inspire me to look into new places to vacation	<u>.833</u>					
Suggest new places to visit	<u>.882</u>					
Show me travel destinations I had not yet considered	<u>.861</u>					
Show me new attractions in which I might be interested	<u>.763</u>					
Help me choose where to vacation		<u>.731</u>				
Help me decide which attractions to see during my trip		<u>.662</u>				
Help me choose lodging when I plan a trip		<u>.779</u>				
Advise me on destinations to avoid		<u>.615</u>				
Compare destinations to help me find the one for me		<u>.684</u>				
Help me find deals for traveling on a budget		<u>.768</u>				
Help me decide where and what to eat on my trip		<u>.559</u>				
Help me choose transportation when I plan a trip		<u>.722</u>				
Help me be happy			<u>.791</u>			
Help me relax			<u>.823</u>			
Help me escape from my normal life			<u>.821</u>			
Help me pass time			<u>.592</u>			
Help me to remember past vacations				<u>.892</u>		
Allow me to compare my past experiences with the writer's				<u>.821</u>		
"Take me back" to places I've been				<u>.853</u>		
Teach me about common issues					<u>.847</u>	
Help me understand what's happening around me					<u>.784</u>	
Help me understand what my peers are talking about						<u>.651</u>
Make me feel like part of the conversation						<u>.585</u>
Give me information about how people are traveling	----	----	----	----	----	----
Offer information that I can share with others	----	----	----	----	----	----
<b>RELIABILITY: CHRONBACH'S ALPHA</b>	<b>.922</b>	<b>.883</b>	<b>.840</b>	<b>.909</b>	<b>.825</b>	<b>.895</b>
<b>% TOTAL VARIANCE EXPLAINED</b>	<b>18.389%</b>	<b>17.795%</b>	<b>13.062%</b>	<b>11.079%</b>	<b>8.043%</b>	<b>5.160%</b>
<b>TOTAL VARIANCE EXPLAINED = 73.528%</b>						

Figure 2. Results from Factor Analysis and Chronbach's Alpha Reliability Test

The first factor was labeled Inspiration due to the high loadings by the following items: 1) Inform me about places in the world that I never knew existed. 2) Give me ideas for where I might want to travel. 3) Inspire me to look into new places to vacation. 4) Suggest new places to visit. 5) Show me travel destinations I had not yet considered. 6) Show me new attractions in which I might be interested. This first factor of Inspiration explained 18.909% of the total variance. It is important to note that the first item under this factor was originally expected to load with the fifth factor, Surveillance; however, the notion of having travel magazines inform about places in the world that one had not known existed logically could inspire one to want to travel to that new place.

The second factor derived was labeled Guidance due to the high loadings by the following items: 1) Help me choose where to vacation. 2) Help me decide which attractions to see during my trip. 3) Help me choose lodging when I plan a trip. 4) Advise me on destinations to avoid. 5) Compare destinations to help me find the one for me. 6) Help me find deals for traveling on a budget. 7) Help me decide where and what to eat on my trip. 8) Help me choose transportation when I plan a trip. This second factor of Guidance explained 16.754% of the total variance.

The third factor derived was labeled Diversion due to the high loadings by the following items: 1) Help me be happy. 2) Help me relax. 3) Help me escape from my normal life. This third factor of Diversion explained 13.291% of the total variance.

The fourth factor derived was labeled Retrospection due to the high loadings by the following items: 1) Help me to remember my past vacations. 2) Allow me to compare my past experiences with the writer's. 3) "Take me back" to places I've been. This fourth factor of Retrospection explained 10.343% of the total variance.

The fifth factor derived was labeled Surveillance due to the high loadings by the following items: 1) Teach me about common issues. 2) Help me understand what's happening around me. This fifth factor of Surveillance explained 8.009% of the total variance.

The sixth and final factor derived was labeled Interaction due to the high loadings by the following items: 1) Help me understand what my peers are talking about. 2) Make me feel like part of the conversation. This sixth factor of Interaction explained 4.975% of the total variance.

Another aspect of answering the first research question is determining the extent to which the respondents' needs are being met.

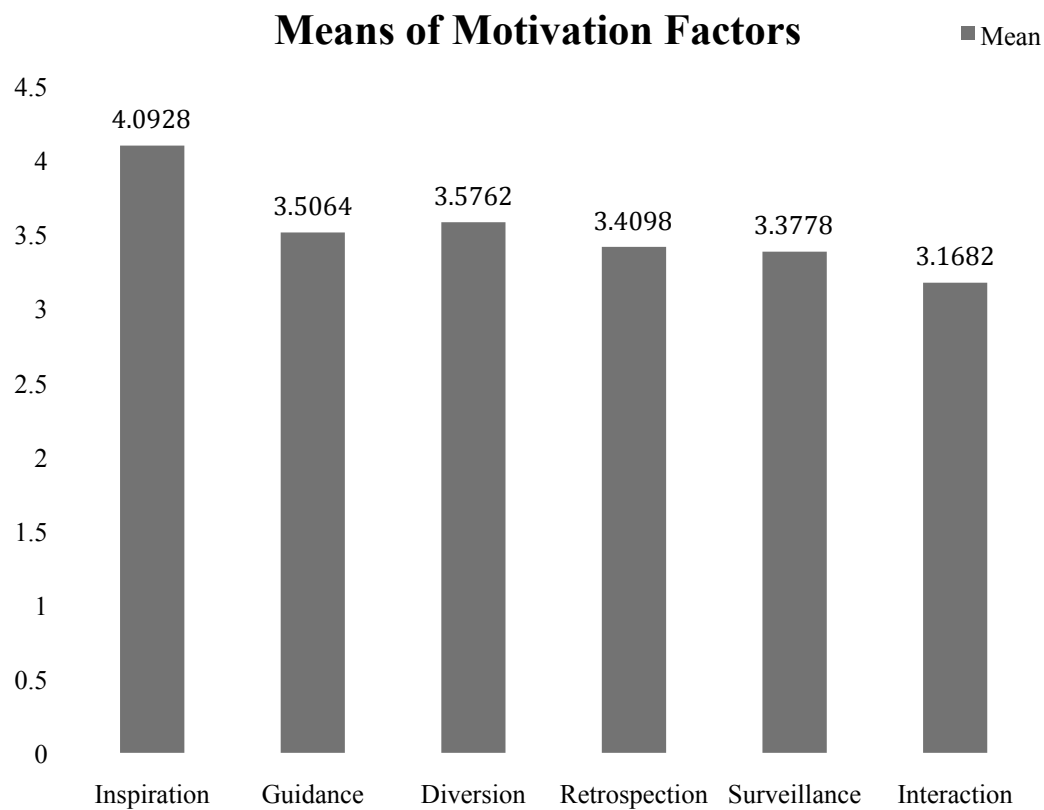


Figure 3. Means of Motivation Factors



Figure 3 illustrates the extent to which the respondents believe that their needs are being met by travel magazines. Inspiration, scoring 4.0928/5, is the greatest need being met by leisure travel magazines for these respondents. Diversion, scoring 3.5762/5, is the second highest use for travel magazines. Scoring close to Diversion at 3.5064/5 is Guidance, followed by Retrospection at 3.4096 then Surveillance at 3.3778/5. Interaction is the least need being met by leisure travel magazines at 3.1682/5.

*RQ2: How strongly do motivations for leisure travel magazine readership correlate with intent to foreign travel, frequency of domestic travel, frequency of foreign travel, and interest in foreign places?*

The second research question sought to examine whether a relationship existed between the six motivations for leisure travel magazine readership and intent to foreign travel, frequency of domestic travel, frequency of foreign travel, and interest in foreign places.

A standard multiple regression analysis was conducted to evaluate how well motivations for reading leisure travel magazines predicted intensity of intent to travel internationally (foreign travel). The linear combination of motivations was not significantly related to intensity of intent to travel internationally (foreign travel).  $R^2$  was .054,  $(F(6,203)=1.946, p(.075) > .05)$ . None of the six motivations added statistically significantly to the prediction,  $p > .05$ . Regression coefficients and standard errors can be found in the table below.

Variable	B	Std. Error	$\beta$	T-values
Surveillance	-.042	.039	-.095	-1.091
Diversion	.061	.049	.116	1.259
Interaction	-.040	.040	-.093	-1.010
Guidance	.000	.050	.000	-.005
Inspiration	.102	.054	.164	1.911
Retrospection	.033	.035	.077	.932

Figure 4. Results from Standard Multiple Regression Analysis of Motivations for leisure travel magazine readership and Intent to Foreign Travel

A standard multiple regression analysis was conducted to evaluate how well motivations for reading leisure travel magazines predicted frequency of travel within the United States (domestic travel). The linear combination of motivations was significantly related to frequency of travel within the United States (domestic travel) only with the inspiration variable.  $R^2$  was .083,  $F(6,203)=3.061$ ,  $p(.007) < .05$ . Of the six motivations, inspiration added statistically significantly to the prediction,  $p (.000) < .05$ . Regression coefficients and standard errors can be found in the table below.

Variable	B	Std. Error	B	T-values
Surveillance	-.102	.132	-.067	-.776
Diversion	.045	.165	.025	.272
Interaction	-.026	.135	-.017	-.190
Guidance	-.263	.171	-.130	-1.538
<b>Inspiration</b>	<b>.663</b>	<b>.182</b>	<b>.310</b>	<b>3.654</b>
Retrospection	-.155	.119	-.107	-1.305

Figure 5. Results from Standard Multiple Regression Analysis of Motivations for leisure travel magazine readership and Frequency of Domestic Travel.

A standard multiple regression analysis was conducted to evaluate how well motivations for reading leisure travel magazines predicted frequency of travel outside of the United States (foreign travel). The linear combination of motivations was not significantly related to frequency of travel outside of the United States (foreign travel).  $R^2$  was .048,  $F(6,202)=1.695$ ,  $p(.124) > .05$ . None of the six motivations, inspiration added statistically significantly to the prediction,  $p > .05$ . Regression coefficients and standard errors can be found in the table below. No relationship exists between frequency of travel outside of the United States (foreign travel) and motivations for reading leisure travel magazines.

Variable	B	Std. Error	$\beta$	T-values
Surveillance	.055	.121	.040	.451
Diversion	.169	.152	.103	1.111
Interaction	-.220	.124	-.163	-1.774
Guidance	-.011	.158	-.006	-.070
Inspiration	.129	.167	.067	.770
Retrospection	.200	.110	.152	1.815

Figure 6. Results from Standard Multiple Regression Analysis of Motivations for leisure travel magazine readership and Frequency of Foreign Travel.

A standard multiple regression analysis was conducted to evaluate how well motivations for reading leisure travel magazines predicted intensity of interest in foreign places. The linear combination of motivations was significantly related to intensity of interest in foreign places.  $R^2$  was .190,  $F(6,200)=7.795$ ,  $p(.000) < .05$ . Of the six motivations, Diversion and Guidance added statistically significantly to the prediction,  $p(.009) < .05$  and  $p(.006) < .05$ . Regression coefficients and standard errors can be found in the table below. People who have high interest in foreign places are motivated to read leisure travel magazines as a form of Diversion and to obtain Guidance.

Variable	B	Std. Error	$\beta$	T-values
Surveillance	.106	.666	.013	.160
<b>Diversion</b>	<b>2.210</b>	<b>.842</b>	<b>.225</b>	<b>2.624</b>
Interaction	-1.101	.683	-.138	-1.612
<b>Guidance</b>	<b>2.463</b>	<b>.879</b>	<b>.226</b>	<b>2.803</b>
Inspiration	1.725	.922	.149	1.871
Retrospection	.177	.605	.023	.293

Figure 7. Results from Standard Multiple Regression Analysis of Motivations for leisure travel magazine readership and Intensity of Interest in Foreign Places.

*RQ3: Is there a difference in motivations for reading leisure travel magazines between primarily print platform readers versus primarily electronic platform readers?*

An independent-samples t-test was conducted to compare primarily electronic readers and primarily print readers on their motivations for reading leisure travel magazines. Because multiple t-tests on the same data can inflate Type I error, a significance level of .01 was used in this analysis. None of the T-tests were significant at  $p < .01$

Variable	T-value	Sig. (2-tailed)
Surveillance	2.186	.031
Diversion	.828	.409
Interaction	1.758	.081
Guidance	.449	.654
Inspiration	.015	.988
Retrospection	.757	.450

Figure 8. Results of T-test for motivations for reading leisure travel magazines and platform preference (primarily print versus primarily electronic).

## Discussion

*RQ1: What needs do leisure travel magazine readers report that reading leisure travel magazines fulfills.*

In examining the uses and gratifications of leisure travel magazine readership in a factor analysis, the factors Surveillance, Diversion, Interaction, and Guidance were expected to emerge because of the similarities of leisure travel magazines and other consumer magazines, which were studied and tested by Payne, Severn and Dozier (1988), who found that these four motivations were predictors of magazine usage. When tested in this research, these four factors did indeed emerge as motivations for reading leisure travel magazines as well. After accounting for the results of Study I, the factors of Inspiration and Retrospection were expected to emerge as motivations for leisure travel magazine readership. When tested in the factor analysis, these two new motivations did, in fact, emerge. The factor analysis shows that all six of these factors are true

motivations, independent of one another, for which respondents claim they read leisure travel magazines.

The mean scores of each of these motivations show the extent to which respondents use leisure travel magazines to gratify these the six needs. A high score would indicate that the magazine was indeed providing for the need as well as causing the reader to go to the publication for that stated use. A low score would indicate that the reader believes that this need is being fulfilled by the publication but that it is not a need of much importance to them. Inspiration is reported as the biggest motivation for reading travel magazines, followed by Diversion, Guidance, Retrospection, Surveillance, and Interaction.

The emergence of Surveillance as a use of leisure travel magazines suggests that, at least to an extent, people come to leisure travel magazines to learn about what is going on in the world around them. The average score of Surveillance being 3.3778 means that people agree a little more than neutrally that travel magazines are fulfilling their need to learn about the world. Travel magazines are a good source of information about the goings on of other countries, especially in relation to how it affects travel. For example, an article in *National Geographic Traveler* about traveling to Cuba not only includes information about where to stay, but also provides information on the economy of Cuba, the issues the country faces, what day-to-day life is like for the people of the country, and so on. Reading an article such as this in a leisure travel magazine would satisfy that need for learning about the world.

The emergence of Diversion as a use of leisure travel magazines suggests that, to an extent greater than Surveillance, people come to leisure travel magazines for entertainment. The average score of Diversion being 3.5064 indicates that people more than neutrally but not quite fully agree that leisure travel magazines are fulfilling their need to relax, escape and pass time. Leisure travel magazines are able to transport the reader to a new place through vivid verbal descriptions as well as photos. For example, an article in *AFAR* about Lisbon takes the reader on a journey through the experience of the writer. As the story goes on, the reader gets to experience this trip virtually. He or she has been able to escape to this place. The need for entertainment can be fulfilled in articles such as these found in leisure travel magazines.

Interaction also emerged as a motivation for leisure travel magazine readership. This suggests that people use leisure travel magazines to connect them with the people around them. The average score of Interaction being 3.1682 shows that people don't see travel magazines filling this need greatly for them, but they also don't disagree with the idea that leisure travel magazines can provide an information that helps them talk to their peers about their surrounding environment. A community exists among travelers and people interested in travel. Being knowledgeable about what is going on in the travel sphere helps those within the community discuss these topics and share information. Leisure travel magazines can provide information that becomes fodder for discussion. For example, an article in *Budget Travel* about 12 phrases you can say that could save you money while traveling talks about ways to entice airline, hotel, and cruise line employees to give you discounts or upgrades by asking certain questions or giving them small gifts. Reading this article could spark a conversation among travel enthusiasts about tips that



the reader has acquired through their own personal experience or whether they agree or disagree with what the article suggests. This aspect of providing fodder for interaction is a use that leisure magazines are good at fulfilling.

The emergence of Guidance as a motivation for reading leisure travel magazines suggests that people are coming to these magazines to help them make a decision. Guidance is the third highest use being fulfilled by travel magazines, according to the mean scores of motivations. At 3.5064, it can be said that leisure travel magazines are more than neutrally but not quite fully satisfying the need for information that leads to decisions being made. Leisure travel magazines are full of top-ten lists on where to go, advice on what not to do, suggestions on things to try, alerts on when to travel, and more. For example, an article in *Travel + Leisure* about traveling to Costa Rica gives a list of “don’t miss” places and activities, reviews of restaurants and hotels as well as general information about traveling there. This information helps the reader make decisions. If in the article, they read a raving review of a small family-owned bed and breakfast, they might decide to stay there. Leisure travel magazines are very capable in fulfilling the need for guides and definitive suggestions about places.

The emergence of the new factor Inspiration suggests that people go to travel magazines to be inspired to travel. At 4.0928, Inspiration is the greatest need being fulfilled by leisure travel magazines. Most people are in agreement with the fact that leisure travel magazines are good at inspiring them to travel to new places. These magazines are constantly highlighting unexpected travel destinations, showing how “doable” vacations are, and illuminating the beauty and excitement of exotic places. All

of this inspires people to want to make the trip themselves. For example, an article in *Condé Nast Traveler* about the 32 best trips *Condé Nast* has ever seen, the writer talks about destinations all over the world and argues why you should visit. Reading an article like this could inspire the reader to plan a trip to one of these places. A main characteristic of travel magazines is that they are trying to show readers new places to visit, which fulfills the need for inspiration for which people are turning to leisure travel magazines.

Finally, the emergence of Retrospection as a new factor that motivates people to read leisure travel magazines suggests that people are looking for an outlet that allows them revisit and relive old experiences. The data suggests that they are finding that outlet in leisure travel magazines, at least to an extent. With a mean score of 3.4098 on the agreement scale for the uses of leisure travel magazines, these magazines are at least neutrally providing for the ability for retrospection. For example, a photo gallery of the Amalfi Coast in Italy shows the beautiful scenery of the area and highlights little shops and restaurants as well as the people who live there. A person who has been to the Amalfi Coast views this gallery and is reminded of his or her trip to the Amalfi Coast. By looking through the pictures, they are reliving their past experiences and making connections with what they saw when they were there and what the writer saw. The ability for travel magazines to transport the reader back to a place they have already been provides for the fulfillment of the need for retrospection.

*RQ2: How strongly do motivations for leisure travel magazine readership correlate with intensity of intent to foreign travel, frequency of domestic travel, frequency of foreign travel, and interest in foreign places?*

After discovering what motivations people had for reading leisure travel magazines, the question emerged as to whether these motivations were related to intent to foreign travel, frequency of domestic travel, frequency of foreign travel, and interest in foreign places.

In the case of the relationship between motivations and intensity of intent to foreign travel, it was expected that the more places people planned to go to within the next 24 months, the more likely they would be motivated primarily by Guidance. This assumption was made because if a person was planning to visit a lot of places, they would likely be turning to leisure travel magazines to give them guidance on where to stay, what to eat, etc., while they were vacationing in these places. However, when tested for correlation in a multiple regression analysis, no such relationship was found between how many places people planned to travel to and why they read leisure travel magazines. The method of measurement of intent to travel could have affected the results of this test. In future studies of the uses and gratifications of leisure travel magazine readership and its relation to travel intent, a different measurement could be used. A count measurement was used in this case because of an abnormal distribution of locations indicated for future travel. In a situation where a more normal distribution of locations were found, a relationship between where a person intended to travel and what motivation they had for reading leisure travel magazines could be tested.

In the case of the relationship between motivations for reading leisure travel magazines and frequency of domestic travel, it was expected that a frequent traveler would likely be motivated by Inspiration, Guidance and Retrospection because people who are traveling a lot are likely constantly looking for new places to be inspired to visit and information on what to do in those places. Also, because they are traveling frequently, they might be looking to reminisce about those places and confirm that they went to all the right places and didn't miss anything. The results of the analysis did show a strong relationship between frequency of domestic travel and being motivated by Inspiration to read leisure travel magazines. This relationship did not exist with the other motivations. Therefore, it can be stated that people who frequently travel within the United States are looking to leisure travel magazines for Inspiration on where to go and what to do next.

In the case of the relationship between motivations for reading leisure travel magazines and frequency of foreign travel, the same expectations were made as with frequency of domestic travel: The more often people are traveling outside of the United States, the more they would be motivate by Inspiration, Guidance and Retrospection. However, the results of the multiple regression analysis did not show the existence of such a relationship. A possible explanation could be that not enough people in this sample were frequently traveling internationally as they are frequently traveling domestically; therefore, finding a statistically strong relationship with motivation factors related to the traveling process was less likely.

Finally, in regard to the relationship between motivations for reading leisure travel magazines and the intensity of interest in foreign places, it was expected that the more interested a person was in aspects of foreign places the more likely they would be motivated by Surveillance, Diversion and Guidance. Their interest in foreign places would, theoretically, make them more prone to wanting to know what is happening all over the world (Surveillance), wanting to be entertained by stories having to do with foreign places (Diversion), and wanting to be guided by which things to see regarding each aspect of their interests when planning a vacation, be it food, art, sports, politics, history, etc., so that they are able to experience all of the recommended places (Guidance). After conducting the multiple regression analysis, a relationship between intensity of interest in foreign places and Diversion as well as Guidance was found. However, no relationship with Surveillance existed. Therefore, it can be said that people who are highly interested in foreign places are motivated to read leisure travel magazines as a form of diversion and to obtain guidance.

*RQ3: Is there a difference in motivations for reading leisure travel magazines between primarily print platform readers versus primarily electronic platform readers?*

After examining the results of RQ1, the question emerged as to whether a difference in motivations for reading leisure travel magazines existed between primarily print platform readers and primarily electronic platform readers. The characteristics intrinsic to each medium and the experience felt while consuming the content on that platform led to the expectation that a difference in motivations would exist. Because of

the portable nature of electronic media, it was expected that primarily electronic platform readers would be highly motivated by Guidance. If a reader was accessing the magazine on a Smartphone or tablet, they were probably looking for guidance on where to eat, what to avoid, etc. If they were accessing the magazine online, they were probably searching for information about a place for which they were planning a vacation and hoping to be guided on what choices to make. On the other hand, a primarily print platform reader could be highly motivated by Diversion, Inspiration or Retrospection due to the slower-paced leisure time associate with sitting down and flipping through the pages of a magazine. Because print content isn't as immediate as digital content, it was assumed that people who prefer print aren't actively seeking information, but rather are more passively absorbing whatever content was presented. Being entertained (Diversion) is a more passive activity. Reminiscing (Retrospection) isn't an urgent activity and can take place within the context of sitting down and delving into whatever happens to be in the print magazine that issue. However, after conducting a t-test, no statistically significant difference in motivations was found between primarily print and primarily electronic platform readers. The results of this analysis could be explained by the fact that the majority of people are primarily print platform users. A sample that was more normally distributed across the four platforms could have provided different results. Also, the question could be worded differently and possibly render more significant results. For example, "When a person uses a specific platform, what is his or her motivation for using that medium?"

## CONCLUSION

Ultimately, the findings in this study have both practical and theoretical implications. In practice, this research gives writers and publishers of leisure travel magazines valuable information about the readers that consume their content. With that information, they can make decisions on what type of content to create and how to deliver it. The theoretical implication of these findings is that it has filled a gap in the theory of the uses and gratifications by discovering two new motivations factors: Inspiration and Retrospection.

In looking at the study's practical implications, the mission statements of the five leisure travel magazines studied were examined in the context of how they align with the needs of readers. Does the intended purpose defined by the magazine align with how people are actually using that magazine? It was discovered in the research that there are six uses for reading leisure travel magazines, the greatest of which was Inspiration. People are coming to leisure travel magazines to have these needs fulfilled, and it is important that travel magazines continue to fulfill these needs if they want to survive. If the mission of the magazine is not to provide for these uses, then it is possible that readers will stop reading their content. Because Inspiration was such a strong motivator, it would be wise for magazines to evaluate how much emphasis they are placing on providing inspirational content compared to other content.

*National Geographic Traveler*, for example, strongly emphasizes inspiring people to travel as one of its goals. According to its philosophy, *National Geographic Traveler*

aims to provide “inspiring narratives that make readers take trips” (“About traveler magazine,” 2013). It also notes that it wants to give “solid service information to help them plan those trips,” which aligns with the guidance motivation.

*Condé Nast Traveler* also mentions these Inspiration and Guidance in its philosophy. Its goal is “advising readers on the best destinations for vacations...the most beautiful beaches and top resorts...the latest resort fashion and luggage trends, it tells you which car to rent...what gadgets to take with you on board and what apps to download to make your trip easy and fun.” It also aims to be an inspiration for people for whom “travel has become a passion and way of life” (“Brand philosophy: Travel,” 2010).

*Budget Travel* describes itself as providing “smart consumers with practical and timely tips and tools, uncovering the best under-the-radar discoveries and showing just how many destinations can be made accessible,” which also aligns with inspiration and guidance (“About arthur frommer's,” 2013).

*AFAR Magazine*'s mission also seems to align with the factors of Inspiration and Guidance as well as Interaction. It states: “We are the leader in experiential travel, inspiring, guiding, and connecting travelers to have deeper, richer, and more personal experiences” (“Afar at a,” 2011).

Conversely, *Travel + Leisure* makes no mention of Inspiration or Guidance in its mission statement. Rather it states: “With an eye for the authentic, the innovative, and the irresistible, *Travel + Leisure* fuses expert reporting on culture, food, style, and design with stunning photography, transporting readers to the places —and the travel experiences— that matter now” (“Travel and leisure,” 2012). This mission aligns more closely with Diversion and Surveillance. However, that doesn't mean that the content that



they are providing isn't inspiring. It might just mean that inspiring people to travel isn't one of their stated goals.

The fact that people go to leisure travel magazines to fulfill needs shows that these magazines provide useful content. But these needs must continue to be met if these magazines hope to survive. So the question becomes how to keep readers coming back. According to the findings in this research, people read travel magazines to be inspired to travel. A previous study has shown that experiential information is more likely to inspire people to decide to travel (Cho, Wang, & Fesenmaier, 2002). With that in mind, magazine editors and writers should aim to make their content experiential, that is making the reader feel as if he or she is virtually traveling. Cho, Wang, & Fesenmaier (2002) describe virtual experience as vividness, the level of sensory richness of mediated environment, and interactivity, the degree to which users can participate in modifying the mediated content in real time. If the reader gains this experiential information, they will be inspired. They will continue to come back to the magazine for inspiration as long as that need is filled.

The findings in this study also relate back to decision-making theories presented in the current literature. According to van Raaij and Crofts (1994), "Travel decisions are made at a generic level (travel or not), a modal level (type of vacation), or specific level (which destination)." At the generic level of decision-making, leisure travel magazines ability to inspire comes into play. Has the person been inspired to travel to the place highlighted after reading the magazine's content? If they have been inspired, then the leisure travel magazine's ability to guide comes into play. What should they do when they are there? Where should they stay? How should they get there? Finally, when the

vacation is over and the decision-making processes are complete, the ability for leisure magazines to provide retrospection comes into play. They are now able to reminisce about their experience when they read about that place in the magazine.

As mentioned in the introduction to this study, it is important for magazines to get people to want to travel. There are two reasons why. Firstly, magazines need to make money to stay afloat. Magazines make money through both advertisers and subscriptions. Advertisers want the readers of the magazines to buy their travel products. The more these readers travel, the more travel products they likely will buy. The more people are buying, the more money the advertisers have to spend on advertising, and thus the more money the magazine makes.

The second reason why it is important for magazines to travel is because it is good for society. Part of the goal of every journalist should be making the world a better place. The more people travel, the more informed they are and the more tolerant they can be. Also, the more people travel, the more money is spent across the globe, and that is beneficial to the global economy.

Acknowledging, then, that inspiring people to travel is both good for the journalistic integrity of the publication as well as the financial stability of the publication, the findings of this study can be applied to getting people to travel more.

It was discovered that a relationship exists between frequency of domestic travel and inspiration. This can be explained by the fact that the more people travel, the more inspiration they seek. Once they have been inspired, they continue to travel. As they continue to travel, they look to be once again inspired. And the cycle continues. As long as these publications continue to inspire readers to travel, the more these readers will

travel. And more travel is a good thing. It's good for society. It's good for advertisers, which is good for the publication. And it is good for publications beyond the advertising money it brings because more readers will come to the publication if it providing what they need — inspiration.

Through this research, a relationship between travel behavior and motivations for reading travel magazines was found. Some of these motivations help magazines make money. Some of these motivations help magazines in their ability to keep subscription numbers up. These motivations need to be examined by publications producing travel content for their importance to the sustainability of the publication. Editorial content must reflect the needs of the people consuming the content if a publication wants to thrive.

Beyond the implications this research has to the field of journalism, this study also has theoretical implications because it fills a gap in the theory of uses and gratifications. Future studies can take the two new motivations, Inspiration and Retrospection, discovered here and apply them to future research within the theory. Beyond its relationship with travel, Inspiration could be found to be a motivator for other media uses. For example, fashion magazines, cooking magazines, crafting magazines, and other publications that aim to get the reader to act (i.e. try a new style, cook a new meal, build a new shelf, etc.) are using their ability to inspire to incite action. People come to these publications looking for things to wear, meals to cook, projects to start. They want to be inspired. This motivation has not yet been examined beyond its relationship to travel, and it could further the study of media use if applied to future research of the theory of uses and gratifications. Retrospection can also be applied to future studies of media use. People are looking to reflect on things beyond their past travel experiences, and they

could be searching out different media products to do this. For example, newspapers are constantly retelling the story of what happened at an event (planned or unplanned). A person who experienced that event is then able to relive that experience through the telling of the story. They might seek out a newspaper as a way to examine their own experience and compare it to the experience described in the article. Future studies could examine what media products people seeking out to relive past experiences.

The results of this study were limited to a purposive sample of internet-savvy people who read at least one of the top five travel magazines. Future research could attempt to study this population using a subscriber list provided by these magazines rather than reaching out to respondents through social media. This research could also be extended to the uses and gratifications of travel blogs produced by travel magazines as well as the uses and gratifications of leisure travel magazine's social media pages. Also, if more technologies emerge that create new platforms for media consumption, it would be worthwhile to investigate whether a difference in motivations exists between users who prefer one platform to the others.

## APPENDIX

### Key Terms

**Travel:** at a minimum, visiting a place at outside of your home state or least 300 miles away from home.

**Travel Magazine:** the print, web, tablet or Smartphone platform on which information about travel is delivered from a travel publication.

**Surveillance:** media attention aimed at obtaining information about the world

**Interaction:** usage as preparation for anticipated conversations with others, or for other interpersonal activities in the larger social order

**Diversion:** relaxing, escaping or passing time with entertainment material

**Guidance:** media attention aimed to help make a decision

**Inspiration:** media attention aimed at bringing to light new ideas/suggestions

**Retrospection:** media attention aimed at remembering and/or comparing past experiences.

**Intent to Travel:** how many places to which a person plans to travel to within the next 24 months

**Frequency of Travel:** how often a person travels (very frequent, frequent, moderate, infrequent, very infrequent, non-traveler)

**Interest in Foreign Places:** Extent to which a reader wants to learn more about places outside of their own experience.

## Transcription of key quotes from in-depth qualitative interviews in Study I

### *Evidence to support the factor surveillance:*

Sean: “Also, even if it is a place I’ve never been to and don’t plan to go to, I get enjoyment out of just learning about new spots. Again, if I don’t plan on heading to South Thailand, for example, it’s still interesting to read about it and see what’s going on there.”

Carl: 1) “I’m looking for places to go but just general education, too, learning about places, people and things.” 2) “Learning about history and where to go to visit historical places, where battles took place. 3) “The stories also give me background information and history so that I know what I’m looking at when I am actually at the location.”

Heather: “I especially read *National Geographic Traveler* for education purposes. It just contains a lot of information.”

John: “I definitely think that travel magazines keep me informed about what’s going on in the world, even if it’s just about knowing what places exist that I never knew about before.”

### *Evidence to support the factor diversion*

Jeff: “I suppose the biggest thing is that it kind of takes you a way to a place you might never get to go to. It’s a little bit of an escape.”

Michelle: “For magazines, I like hard copy and turning the page. It is more of a relaxing experience for me — the aspect of dreaming about going to these places. I’m not really always looking for new places to go to. I’m more looking to escape.”

Nick: 1) “I read national geographic traveler magazine both to decide future travel destinations, but also to learn about and visually experience many places I will never have the opportunity to visit.” 2) “Travel Magazines are not only are they informative, but they are also written to capture the readers imagination.”

John: “It’s a bit like exploring from the comfort of your own home. There is kind of this whole world out there that you don’t necessarily know everything about, but you get to discover it for the first time when you read about it.”

Lisa: “I will pick up a travel magazine over other magazines just because I am more interested in reading about traveling than I am about celebrities.”

### *Evidence to support the factor interaction*

Carl: “I like to look into places that I know my kids have traveled, too. It’s helpful to be able to have an idea of the places they are talking about when they tell me stories. Also, I like to read about where my relatives are living abroad.”

Heather: “I always put reviews on travel websites, like Trip Advisor, to let people know my opinion of a place”

John: “Sometimes, I will read an article about a place that I know one of my friends or relatives have been to so that I can ask them about it with a little bit of background. It is nice to be able to visualize the places that people talk about.”

*Evidence to support the factor guidance*

Lisa: “I look online, when I’m searching for places to travel, to see what travel magazines have said about it.”

Beth: “I definitely consult them when I am planning my trips.”

Jeff: “I use them a little bit to plan my vacations. If there is a story that I find interesting about a place I am planning to visit in the future, I’ll rip it out and put it in a folder and check back later.”

Sean: 1) “I read about hot spots to check out when you’re in these cities. I used to go to a lot of random places, so I would read up on where to go while I was in these places.” 2) “Typically, I try to avoid the touristy and highly populated places. So travel magazines are good at showing me restaurants and bars to go to if you’re trying to avoid those touristy spots.”

Amanda: 1) “I always read articles that have to do with London or Paris because I travel there very often with my husband. I will look for different hotels and different restaurants to go to that I haven’t been to yet, or different stores to shop.” 2) “I love to read about “Three Days in a Certain Place.” It’s really a good reference when you are planning trips.”

*Evidence to support the factor inspiration*

Lisa: 1) “I like to look for places that I’ve never heard of.” 2) “I don’t usually go into it looking for something. I just tend to browse to see what I find.”

Beth: “I read them like for inspiration on where I might want to go, but I also read them once I know where I plan to go.”

Michelle: “I might get an idea of where to go from a travel magazine. I remember once reading an article about Hong Kong and thinking that I really need to go to Hong Kong. I still haven’t been yet, though from that article, I HAD to go.”

Sean: “It’s great because not every magazine is geared toward where I’m going. Often times, I’ll read things and just make a note in my head. They might be talked about somewhere when I’m heading to Europe. If I ever have the need, I’ll have it in the back of my mind. Every time I read it, I know it’s not targeted to exactly what I’m doing. But it’s just good to know and have as food for thought.”

Nick: “To an extent, it was through an issues of traveler that I got interested in South Africa and through the same magazine that our family chose to go to Puerto Rico and the Dominican Republic.”

John: “I don’t really read them to plan for trips but they do inspire me to want to one-day go to some of the places. I keep those really interesting locations in the back of my mind.”

Carl: “It’s not my main source of information to plan my travels but I do use it for inspiration and ideas.”

Heather: “We really use the internet mostly to plan the trip and magazines or blogs for inspiration.”

*Evidence to support the factor retrospection*

Lisa: “I like to look for places that I’ve already been to make sure I saw all of the things I was supposed to.”

Beth: “I like to read “best of” lists to see if I’ve been to any of the places.”

Carl: “I like to look back at places I’ve traveled. It’s a way for me to reminisce and see what sites I missed when I was there because if you don’t plan ahead, you miss so much.”



**PDF of the Survey distributed online (attached)**

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## Default Question Block

### INFORMED CONSENT

You are invited to participate in research conducted by Caitlin E. Carter at the University of Missouri. The purpose of the research is to investigate the uses and gratifications of leisure travel magazine readership

Your participation is entirely voluntary: you can refuse to participate or stop taking part at any time without penalty, and you can skip any procedures in which you feel uncomfortable participating. You can also ask to have all of your information be returned, removed, or destroyed.

No serious discomforts, stresses or risks are expected in participating in this study. This study may provide no direct benefit to you, but it may have an important implication for scholars and practitioners to better understand why people are reading travel magazines.

If you volunteer to take part in this study, you will be asked to respond to a questionnaire about your reasons for reading travel magazines and your attitudes toward travel. The survey is expected to take about 10 minutes.

Your participation is highly anonymous. However, you will be offered the opportunity to participate in a drawing for a gift card as thanks for your participation. The form for this drawing is completely separate from the study. Your identity will not be associated with your responses.

If you have any questions, you may contact Caitlin E. Carter at [cecwy6@mail.missouri.edu](mailto:cecwy6@mail.missouri.edu).

If you have any questions or concerns regarding your rights as a study participant, or if you are dissatisfied at any time with any aspect of this study, you may contact — anonymously, if you wish — the Campus IRB office at Campus Institutional Review Board, McReynolds, University of Missouri, Columbia, MO 65211. The website is available at [www.research.missouri.edu/cirb/index.htm](http://www.research.missouri.edu/cirb/index.htm) and phone number is 573-882-9585.

By clicking the "Continue" you are agreeing to take part in the above described research project.

I have read and understood the above consent form and desire of my own free will to participate in this study.

- Yes  
 No

Which statement best describes your travel frequency WITHIN the United States?

- I travel within the U.S. each week.  
 I travel within the U.S. at least once each month.  
 I travel within the U.S. at least once every 6 months.  
 I travel within the U.S. at least once per year.  
 I travel within the U.S. at least once every 2-5 years.  
 I travel within the U.S. at least once every 5-10 years.  
 I never travel within the U.S.

Which statement best describes your travel frequency OUTSIDE OF the United States?

- I travel outside of the U.S. each month.  
 I travel outside of the U.S. at least twice each year.

- I travel outside of the U.S. at least once per year.
- I travel outside of the U.S. at least once every 2-3 years.
- I travel outside of the U.S. at least once every 5-10 years.
- I never travel outside of the U.S.

Which of the following travel magazines do you frequently read? Select all that apply in Column 1. If you select a magazine in Column 1, indicate in Column 2 on which platform you prefer to read that magazine's content.

	Select the travel magazines that you frequently read.	On Which Platform do you most prefer to read its content?			
		Choices	In Print	Online	On Tablet Application
National Geographic Traveler	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
AFAR	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condé Nast Traveler	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Budget Travel	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel & Leisure	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other <input type="text"/>	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please select the places to which you intend to travel in the next 24 months.

- Cities in the United States
- Islands and countries close by the United States (Ex: Canada, Puerto Rico, Hawaii, etc.)
- South America, Central America or Mexico
- Western Europe/United Kingdom
- Eastern Europe or Russia
- Africa
- Middle East or Asia Minor
- South Asia
- East Asia
- South Pacific (Australia, New Zealand, etc.)
- Antarctica or the Arctic
- Other

Rate your agreement with the following statements.

Travel Magazines...

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Teach me about common issues.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Help me understand what's happening around me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inform me about places in the world that I never knew existed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Give me information about how people are traveling.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Rate your agreement with the following statements.

Travel Magazines...

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Help me be happy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Help me relax.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Help me escape from my normal life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Help me pass time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Rate your agreement with the following statements.

Travel Magazines...

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Offer information that I can share with others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Help me understand what my peers are talking about.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Make me feel like part of the conversation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Rate your agreement with the following statements.

Travel Magazines...

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Help me choose where to vacation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Help me decide which attractions to see during my trip.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Help me choose lodging when I plan a trip.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advise me on destinations to avoid.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compare destinations to help	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Compare destinations to help me find the one for me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Help me find deals for traveling on a budget.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Help me decide where at what to eat on my trip.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Help me chose transportation when I plan a trip.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Rate your agreement with the following statements.

Travel Magazines...

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Give me ideas for where I might want to travel.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inspire me to look into new places to vacation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suggest new places to visit.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Show me travel destinations I had not yet considered.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Show me new attractions in which I might be interested.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Rate your agreement with the following statements.

Travel Magazines...

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Help me to remember my past vacations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Allow me to compare my past experiences with the writer's.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Take me back" to places I've been.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Rate your level of interest in the following.

	Very Uninterested	Uninterested	Neutral	Interested	Very Interested
Foreign places in general	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Political affairs in foreign places	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Economic state of foreign places	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourist attractions in foreign places	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food and drink of foreign places	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
History of foreign places	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customs of foreign places	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Art and architecture of foreign places	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping in foreign places	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nature and wildlife of foreign places	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports and exercise activities of foreign places	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What is your age? (Example: 23)

What is your sex?

- Male  
 Female

What is your marital status?

- Single  
 Married  
 Widowed  
 Divorced  
 Separated  
 Living with a partner and sharing financial responsibilities  
 Living with a partner but not sharing financial responsibilities

What is your parenting status?

- No children  
 Children living at home  
 Children living outside of home

What is your racial descent?

- European  
 African  
 Latin American  
 Asian  
 Middle Eastern  
 Native American  
 Pacific Islander

Other

Describe your years of formal education.

- Some High School
- High School Graduate
- Some College
- Associates Degree
- Bachelors Degree
- Masters Degree
- Professional Degree
- Doctorate Degree

What is your citizenship status?

- U.S. Citizen
- Resident
- Non-resident

What is your annual household income?

- Less than \$10,000
- \$10,000 to \$19,999
- \$20,000 to \$29,999
- \$30,000 to \$39,999
- \$40,000 to \$49,999
- \$50,000 to \$59,999
- \$60,000 to \$69,999
- \$70,000 to \$79,999
- \$80,000 to \$89,999
- \$90,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more